

CHECKLIST

Product Data *Governance* Checklist

37 questions that show where your product data stalls, and how to get it flowing again.

Product data should flow, not stand still. In practice, organisations get stuck on scattered supplier data, unclear ownership and manual processes. This checklist shows you in one hour where your product data gets stuck and where the biggest gains are.

Work through the 37 questions, tick what's already in place and use the score on the last page as the starting point for your next step.

How to use *this checklist*

- 1 Print the checklist or fill it in digitally.
- 2 Tick only what is demonstrably in place. Not what should be.
- 3 Count your ticks and read the score. Discuss the result with your team.

Good product data starts *before your PIM*

Most PIM platforms only start after the import. We start at the source: structuring, connecting and validating supplier data before it reaches your PIM.

Data Model & Structure

- ☐ **There is one central data model that fits all products.**
No separate Excel templates per category or per brand.
- ☐ **Ownership is defined per attribute.**
Ownership at attribute level, not at product level.
- ☐ **Taxonomy and categories are standardised.**
Aligned with a standard like GSI, ETIM or a clear in-house structure.
- ☐ **Variants, sets and bundles have a clear structure.**
No loose SKUs that are actually variants of one another.
- ☐ **Golden records are defined and maintained.**
One source of truth per product. No duplicate records.

Import & Onboarding

- ☐ **Supplier data is ingested through a fixed mapping.**
No manual copying between Excels.
- ☐ **Validation rules run at the gate, before publication.**
Incorrect or incomplete data doesn't enter without review.
- ☐ **New suppliers are onboarded in days, not weeks.**
Onboarding is a repeatable process, not a project.
- ☐ **Duplicate and conflicting records are detected automatically.**
No same product twice under different article numbers.
- ☐ **Error messages go back to the supplier, not just the internal team.**
Fix the problem at the source, not the symptoms.

Product Information *Management*

- ☐ **There is one PIM system that acts as the single source of truth.**
All channels pull data from the same source.
- ☐ **Completeness per attribute is measurable.**
You know per product what percentage of data is ready per channel.
- ☐ **Version history and audit trail are available.**
You can see who changed what and when.
- ☐ **Language and market variants are managed in the PIM.**
No translation sheets living outside the system.
- ☐ **Product data is exposed API-first.**
Every channel or system can read from the source via an API.

Workflows & AI

- ☐ **Review and approval flows are defined in the system.**
No email threads or approvals via WhatsApp.
- ☐ **AI enrichment always has a human check before publication.**
Using AI requires control, not blind trust.
- ☐ **Roles are clear: who enriches, who reviews, who publishes.**
Everyone knows what's expected of them.
- ☐ **Escalation flows trigger automatically on standstill.**
Records don't sit on one review step for weeks.
- ☐ **Repetitive work is automated or on the roadmap.**
People do the work where people make the difference.

Publishing & Channels

- ☐ **Rules and requirements are defined per channel.**
Bol, Amazon, your own shop and marketplaces each have their own specs.
- ☐ **Time-to-publish is measurable and actively reduced.**
You know how long a new product takes to go live.
- ☐ **Fallbacks are in place for missing translations or visuals.**
A missing field doesn't stop an entire publication.
- ☐ **Marketplace compliance is checked automatically.**
Products aren't rejected over a single missing GTIN or attribute.
- ☐ **A change at the source lands on all channels within minutes.**
No manual re-uploads per channel.

User Management

- ☐ **Roles and permissions are defined per user group.**
Not everyone can do everything, no one is accidentally locked out.
- ☐ **External suppliers work in a protected environment.**
A supplier portal or a limited role, not full PIM access.
- ☐ **The audit trail shows who changed what.**
Accountability can be traced at any moment.
- ☐ **On- and offboarding of users is a fixed process.**
No active accounts from people who left six months ago.

Reporting & *Analytics*

- ☐ **A dashboard shows product data KPIs per team and per channel.**
No separate Excel reports rebuilt by hand every week.
- ☐ **Alerts fire on data quality issues, not only on complaints.**
Proactive signals, not reactive firefighting.
- ☐ **Compliance reports are available with one click.**
For CSRD, DPP and other regulations.
- ☐ **Progress on data completeness is visible over time.**
You see whether you're moving forward or standing still.

Count your *ticks*

0 to 12
TICKS

Your product data is standing still.

The biggest gain is in structure and ownership. Start there, at the source.

13 to 25
TICKS

The foundation is in place. Now scale up.

Workflows, AI and channel publishing are the next levers.

26 or more
TICKS

Your product data flows.

Time to further professionalise governance, compliance and growth.

Want a specialist *to think along?*

Together we'll look at where your product data gets stuck and what the first step is. No strings attached, in a 30-minute demo.

Book a demo →

connectingthedots.nl/en/demo