

THE HIDDEN COST OF MANUAL CLASSIFICATION

AI turns your biggest data bottleneck into a competitive advantage.

The Scale Problem No Team Can Outpace

When a distributor manages **1.9 million technical products**, manual classification is not just slow — it is a strategic liability. Product managers spend 10 minutes per product lookup. Data inconsistencies corrupt e-commerce search, distort business reporting, and erode customer trust. No amount of hiring solves a problem that grows faster than your headcount.

1.9M Products to Classify

400 Manual Lookups / Month

10 min Per Product — Minimum

CLASSIFICATION TIME PER PRODUCT — MANUAL VS. AI-ASSISTED

Manual Process 10 minutes / product

Baseline

AI-Assisted PIM <1 min

▼ 90% Faster

The Intelligent Enrichment Layer

A PIM enriched with an AI classification engine auto-matches product codes, applies validation rules, and surfaces data inconsistencies in real time — at any catalog size, without human bottlenecks. The result: **97%+ classification accuracy**, scalable to millions of new product introductions per year — with the same team you have today.

Powered by Pimcore + AI Enrichment

97%+

Classification Accuracy

<1 min

Per Product (vs. 10 min manual)

10x

Monthly Lookup Capacity

0

Extra Hires to Scale

The biggest catalog operations are not won with headcount — they are won with intelligent automation layered on top of a modern PIM.

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shopware PIMCORE shopify Perfion Magento An Adobe Company BIGCOMMERCE

600

Happy Customers

+20

Years of Know How

+120

IT Experts