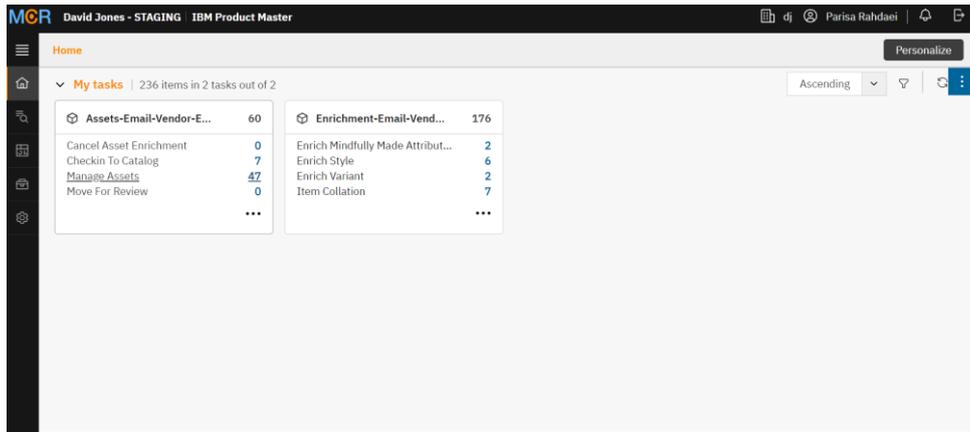# DAVID JONES

What is the connection between Item Enrichment and Asset Management workflows?

When an item is masterfiled it becomes visible in both item enrichment and asset management workflows.

As seen above the 2 widgets show the 2 workflows – item enrichment and asset management.

Some common misconceptions about the relation between the 2 workflows have been presented below.

Myth	Truth
Item enrichment needs to be completed first and then asset management needs to be completed.	Not true, these can be completed in parallel.
Asset Management needs to be completed first and then item enrichment can be completed.	

What is the relation between the 2 workflows?

Both the workflows are parallel and do not affect each other in any manner. Remember that item enrichment is a validation process where you validate product information. Asset management on the other hand is uploading of product imagery and product copy.

However, for an item to go live it is important that both item enrichment and asset management are complete.