ConnectingTheDots®

CHECKLIST

Product Data *Governance* Checklist

30 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 which component needs attention first.

Work through the 30 questions, tick what is 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.

Import & *Onboarding*

Check how supplier and ERP data arrives and where manual work is still required.

- [ ] **Every supplier feed has a fixed, documented mapping.**
  Each field defines how source data enters your data model.
- [ ] **Excel, CSV, XML and ERP files are imported automatically.**
  You do not copy information manually between files.
- [ ] **Validation takes place as soon as data arrives.**
  Missing or invalid values go to review instead of passing through unnoticed.
- [ ] **Duplicate and conflicting products are detected automatically.**
  This prevents multiple records for the same product.
- [ ] **Errors reach the right owner or supplier.**
  The message shows exactly which field needs to be corrected.

Structure

Check whether products, attributes and relationships mean the same thing everywhere.

- [ ] **One central data model accommodates all products.**
  No separate spreadsheet templates per category, brand or sales channel.
- [ ] **Every attribute has a definition, format and permitted values.**
  Units and required fields are defined consistently as well.
- [ ] **Ownership is defined per attribute.**
  The owner safeguards content, quality and proposed changes.
- [ ] **Variants, sets, bundles and relationships have a fixed structure.**
  Related products remain recognisable without duplicate product records.
- [ ] **Golden records are defined and maintained.**
  For every product, it is clear which information is the central truth.

Enrich & *Manage*

Check whether teams enrich, manage and track product information centrally.

- [ ] **All product information is managed centrally.**
  Teams work in the same environment, not in scattered spreadsheets.
- [ ] **Completeness is measurable per product and channel.**
  You can see exactly which required information is still missing.
- [ ] **Copy, media and translations are linked to the right product.**
  The correct language and market are explicitly defined as well.
- [ ] **Version history and an audit trail are available.**
  You can see who changed what and retrieve earlier versions.
- [ ] **Enrichment tasks have an owner and a clear status.**
  Everyone can see what remains before a product is ready.

Automate

Check whether reviews and approvals are defined, with control over AI and exceptions.

- [ ] **Review and approval flows are defined in the system.**
  Approvals do not take place through separate emails or chat messages.
- [ ] **Roles and permissions match each person's responsibility.**
  Users only see and change what they need for their work.
- [ ] **AI suggestions are reviewed before publication.**
  A colleague assesses whether generated content is correct and usable.
- [ ] **Exceptions and standstills automatically trigger a follow-up.**
  Products do not remain unnoticed in an intermediate step.
- [ ] **Recurring checks and transformations are automated.**
  Your team can focus on exceptions and content decisions.

Publish

Check whether every channel automatically receives the right product information.

- [ ] **Required fields and formats are defined per channel.**
  You know which product information every sales channel needs.
- [ ] **Product data is automatically converted to the channel format.**
  Manual adjustments for each export are no longer necessary.
- [ ] **Publication status and errors are visible per product and channel.**
  You can see immediately what is live and where a publication stopped.
- [ ] **Fallback rules are agreed for missing fields or translations.**
  It is clear which alternative information a channel receives instead.
- [ ] **Source changes reach channels without manual uploads.**
  You do not need to prepare a new file for every channel.

Measure & *Improve*

Check whether you can manage data quality, progress and responsibility.

- [ ] **A dashboard shows completeness and quality by team and channel.**
  You do not need a manually compiled report for this overview.
- [ ] **Deviations in data quality trigger an alert.**
  You discover problems before they lead to customer questions or rejections.
- [ ] **The lead time from import to publication is visible.**
  You can identify where new products wait the longest.
- [ ] **Outstanding tasks and bottlenecks are visible by owner.**
  This shows where support or a process adjustment is needed.
- [ ] **You track the development of data quality over time.**
  Improvements and declines are visible, not just today's status.

Count your *ticks*

0 to 10
TICKS

Your product data is standing still.

Start with Import & Onboarding and Structure. These create the foundation for every step that follows.

11 to 20
TICKS

The foundation is in place. Now improve.

Choose the component with the fewest ticks and agree on concrete next steps.

21 to 30
TICKS

Your product data flows.

Keep tracking quality and progress. Use your lowest scoring component for the next improvement.

Want a specialist *to think along?*

Together we will 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