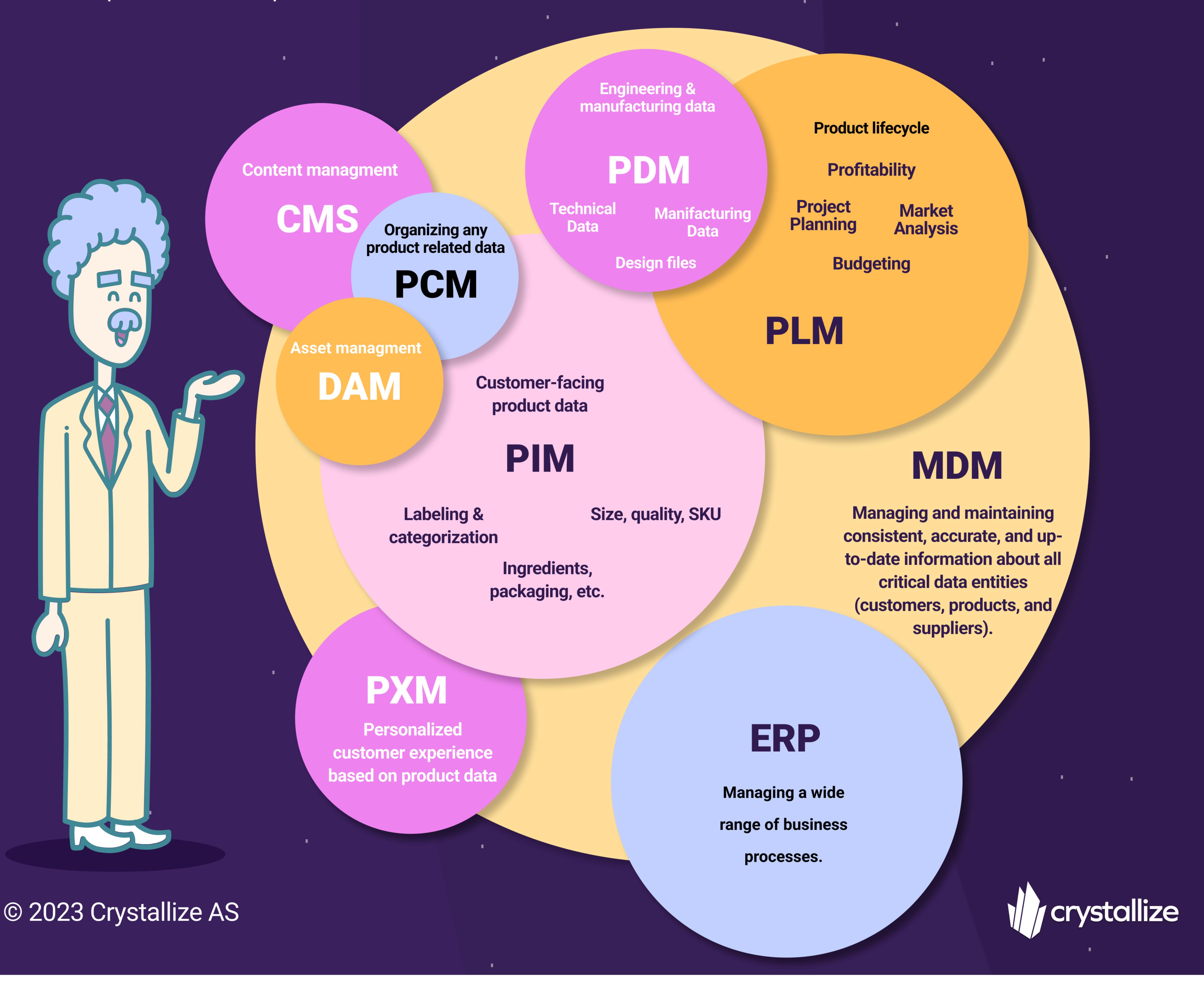# Clearing Up the Acronym Confusion in eCommerce

It is not easy to stay on top of the subtle differences in the meaning of popular three-letter acronyms used in eCommerce today, especially when the concepts are so similar. The following infographic provides you with a visual comparison of all relevant terms. Individual posts dig deeper into each topic.

CMS
Content managment

PCM
Organizing any product related data

PDM
Engineering & manufacturing data
Technical Data
Manifacturing Data
Design files

PLM
Product lifecycle
Profitability
Project Planning
Market Analysis
Budgeting

DAM
Asset managment

PIM
Customer-facing product data
Labeling & categorization
Size, quality, SKU
Ingredients, packaging, etc.

MDM
Managing and maintaining consistent, accurate, and up-to-date information about all critical data entities (customers, products, and suppliers).

PXM
Personalized customer experience based on product data

ERP
Managing a wide range of business processes.

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