The Analyst Guide to Agentic PIM

The evolution and promises of agentic PIM, illustrated by ATAMYA

Preview Version

The Group of Analysts

The Analyst Guide to Agentic PIM

In this guide, our analysts describe the evolution and promises of agentic PIM, illustrated by ATAMYA.

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The Analyst Guide...

We live in remarkable times. The pace at which our world is changing is constantly increasing. It is not easy to adapt to these changes in a timely manner as an individual, let alone as an organisation. In fact, the bigger and more complex an organisation has grown, the harder it is to adopt new technologies, new communication rules, and the necessary business agility to respond quickly to rising demands of customers, employees, partners, and regulations.

In consequence, new topics, new concepts, and new paradigms are constantly popping up, requiring the markets to assess them, their risks, and their potential.

Given the growing number of these impulses as well as the ever-changing competitive landscapes, it becomes increasingly difficult for businesses to keep track of what is truly important and worth incorporating into the own strategy.

With our Analyst Guides, we want to help businesses, software vendors, and service providers navigate this complexity by transparently reporting on market potentials, new requirements, and emerging risks for the different market players.

Readers will therefore find a collection of different topics in this series, each carefully explored, assessed, and put into context by the respective market expert. This way, the Analyst Guides bring together multifaceted perspectives and insights, thoughtfully edited and presented to the interested reader.

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INTRODUCTION: THE REBIRTH OF ATAMYA

Why ATAMYA chose a greenfield approach to PIM, leaving its established platform behind to build a new cloud-native foundation designed for the speed, flexibility, and complexity of today's market.

The PIM market is undergoing significant change. Growing channel complexity, increasingly demanding customer expectations, the rise of social commerce, pressure on margins and supply chains, and rapid advances in artificial intelligence are changing how companies create, manage, and distribute product information. At the same time, businesses need to respond to new markets, channels, data requirements, and technologies faster than traditional system landscapes often allow.

ATAMYA was created in response to this changing environment. Rather than continuing to evolve the existing and well-established PIM platform eggheads, the company took a greenfield approach to PIM, designing a new platform around modern architectural principles and the requirements of business users. The result is the ATAMYA Product Cloud, a cloud-native platform designed to combine flexibility, scalability, integration, and ease of use.

A central element of ATAMYA's positioning is its cloud-native, microservices-based architecture. Built specifically for cloud operation rather than migrated from an existing on-premises architecture, the platform is designed to scale with changing requirements while reducing the operational complexity associated with traditional monolithic environments.

ATAMYA also extends its data management capabilities beyond conventional product information. Its flexible, multidomain data model enables companies to manage and connect different data domains, including products, customers, suppliers, and digital assets. This brings capabilities traditionally associated with broader master data management (MDM) environments into a comparatively focused and lightweight platform approach.

Another core principle is openness and composability. The ATAMYA Product Cloud follows an API-first approach, enabling organizations to integrate the platform into existing enterprise architectures and connect it with surrounding applications and services. Rather than requiring PIM to operate as an isolated system, this approach supports distributed and composable architectures in which companies can combine technologies according to their individual requirements.

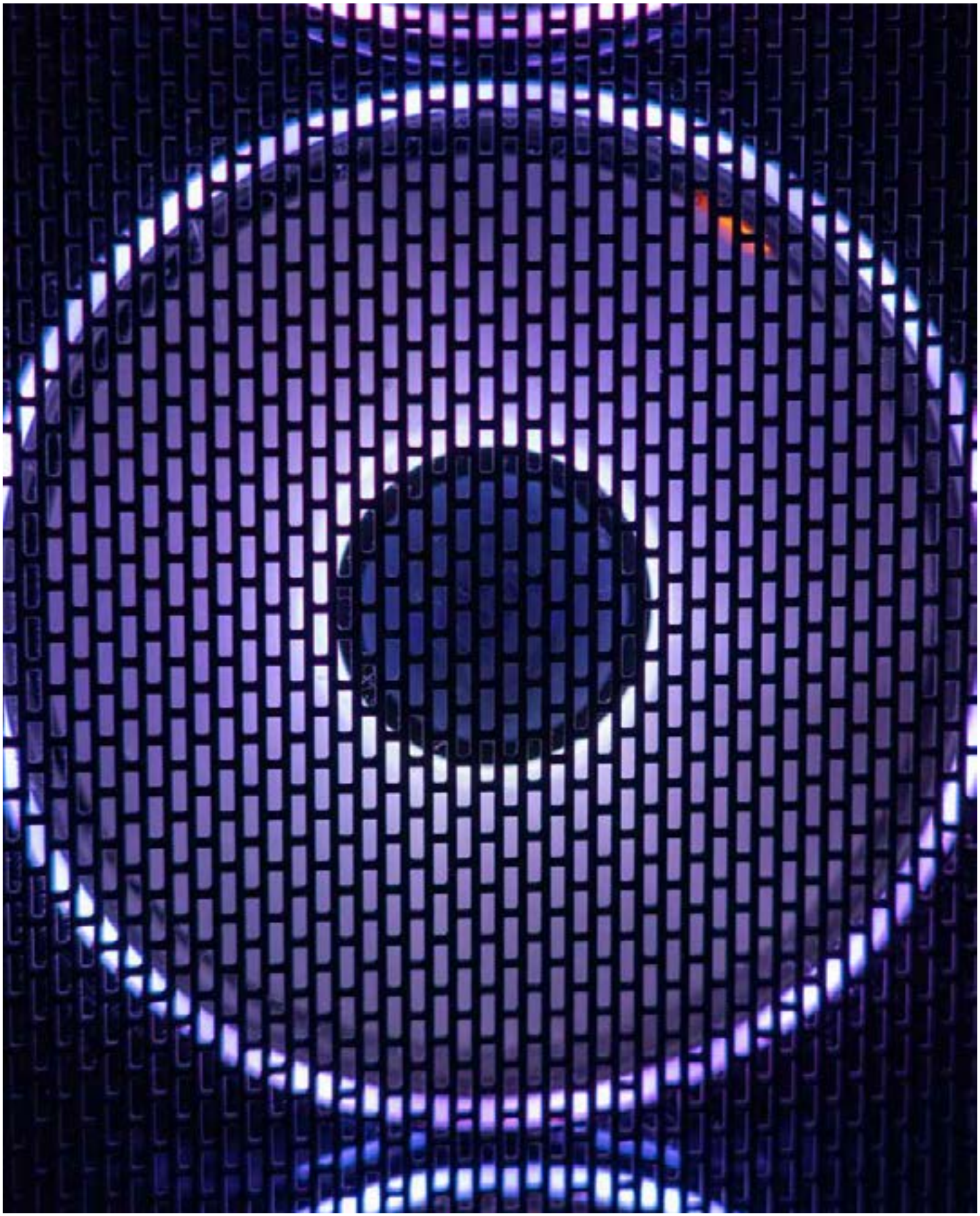
Together, these principles reflect ATAMYA's broader objective: to provide companies with a PIM foundation that can evolve alongside changing business requirements. Scalability, flexible data structures, cross-functional processes, and open integration are intended to protect technology investments while enabling organizations to respond more quickly to new channels, markets, and use cases.

Looking ahead, ATAMYA's vision increasingly focuses on automation and AI-enabled product data management. As companies distribute product information across online stores, marketplaces, social commerce, apps, and B2B portals, simply providing

data to these channels is no longer sufficient. Different destinations require different structures, formats, content, and quality standards. ATAMYA's longer-term ambition is therefore to help organizations prepare and optimize product information more intelligently for its intended context and channel.

AI plays an important role in this development. ATAMYA already combines automation, workflows, and AI-supported capabilities for areas such as data onboarding, data quality, and content generation. The objective is a progressive reduction of repetitive manual work across the product data lifecycle. Over time, capabilities such as automated content generation, translation, intelligent validation, and context-specific distribution can enable teams to shift their focus from operational data maintenance toward higher-value activities.

This combination of cloud-native architecture, multidomain data management, API-first integration, and increasing AI-driven automation defines ATAMYA's position in the evolving PIM market.



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CUTTING THROUGH THE NOISE: PIM AND AI TODAY

AI is rapidly reshaping PIM, but automation alone does not create business value. As the market moves towards agentic AI, governed, high-quality data and clear business rules become critical foundations for successful adoption.

After cloud-native, API-first, and SaaS, artificial intelligence is the one trend shaping the market's current discussions. Assisting, generative, or agentic: AI has entered the software communication space just as it has entered board meetings in companies across the industries and regions.

Given the rapid evolution of AI technology, the massive funding of AI-centered companies, and the widespread adoption of consumer-facing AI models, the hype is not hard to explain. However, companies have yet to figure out ways to generate tangible business value from their AI implementations.

In PIM, most of today's AI advancements are centered around task automation such as the generation of marketing copies, translations, and supplier data onboarding. While these efforts may increase the PIM team's productivity and help reduce the time-to-market for new products, direct attributions to an organization's core business KPIs are difficult to make.

Additionally, successful implementation of AI enhancements in data management workflows typically requires considerable preparation efforts in order to provide the appropriate data quality, rule sets, and definitions of responsibility and accountability – for both the AI tools and the humans in the loop.

Without these guardrails, the risk of underperformance increases significantly. Incomplete product data can lead to more AI hallucinations, the lack of clear business rules can lead to accidental publication of non-compliant content, and with no defined roles, it becomes very difficult to create workflows that are secure and efficient.

For companies, it becomes increasingly important to fix these problems as quickly as possible. AI is evolving at an ever-increasing pace, and more and more business leaders are starting to evaluate the potentials of agentic AI for their business operations. Without a structured and governed data foundation, however, the agentification of business operations can quickly lead to cascading issues and business risks instead of the expected benefits.

Later in this analyst guide, we will take a closer look at how businesses can make sure to prepare comprehensively for the implementation of agentic AI in their core workflows. First, we will dive a little deeper into the meaning of agentification in PIM and its potential benefits for companies across the industries.

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AGENTIC PIM

Agentic PIM moves beyond isolated AI workflows towards autonomous orchestration of the product content lifecycle. Realizing its potential requires mature processes, new integration models, and AI-ready PIM platforms.

Agentic AI as the next frontier in the evolution of artificial intelligence has fallen victim to the marketing buzz machinery of many enterprise software companies. While the necessity of differentiating themselves from their competitors is driving the frequent adoption of new trends and buzzwords in software companies, business leaders have an increasingly hard time distinguishing between illusion and reality.

WHAT DOES AGENTIC REALLY MEAN?

To confidently make this distinction, it is important to understand the difference between simple automation, AI tools or AI assistants that automate specific workflows, and agentic AI:

Automation

Simple automation follows predefined if-then rules embedded in a system or workflow. For example, the rule can be "if a new record is added, send notification to Peter H. to review the data entry." This has nothing to do with artificial intelligence – it is pure rule-based process automation.

AI-assisted workflows

What many PIM systems offer today are AI-assisted workflows. These workflows can be built in different ways, depending on the task at hand. Tasks that can easily be decomposed into sequences are ideal for so-called prompt-chaining. Imagine an omnichannel brand that wants to create compelling marketing copies for its products, tailored to every channel. A multi-step workflow built by prompt chaining could look something like this: product data is analyzed by an augmented large language model (LLM), which then generates marketing copy for this product. The output of this step must be reviewed and approved by a human in the loop before a second LLM call takes care of translating the copy into another language and a third LLM call takes this output and publishes it to all relevant channels.

More complex input types that need different handling are better processed by routing through specialized prompts. AI-assisted customer service is a great example for this model. Depending on the request issued by a customer, the AI model will initiate different pre-defined prompts that can generate personalized product recommendations, look up the customer's order history, or even issue a refund after evaluating the customer's complaints.

For some use cases, it may be worthwhile to run prompts in parallel and later aggregate or synthesize the different outputs – either for more speed or for more refined results. Other scenarios may involve the need for evaluating and giving feedback on intermediary results until the outcome matches the prompt's objective. One LLM call may take care of

content creation while another LLM call may review the output and provide suggestions for optimizations.

Today's possibilities allow for a variety of ways to reach a certain goal. To outline the optimal AI-based process, tasks need to be decomposed into clear and easy-to-implement subtasks that can be chained together into one coherent workflow. To improve performance and accuracy, it is recommended to make LLM calls as simple and straightforward as possible instead of putting too many steps into one complex prompt.

Agentic AI

Agentic AI adds a defined degree of autonomy to AI-assisted workflow automation. Instead of telling an AI assistant exactly what to do in pre-defined process steps, with agentic AI you can describe a desired business outcome and the system will autonomously reason, plan, and execute multi-step workflows through dedicated AI agents which together orchestrate the task at hand. To do this, the agentic AI system integrates with information technology such as CRM, ERP, PIM, DAM, or e-commerce, with other agents, humans, or the internet via standard building blocks such as APIs.

Here are some examples of typical agentic AI use cases for organizations:

- **TASK COMPLETION:** Agentic AI can complete defined tasks with minimal human intervention. For example, the AI can research a supplier, collect the required information, validate it, and create a supplier record in the ERP system.
- **PROCESS COMPLETION:** An entire multi-step workflow can be orchestrated and executed from start to end. Agentic AI can, for instance, process customer complaints from case classification to resolution.
- **PROBLEM RESOLUTION:** The system can autonomously resolve identified issues rather than merely report them. For example, it can detect missing product information, find it in available sources, and update the record accordingly.
- **GOAL OPTIMIZATION:** The desired business outcome could be that a specific KPI is improved over time. As an example, the AI system can optimize product content autonomously to increase completeness, visibility, or conversion.
- **DECISION PREPARATION:** Instead of merely collecting information for decision-making, an agentic AI system can analyze the gathered data, compare different outcomes, and make a recommendation based on defined metrics.
- **DECISION EXECUTION:** This can even lead to scenarios where the agentic AI system makes decisions within predefined authority boundaries. For example, it can select appropriate fulfillment routes based on cost, inventory, and delivery requirements.
- **CONTINUOUS MONITORING & RESPONSE:** Changes in data requirements can be detected and trigger actions to identify and update affected records.

- **COORDINATION:** Agentic AI can even orchestrate organization-wide activities across systems such as PIM, DAM, and ERP, teams, agents, and people – for example to launch a new product or marketing campaign.

- **EXCEPTION MANAGEMENT:** AI is great for automating defined workflows. It doesn't perform as well in handling exceptions – hence, an agentic AI system can escalate exceptions to a data steward while handling routine cases autonomously.

Agentic AI has the potential to significantly reduce the time and effort needed to search, analyze, and process information. This can free up human resources for higher valued tasks such as handling edge cases and exemptions, validation and approval, or strategic planning.

Even with humans in the loop, however, agentic AI imposes certain risks that need to be evaluated carefully. To secure compliance and data safety, it is paramount to establish strong governance and risk management frameworks for both external (customer- or partner-facing) and internal use cases.

Consequently, every project involving (agentic) AI should be supported by a thorough business case that evaluates both the expected business benefits as well as the risks and costs associated with its implementation and operation. According to Gartner, the main reasons for failing agentic AI projects are escalating costs, unclear business value, or inadequate risk controls.

WHY DO YOU WANT YOUR PIM TO BE AGENTIC?

The nature of typical PIM processes makes the entire product content lifecycle an ideal area for automation and AI. Multiple steps, tasks, and responsibilities, lots of manual efforts, and the central role of product data for driving sales, customer experience, and brand awareness indicate that automation can potentially generate numerous business benefits. These become evident when we look a little closer at the typical PIM workflows.

- **DATA ONBOARDING:** Product information is collected and imported into the PIM system from internal and external sources.

- **DATA MAPPING:** The imported product data must be matched to the appropriate attributes, cate-

To view the full report, go to

https://www.atamya.com/de/downloads/the-analyst-guide-to-agentic-pim/

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