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FUTURIZE EXPERIENCES



CHECKLIST

Find Out if Your Product Information Management Processes Need Improvement

16 Questions

Reducing marketing costs

1. Do you manage all the information about your products efficiently?

No, product information (including digital media) is scattered throughout the organization. Delivering up-to-date and complete information, across all channels, is an error-prone and costly process.

We're struggling with decentralized, duplicate and inaccurate content, that's why we're looking for options.

Yes, we use a central product information management system to manage, maintain and share product information.

2. Are you creating all your digital media on your own?

No, we regularly involve costly external agencies to create and manage our digital media.

We're currently looking for a solution that enables us to easily manage digital media ourselves.

Yes, we create and maintain most of our digital assets centrally in our product information management solution.

3. Are you using automated and centrally managed translation processes?

No, translations are conducted through an ad hoc and time-consuming process.

We realized that automation would eliminate redundant work and reduce costs associated with translations.

Yes, we rely on translation management workflows to streamline the translation of our product information.

4. When it comes to print projects, are you managing them in a timely and efficient manner?

No, any update to print material or catalogs involves external graphics agencies, which is time-consuming and results in high costs.

We see the need to automate our print production to offer quick turnarounds and reduce costs.

Yes, through a central web-based publication management system, we were able to streamline our process and increase our throughput substantially.

Improving data quality

5. Can you deliver accurate, complete and consistent product information to all your channels at any time?

No, due to manual processes and the challenge of validating scattered data, information about our products tend to be inaccurate, incomplete or inconsistent.

We're currently seeking a solution that can help us improve our data quality and publish proper content to remain competitive.

Yes, we're using a PIM system that publishes accurate, complete and consistent product information across all channels.

6. Are you able to quickly integrate and consolidate product data from multiple sources?

No, merging different data sources is a tedious process that is error-prone and time-consuming.

Consolidating different sources is a challenge we want to simplify in the future towards ensuring a single source of truth for product data.

Yes, we onboard data in an automated way, cleanse it based on standard rules and enrich it using our Product Information Management solution.

7. Can you guarantee high-quality data when combining different datasets?

No, we invest a lot of manual effort and time to merge and clean up the data, yet errors continue to happen.

We plan to invest in a central data management solution to avoid errors and to ensure high-quality data.

Yes, thanks to our PIM system with integrated data quality workflows, our product data is de-duplicated, cleansed, enriched and vetted before publishing.

8. Are you able to consult different versions of product data?

No, we keep hard copies and save numerous versions, but they're scattered throughout the company in multiple documents and file servers.

Due to compliance requirements, we must track product information changes, yet the process is mostly manual, and we want to change that.

Yes, we can access all versions and trace changes of all product data.

Increasing sales potential

9. Are you able to easily bundle products, create collections or reference up-sell or cross-sell products?

No, we conduct our merchandising activities manually. It is a time-consuming process.

We wish to create such offers quickly, but our lack of tools makes it rigid and complex.

Yes, with our PIM system, we're able to dynamically link related products and deliver relevant offers.

10. Do you automate the production of advertising material?

No, the regular creation of promotions and campaigns is still a time-consuming, error-prone and strenuous process.

Not yet, but we want to consolidate our processes to be more efficient and increase our output.

Yes, our promotion management tool simplifies planning and allows us to automate the delivery of dynamic campaigns and promotions in a timely fashion.

11. Do you gain and use insights to better respond to customer demands?

No, our current focus is on consolidating and optimizing product information and digital assets.

We are planning to integrate analytics to gain insights for targeted communication. It is currently not possible.

Yes, our PIM system allows us to gain intelligence on the quality of our content and on how our customers interact with our promotions to optimize our communications.

12. Can you deliver personalized product experiences?

No, we're struggling to keep our product data accurate, complete and consistent.

Personalization is on top of our wish list, but we're not sure how to implement this or even get started.

Yes, our PIM system enables us to deliver targeted and personalized product communication based on personas.

Accelerating time-to-market

13. Do you automate product information updates?

No, we're manually updating product information for each sales channel.

Not yet, but we're planning to centralize and streamline the management of our product data.

Yes, we're using a central PIM system to maintain and deliver updates across all channels.

14. Can you bring products to market quickly?

No, we have to manually coordinate processes for creating and delivering content to different channels and languages.

Product launches are often delayed due to manual efforts. We want to solve this with an automated process.

Yes, our PIM system allows for fast creation and real-time distribution of multilingual product information across all channels.

15. Can you publish approved digital assets without delay?

No, we manually create and maintain specific file types, sizes and resolutions for every single channel.

We're planning to reduce redundant image and asset editing efforts using a DAM solution.

Yes, our Digital Asset Management (DAM) system automatically creates channel-specific files.

16. Are external users able to access all the up-to-date information they need?

No, we manually provide subsidiaries, partners and retailers with selected production information.

Not yet, but we'd like to enable our business partners to do so through a proper infrastructure.

Yes, thanks to a web-based portal, every user can find and access proper information at any time.



Your results: Are your current processes allowing you to share your product information effectively?

Most of your answers are “No.”

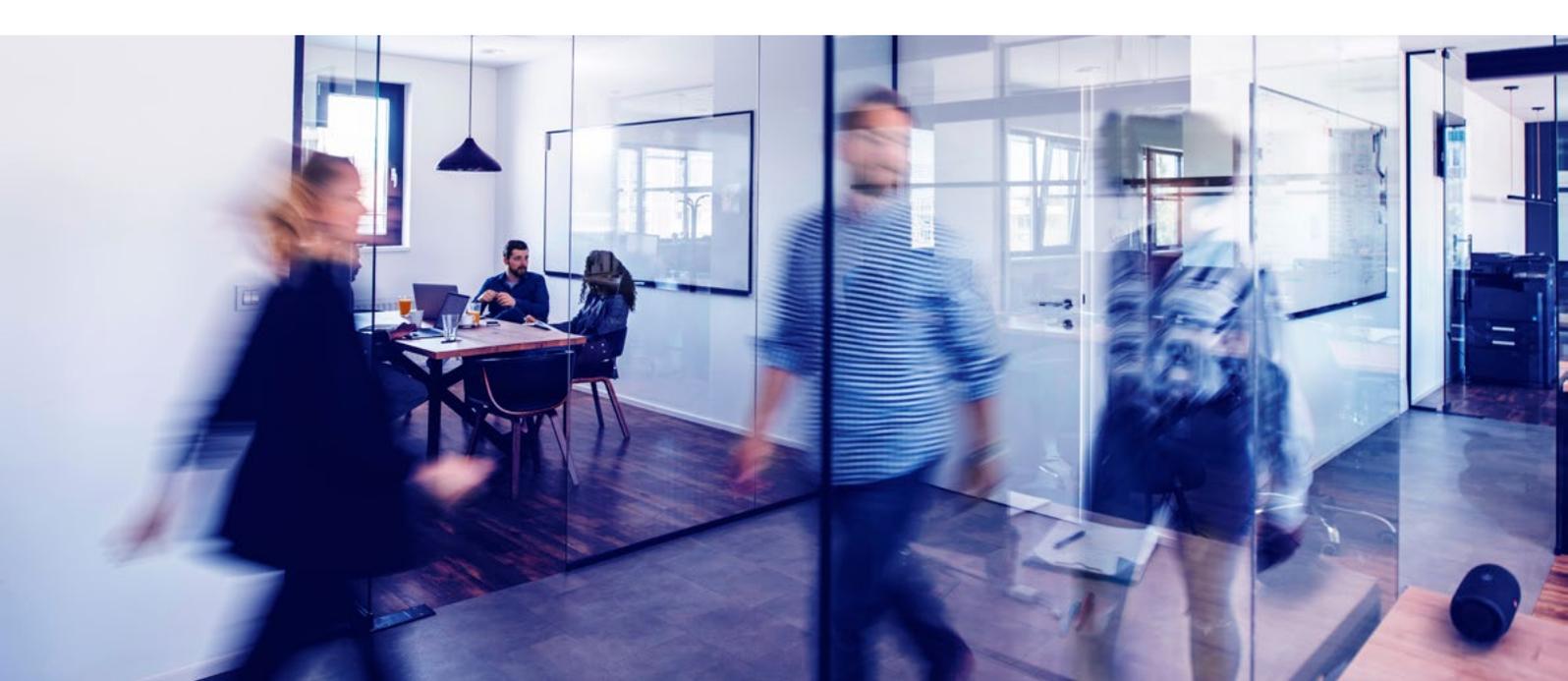
Processes for managing your product information seem to be challenging. Take a closer look at your current approach and identify the essential steps you should take towards streamlining it. Read further to learn more about the steps needed to simplify product information management.

Most of your answers are “Planned.”

You have already recognized how much effort, time, and money you spend through manual processes. On the following page, you will find recommendations that will help you not only to improve your product information management but also to gain competitive benefits quickly.

Most of your answers are “Yes.”

Your marketing processes are well equipped to face the initial challenges associated with increasing digitalization and globalization. Did you ever think about exceeding your customers' expectations with personalized product experiences? Read on to identify further options that will allow you to delight your customers and turn them into your strongest advocates.





Step by step: 3 steps from streamlined product information management towards exceptional product experiences



1. Perform across all channels

Product Information Management (PIM) + Digital Asset Management (DAM)

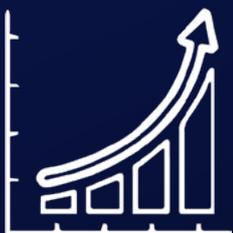
PIM enables the easy onboarding of product information and digital assets, facilitates an efficient collaboration between teams— both internal and external — and ensures the publication of quality content to the right channels, at the right time, in the right context.



2. Accelerate business

Master Data Management (MDM)

MDM automates integration, improves content quality and provides one true source of data across all domains. (e.g. products, suppliers, locations, assets, etc.)



3. Exceed customer expectations

Marketing Experience Management (MxM)

MxM enables brands to create and leverage relevant, timely and groundbreaking product experiences taking into consideration customer personas and sales channels.

Strengthen the impact of product content for business success

Streamline product information management processes and pave the way to groundbreaking product experiences.

Key benefits

- / Reduce information supply chain complexity and cost
- / Bring products to market faster
- / Intuitively manage complex information
- / Publish consistent product information across all channels in real-time
- / Communicate product information on an individual basis using personas
- / Meet global business requirements for language and market
- / Increase business performance and profitability
- / Improve marketing performance
- / Deliver truly personalized product experiences
- / Strengthen customer loyalty
- / Adapt quickly to market changes





Let's get in touch:

Contentserv offers a combination of multiple data management components that allows you to control the total product experience. Offer rich, relevant and emotional content to your customers across all touch points in real-time.

Find out how Contentserv's Product Experience Platform can help unleash your product information potential and deliver the groundbreaking product experiences your customers' expect.





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About ContentServ

ContentServ enables retailers and brands to develop the groundbreaking product experiences of the future by fully exploiting the potential offered by advanced technologies. Its vision is to make the daily lives of marketers and product teams easier by providing them with a sophisticated, complete, business-focused platform emphasizing time to value.

www.contentserv.com