

## PLATFORM SELECTION

# PIM platform selection

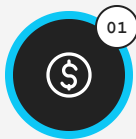
Impartial vendor selection and RFP management, backed by a triple-blind methodology.

**Need objective guidance on platform selection?** We can help. While we partner with multiple PIM platforms, our triple-blind methodology ensures an impartial, detailed assessment. That way, the recommendation reflects your requirements, not vendor relationships.

Ntara evaluates PIM software against criteria like platform cost, development language, partner model, and deployment options. By the end of the process, you have a comprehensive business requirements document and a vendor scorecard — everything you need to make an informed decision.

## 01 - THE CRITERIA

### Five dimensions we evaluate



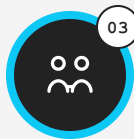
#### Platform cost

Total cost of ownership across licensing, implementation, and support. Includes the modules you actually need and the ones you don't.



#### Technology fit

Development language, architecture, and extensibility. This determines whether your team can build, integrate, and maintain on it.



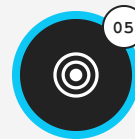
#### Partner model

Vendor support, SI ecosystem, and roadmap influence. This is where most post-purchase ROI is won or lost.



#### Deployment options

Cloud, hybrid, or on-prem availability and data residency. This is how the platform meets your IT and security standards.



#### Functional fit

How each vendor's capabilities map to your prioritized business requirements. This is the data behind the recommendation, not the demo dazzle.

## 02 - WHAT TO EXPECT

### METHODOLOGY

**Triple-blind** evaluation

### TIMELINE

**6–8 weeks**

### DELIVERABLES

Business requirements document, vendor scorecard, and a ranked recommendation with data to unlock budget approval.

### The value to your business

This selection process gives leadership the data-driven artifacts to unlock budget approval. The decision is based on user requirements and evaluation criteria, not sentiment or sales pressure.

## Ready to find the right PIM for your business?

Let's schedule a discovery call to scope your selection process.

[www.ntara.com](https://www.ntara.com) →