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# **PIM Use Case Scenario**

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Auto-generated at August 30, 2025

#### **Overview**

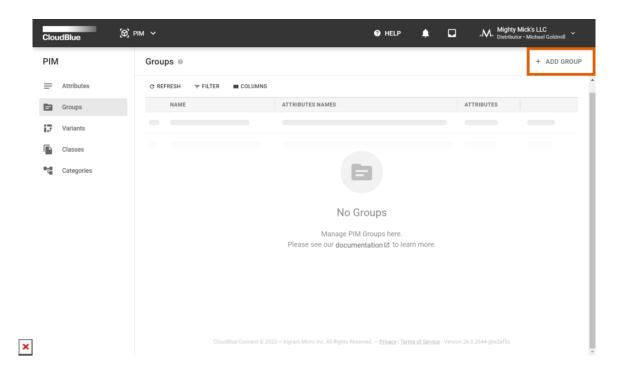
The CloudBlue Connect platform allows defining product categories, attributes, groups, classes, and variations for specifying product information that your commerce system works with. Specifically, the Product Information Management module provides comprehensive functionality to create templates for collecting technical details and other important aspects of a product.

Once all templates are established, the system streamlines and facilitates product information specifications during the Product Definition flow. Therefore, Vendors can select a category and specify attributes for each product with just a few clicks.

The following provides a use case scenario and step-by-step instructions on how to define attributes, classes, groups and other templates for customer management software.

## **Creating Group**

The PIM module operations do not require any prerequisites or established contractual relationship with a specific Vendor. However, the system includes a specific workflow for defining such templates. Start off by creating groups for your future attributes as follows:



|   | Cloud | Blue.                             | м У       |   |                  | Ø HELP | ۴   | Mighty Mick's LLC<br>Distributor • Michael Goldmill |
|---|-------|-----------------------------------|-----------|---|------------------|--------|-----|---|
|   | PIM   |                                   | Groups @  |   |                  |        |     | + ADD GROUP   |
|   | = /   | Attributes                        | C REFRESH | ⇒ FILTER III COLUMNS  |                  |        |     |   |
|   |       | Groups                            | NAME      |   | ATTRIBUTES NAMES |        |     | ATTRIBUTES  |
|   |       | Variants<br>Classes<br>Categories |           | Create Group<br>Name*<br>CRM Functionalities<br>Code*<br>crmfun01 | CA<br>+ ADD Gi   |        | AVE |   |
| × |       |                                   |           |   |                  |        |     |   |

- 1. Navigate to the *PIM* module and switch to the **Groups** tab.
- 2. Define a new group by clicking on Add Group at the top-right corner of the screen.
- 3. Specify a *name* for your group and a *code* that identifies your group by using corresponding fields.

This scenario showcases a created group that is called *CRM Functionalities*. This group will be used for creating attributes of cloud-based customer management software.

#### **Attributes Creation**

Once your group is defined, the system allows creating attributes that can be associated with your provided group. Attributes allow Vendors to specify technical characteristics that are required for your commerce or other external systems. The following demonstrates how to define attributes for your created group:

| PIM                          | Attributes @                 |  |          | + ADD ATTRIBUTE |
|------------------------------|------------------------------|--|----------|-----------------|
| Attributes                   | C REFRESH = FILTER ■ COLUMNS |  |          |                 |
| Groups                       | NAME                         |  | SCOPE TY | PE              |
| Variants                     |                              |  |          |                 |
| Classes                      |                              |  |          |                 |
| ■T <mark>a</mark> Categories |                              | =  |          |                 |
|                              |                              | No Attributes  |          |                 |
|                              | P                            | Manage PIM Attributes here.<br>lease see our documentation 🖾 to learn mo | pre.     |                 |
|                              |                              |  |          |                 |
|                              |                              |  |          |                 |
|                              |                              |  |          |                 |

|           | Type *  |
|-----------|---|
| 1 Туре    | Dropdown Preview  |
| 2 Details | Options Dropdown  |
| 3 Group   | At least two different choices must be entered below. If parameter is not set as<br>"required", customer will have one more option, "Empty", which will leave parameter<br>value blank. |
| 4 Summary | Option name Option value  |
|           | = AWS aws_choice  |
|           | Azure azure_choice  |
|           | + Set displayed name Set displayed value  |
|           | Hint text<br>technology platform  |
|           | technology platform   |

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| CloudBlue.  | (9) PIM ~                            |  | 🛛 HELP 🗯                                  | L 🗖               | Mighty Mick's LLC Victual Goldmill                          |
|---|--------------------------------------|--|---|-------------------|---|
| PIM   | Create attribute - S                 | Step 2   |   |                   | + ADD ATTRIBUTE   |
| <ul> <li>Attributes</li> <li>Groups</li> <li>Variants</li> <li>Classes</li> <li>Categories</li> </ul> | Type  Details  Group  Group  Summary | Parameter Details Name* Technology platform Code* platform_dropdown Description Technology platform selection dropdo Scope Product  () tem | wn list                                   |                   | 10 • 1-1 of 1 < ><br>10 • 1-1 of 1 < ><br>10 • 1-1 of 1 < > |
|   |                                      | CANCEL   | BAC                                       | K NE              | кт  |
|   | Ck                                   | udBlue Connect © 2023 — Ingram Micro Inc. All Right  | s Reserved. – <u>Privacy   Terms of :</u> | Service - Version | 26.0.2644-g6e2af5c  |

| PIM                   | Attributes ©       |  | _    |               | + ADD ATTRIBUTE     |
|-----------------------|--------------------|--|------|---------------|---------------------|
| Attributes     Groups | C REFRESH = FILTER | III COLUMNS  |      | Rows per page | • 10 • 1−1 of 1 < > |
| 🗘 Variants            | Create attribute – | Step 3   |      |               | 1:                  |
| Classes               | 🗸 Туре             | Select group   |      |               | 10 → 1−1 of 1 < >   |
| • •                   | ✓ Details          | Q<br>CRM Functionalities<br>PIG-958-108-485 • crmfun01 |      | ۲             |                     |
|                       | 3 Group            |  |      |               |                     |
|                       | 4 Summary          | CANCEL   | BACK | CREATE        |                     |
|                       |                    |  |      |               |                     |
|                       |                    |  |      |               |                     |
|                       |                    |  |      |               |                     |

[

| PIM        | Attributes  |  |         |                    | + ADD ATTR |
|------------|---|--|---------|--------------------|------------|
| Attributes | C REFRESH ≂ FILTER III COLUMNS                                |  |         | Rows per page 10 👻 | 1-6 of 6   |
| Groups     | NAME -  | GROUP -  | SCOPE * | TYPE 👻             |            |
| ↓ Variants | Main targeted industry<br>PIA-9491-6663-5975 • crm_industry   | CRM Functionalities<br>PIG-958-108-485• crmfun01 | Product | Dropdown           | × :        |
| Classes    | Technology platform<br>PIA-2096-8278-9777 • platform_dropdown | CRM Functionalities<br>PIG-958-108-485• crmfun01 | Item    | Dropdown           | × :        |
| Categories | Solution<br>PIA-9922-2926-2238 • sol-01                       | CRM Functionalities<br>PIG-958-108-485• crmfun01 | Product | Text               | × :        |
|            | Social media<br>PIA-6063-0164-3209 • social                   | CRM Functionalities<br>PIG-958-108-485• crmfun01 | Product | Text               | × :        |
|            | Presentation<br>PIA-5766-5937-8214 • present                  | CRM Functionalities<br>PIG-958-108-485+ crmfun01 | Item    | File               | × :        |
|            | Brochure<br>PIA-8317-2748-4060 • broch                        | CRM Functionalities<br>PIG-958-108-485• crmfun01 | Item    | Image              | × :        |
|            |   |  |         | Rows per page 10 - | 1-6 of 6   |
|            |   |  |         |                    |            |
|            |   |  |         |                    |            |
|            |   |  |         |                    |            |

- 1. Switch to the **Attributes** tab and click the **Add Attribute** button.
- 2. Select a type for your new attribute. The following configuration varies depending on your selected type.
- 3. Specify your attribute details. This includes a name, a code, a description, and a scope for your attribute.
- 4. Select your created group. The *CRM Functionalities* group is selected in this scenario.

Thus, your attribute will be successfully created. Note that the system allows creating as many attributes as it is required for your commerce system or products. The provided demo scenario includes multiple item-scope and product-scope attributes that represent various features and functionalities of CRM solutions.

## Variants Creation

In case multiple *item-scope* attributes are created, the system allows creating variants with different combinations of such attributes. Note that variant creation is an *optional* procedure, but it allows establishing structured representation of all available items and finding required items within commerce systems much quicker.

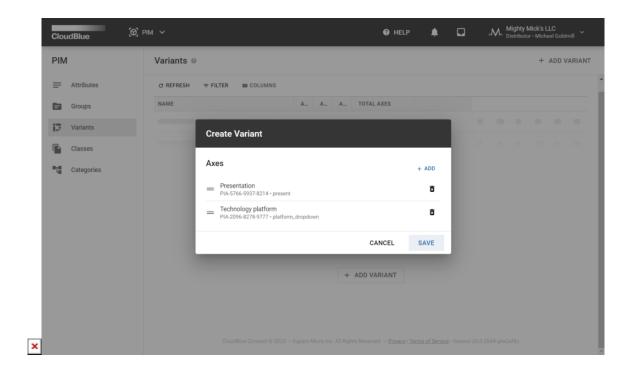
Follow the steps below to define your variants:

| PIM                          | Variants                     | + ADD VAF   |
|------------------------------|------------------------------|---|
| Attributes                   | C REFRESH = FILTER III COLUM | NS T  |
| Groups                       | NAME                         | A., A., A., TOTAL AXES  |
| Variants                     |                              |   |
| Classes                      |                              |   |
| ∎t <mark>∎</mark> Categories |                              |   |
|                              |                              | No Variants   |
|                              |                              | Manage PIM Variants here.<br>Please see our <b>documentation</b> ⊠ to learn more. |
|                              |                              |   |
|                              |                              |   |
|                              |                              |   |

| PIM        | Variants @ |                                   |             |      |  | + / | ADD V/ | ARIA |
|------------|------------|-----------------------------------|-------------|------|--|-----|--------|------|
| Attributes | C REFRESH  | ₹ FILTER III COLUMNS              |             |      |  |     |        |      |
| Groups     | NAME       | A A A                             | TOTAL AXES  |      |  |     |        |      |
| J Variants | _          |                                   | _           | _    |  |     |        |      |
| Classes    |            | Create Variant                    |             |      |  |     |        |      |
| Categories |            | Axes                              |             |      |  |     |        |      |
|            |            | Please add one or more attributes | + A         | DD   |  |     |        |      |
|            |            |                                   | CANCEL      | SAVE |  |     |        |      |
|            |            | ·                                 | ADD VARIANT |      |  |     |        |      |
|            |            |                                   |             |      |  |     |        |      |

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| CloudBlue  |            |   |               |              |   |               |
|------------|------------|---|---------------|--------------|---|---------------|
| PIM        | Variants ( |   |               |              |   | + ADD VARIANT |
| Attributes | C REFRESH  | ₹ FILTER III COLUMNS  |               |              |   |               |
| Groups     | NAME       | Select Attribute  |               |              |   |               |
| Classes    |            | Q   |               |              | 1 |               |
| Categories |            | Technology platform<br>PIA-2096-8278-9777 • platform_dropdown |               |              | ш |               |
|            |            | Presentation<br>PIA-5766-5937-8214 • present                  |               | $\checkmark$ |   |               |
|            |            | Brochure<br>PIA-8317-2748-4060 • broch                        |               |              | U |               |
|            |            |   | CANCEL        | SAVE         |   |               |
|            |            |   | + ADD VARIANT |              |   |               |
|            |            |   |               |              |   |               |
|            |            |   |               |              |   |               |



|            |                                    |  |  |   |   | + ADD   | VAR   |
|------------|------------------------------------|--|--|---|---|---|---|
| Attributes | C REFRESH ≂ FILTER MI COLUMNS      |  |  |   | Rows per page 10 -  | 1-3 of 3  | <   |
| Groups     | NAME -                             | AXIS 1   | AXIS 2   | AXIS 3  | TOTAL AXES  |   |   |
| Variants   | Brochure × Presentation            | Brochure<br>PIA-8317-2748-4060   | Presentation   | -   | 2   | /   | :   |
| Classes    | Technology platform × Brochure     | Technology plat  | Brochure   | -   | 2   | /   | :   |
| Categories | Presentation × Technology platform | Presentation   | Technology plat  | -   | 2   | 1   | :   |
|            |                                    |  |  |   | Rows per page 10 👻  | 1-3 of 3  | <   |
|            |                                    |  |  |   |   |   |   |
|            |                                    |  |  |   |   |   |   |
|            |                                    |  |  |   |   |   |   |
|            |                                    |  |  |   |   |   |   |
|            |                                    |  |  |   |   |   |   |
|            |                                    |  |  |   |   |   |   |
|            | Groups<br>Variants<br>Classes      | C REFRESH         FILTER         III COLUMNS           NAME ~             Variants         Brochure × Presentation<br>PIV-226-332-162            Classes         Technology platform × Brochure<br>PIV-308-346-306 | C REFRESH         FILTER         COLUMNS           NAME +         AXIS 1           Brochure × Presentation<br>PIV-226-332-162         Brochure<br>PIX-8317-2748-4060           Classes         Technology platform × Brochure<br>PIV-308-346-306         Ptechnology plat<br>PIX-2398-8278-9777           Categories         Presentation × Technology platform         Presentation | Groups     C REFRESH     T FILTER     INI COLUMNS       Variants     NAME *     AXIS 1     AXIS 2       Brochure × Presentation<br>PIV-226-332-162     Brochure<br>PIV-308-346-306     Presentation<br>PIA-5766-5937-8214       Classes     Technology platform × Brochure<br>PIV-308-346-306     Technology plat_<br>PIA-576-68278-9777     Brochure<br>PIX-8317-2748-4060       Categories     Presentation × Technology platform     Presentation     Technology plat_ | Groups     C REFRESH     FILTER     III COLUMNS       Variants     NAME *     AXIS 1     AXIS 2     AXIS 3       Brochure × Presentation<br>PIV-226-332-162     Brochure<br>PIV-236-346-5937-6214     -     -       Classes     Technology platform × Brochure<br>PIV-308-346-506     Presentation<br>PIA-3076-8278-9777     Brochure<br>PIA-3076-8278-9777     Brochure<br>PIA-3076-8278-9777     -       Categories     Presentation × Technology platform     Presentation     Technology plat     _ | Groups     C REFRESH FILTER III COLUMNS     Rows per page     D •       NAME •     AXIS 1     AXIS 2     AXIS 3     TOTAL AXES       Variants     Brochure × Presentation<br>PrV-226-332-162     Brochure<br>PLAS371/2748-4000     Presentation<br>PLAS376-5937-8214     -     2       Classes     Technology platform × Brochure<br>PVV-308-346-306     Technology platform<br>PLAS371-2748-4000     Presentation<br>PLAS371-2748-4000     -     2       Classes     Technology platform     Presentation<br>PLAS376-5937-8214     Technology plat.<br>PLAS376-5937-8214     -     2 | Groups         C REFRESH         FILTER         III COLUMNS         AXIS 1         AXIS 2         AXIS 3         TOTAL AXES         I         -3 of 3           Variants         Brochure × Presentation<br>PIV-226-332.162         Brochure<br>PIV-326-332.162         Brochure<br>PIA-8376-2784-000         Presentation<br>PIA-8376-2784-000         Presentation<br>PIA-8376-2784-000         -         2            Classes         Technology platform × Brochure<br>PIV-308-346-306         Technology platform<br>PIA-8376-6937-8214         Brochure<br>PIA-8376-6937-8214         -         2            Classes         Presentation × Technology platform<br>PIV-927-709-670         Presentation<br>PIA-8376-6937-8214         Technology platform<br>PIA-8376-6937-8214         -         2 |

- 1. Navigate through the Variants tab and click Add Variant.
- 2. Add axes to define your required attributes combination.
- 3. Once all required axes are specified, complete your variant creation by clicking Save.
- 4. Repeat this process to define other variants with different axes.

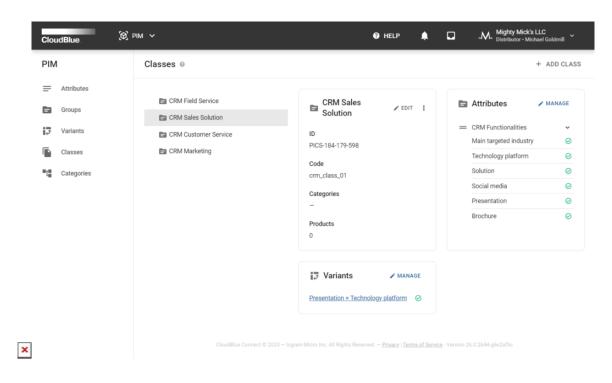
The demo example incorporates multiple variants for CRM functionalities attributes. Each variant will be used for various classes and categories that will be created later in this tutorial.

## **Classes Creation**

Classes allow organizing provided product information and establishing inheritance for your specified attributes and variants. Thus, hierarchy helps defining parent classes and consequently establish default attributes for child classes. This allows providing more structured and organized technical information for specific products. The following steps showcase how to create and configure a class:

| CloudBlue.  | РІМ 🗸            | 🕜 HELP 🜲  | Mighty Mi  | ck's LLC<br>• Michael Goldmill |
|---|------------------|---|------------|--------------------------------|
| PIM   | Classes Ø        |   |            | + ADD CLASS                    |
| <ul> <li>Attributes</li> <li>Groups</li> <li>Variants</li> <li>Classes</li> <li>Categories</li> </ul> | Standard product | Standard       ► EDIT       :         ID       PICS-985-857-589       .         Code       .       .         T       .       .         Categories       .       .         Software       .       .         Analytics       Backup and Disaster Recovery       .         Backup and Disaster Recovery       .       .         Products       .       .         3       .       . | Attributes | MANAGE                         |
|   |                  | ₩ Variants MANAGE<br>No variants  |            |                                |

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|------------------------------------|--|-------------|---|
| PIM                                | Classes @  |             | + ADD CLASS   |
| Attributes     Groups     Variants | Standard province<br>Create Class                          | Standard    | Attributes Attributes                               |
| Classes                            | CRM Sales Solution<br>Code<br>crm_class_01<br>Parent class | ~           |   |
|                                    |  | CANCEL SAVE |   |
| ×                                  |  | No variants |   |



- 1. Proceed to the Classes tab and click Add Classes.
- 2. Provide a name and a code for your class. In case a parent class is required, use the corresponding option to select your previously created class.
- 3. Click **Save** to finalize your class creation.
- 4. Select attributes and variants for your class by using the corresponding Manage buttons from the Classes tab.

Therefore, your created classes and their hierarchy will be displayed within the Classes tab. Repeat these steps to define as many classes and sub-classes as needed. The demo example features multiple CRM classes with different sets of attributes and variants.

## **Categories Creation**

Categories are marketing entities that are used to determine and organize products that offer same functionality. Consequently, categories improve product visibility and help customers quickly find required products. Categories are interconnected with classes and also feature hierarchy. Follow the steps below to define your categories:

| CloudBlue.  | (8) PIM ~         | I HELP   | Mighty Mick's LLC Visitributor • Michael Goldmill |
|---|-------------------|--|---|
| PIM   | Categories        |  | + ADD CATEGORY                                    |
| <ul> <li>Attributes</li> <li>Groups</li> <li>Variants</li> <li>Classes</li> <li>Categories</li> </ul> | > En Software     | ID<br>PICT-252-753-054<br>Code<br>-<br>Class<br>Standard product                   | 59  |
| T Categories  |                   | Class  | 7   |
|   |                   |  |   |
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| CloudBlue  | Ø PIM ∨      |                               | 0      | HELP 🧍 | <b>)</b> | Mighty Mick's LLC<br>Distributor • Michael Goldmill |
|------------|--------------|-------------------------------|--------|--------|----------|---|
| PIM        | Categories   |                               |        |        |          | + ADD CATEGOR                                       |
| Attributes | > 🖿 Software | Add category                  | _      |        |          | ≠ EDIT :  |
| Groups     |              | Name *                        |        |        |          |   |
| Classes    |              | Sales Intelegence             |        |        |          |   |
| Categories |              | sales_crm                     |        |        |          |   |
|            |              | Class *<br>CRM Sales Solution |        | ~      |          |   |
|            |              | Parent Category               |        | ~      |          |   |
|            |              |                               |        |        |          |   |
|            |              |                               | CANCEL | SAVE   |          |   |

| CloudBlue.  | PIM V  | 🛛 HELP 🌲 🗔 "M.  | Mighty Mick's LLC<br><sup>•</sup> Distributor • Michael Goldmill |
|---|--|---|--|
| PIM   | Categories   |   | + ADD CATEGO   |
| <ul> <li>Attributes</li> <li>Groups</li> <li>Variants</li> <li>Classes</li> <li>Categories</li> </ul> | Analytical CRM     Sales Intelegence     Operational CRM     Collaborative CRM | E Sales Intelegence<br>ID<br>PICT-270-858-147<br>Code<br>sales_crm<br>Class<br>CRM Sales Solution | ✓ EDIT :   |
|   |  |   |  |
|   |  |   |  |
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- 1. Switch to the  ${\it Categories}$  tab and click  ${\it Add}$   ${\it Category}.$
- 2. Specify an associated class, a name and a code for your category. Select a parent category if it is necessary by using the corresponding field.
- 3. Click **Save** to complete your category creation.
- 4. Repeat this operation to define other product categories.

As a result, all required templates within the PIM module will be successfully defined. The provided example showcases a category and multiple sub-categories for CRM software solutions. Vendors will be able to navigate through the selection of provided CRM categories and specify required attribute values.

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