



A CREDECYS EXECUTIVE GUIDE

How to Assess Product Data Readiness

A step-by-step playbook to identify gaps, improve data quality, and prepare your enterprise for PIM, MDM, analytics, and AI.

\$12.9M

Average annual loss per organization from poor data quality

Source: Industry research

64%

Businesses that identify data quality as their top data challenge

Source: Industry survey

67%

Organizations that do not fully trust their data for decisions

Source: Enterprise data report


What Product Data Readiness Really Means

It is not about having data. It is about having reliable, structured, governed, and usable data that can drive operations, digital channels, analytics, and AI.

Product data readiness evaluates whether your data is equipped to support everything from everyday commerce to advanced AI. Weakness in a single dimension can stall an entire transformation program.

The Six Dimensions of Readiness

01



Accuracy

Free from errors and aligned with real-world values


02



Completeness

All required attributes filled and available

03



Consistency

Uniform across systems, channels, and touchpoints

04



Standardization

Common formats, taxonomies, and definitions


05



Governance

Clear ownership, rules, and workflow processes

06



Accessibility

Available to teams and systems when needed

DATA QUALITY VS DATA READINESS

Data Quality

Focuses on fixing errors inside existing datasets – correctness, duplication, formatting.

VS

Data Readiness

Focuses on whether your data can actually support business goals – AI, analytics, omnichannel, expansion.

Why Product Data Readiness Matters

Modern enterprises run on product data. Without readiness, even the most advanced technologies — PIM, MDM, AI — fail to deliver value.



HIGH READINESS Unlocks Growth

- ✓ Successful PIM and MDM implementation
- ✓ Reliable analytics and business intelligence
- ✓ Seamless omnichannel experiences
- ✓ Faster product and supplier onboarding
- ✓ Scalable AI and machine learning initiatives



LOW READINESS Drives Risk

- ✗ Data silos and duplication across systems
- ✗ Inconsistent product experiences
- ✗ Delayed product and channel launches
- ✗ Poor decision-making from unreliable data
- ✗ Increased operational and rework costs

FOUNDATION

Product Data Readiness is the layer everything else depends on



PIM



MDM



Data
Engineering



Cloud
Migration



AI & GenAI

PRODUCT DATA READINESS

The foundation that determines whether everything above succeeds or stalls

The 6 Pillars of Product Data Readiness

A balanced assessment across these six pillars reveals the true state of your data maturity – and where to focus first.

1 Completeness

All required product attributes are filled and available across your catalog.

KEY CHECKS

Descriptions, specs, categories, images, pricing, availability

RISK IF WEAK

Poor product experience and missed revenue opportunities

2 Accuracy

Product data reflects real-world values and is free from errors.

KEY CHECKS

Correct specifications, valid pricing, reliable product details

RISK IF WEAK

Customer dissatisfaction, returns, and erosion of trust

3 Consistency

Product data remains uniform across all systems and channels.

KEY CHECKS

Alignment between ERP, PIM, eCommerce, and marketplaces

RISK IF WEAK

Broken customer experiences and flawed decision-making

4 Standardization

Data is structured using common formats, naming, and taxonomies.

KEY CHECKS

Attribute naming, units of measurement, category hierarchy

RISK IF WEAK

Complex integrations and difficulty scaling operations

5 Governance

Product data is managed, controlled, and maintained over time.

KEY CHECKS

Ownership, approval workflows, validation rules, update processes

RISK IF WEAK

Recurring quality issues and unclear accountability

6 Accessibility

Data can be easily accessed and used by teams and systems.

KEY CHECKS

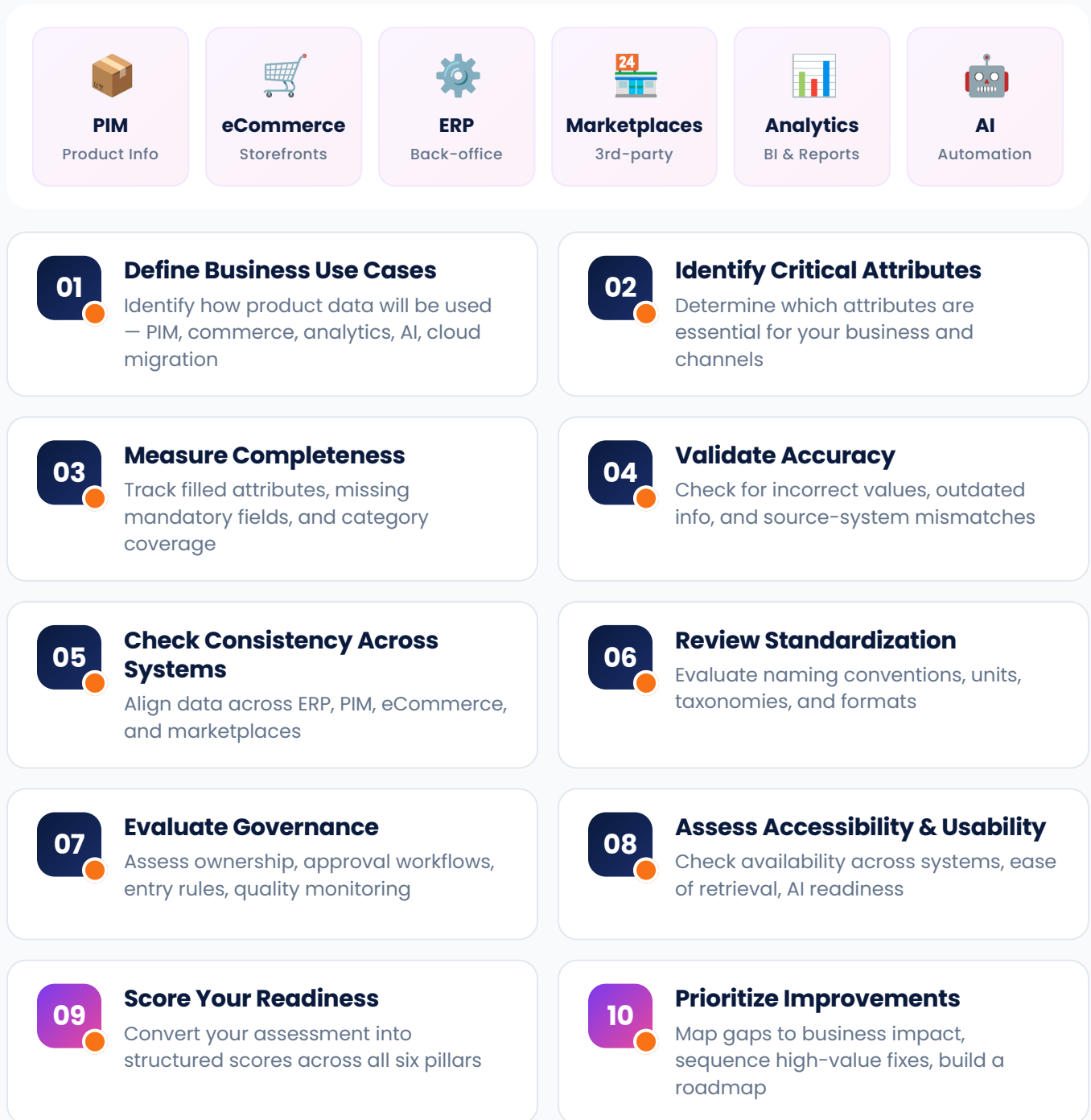
Availability across platforms, ease of retrieval, AI readiness

RISK IF WEAK

Limited business impact even from high-quality data

Step-by-Step Assessment Roadmap

Ten structured steps to systematically evaluate your product data and pinpoint exactly where improvements will move the needle.



TAKE ACTION

Get Instant Visibility Into Your Product Data Readiness

A free, self-serve assessment that measures your data across six dimensions and shows you exactly where to focus — all in under three minutes.



Measure Readiness

Across six key dimensions that define data maturity



Identify Gaps

Surface the business-critical weaknesses hurting you most



Quantify Impact

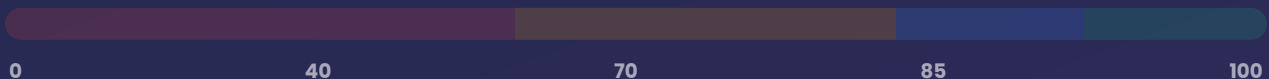
Understand revenue and operational cost of data issues



Get Recommendations

Actionable next steps tailored to your readiness score

YOUR READINESS SCORE · WHAT THE BANDS MEAN



0

40

70

85

100

0 – 40

High Risk — Urgent data intervention required

41 – 70

Needs Improvement — Foundational gaps to close

71 – 85

Ready to Scale — Strong base, refine and expand

86 – 100

AI & Automation Ready — Data is an enterprise asset

Find out how much your product data is costing you.

Takes 3 minutes · No call required · Instant scorecard

[Get My Data Score →](#)