

TECHNOLOGY SOLUTIONS GUIDE

A RESOURCE SUPPLEMENT TO CGT MAGAZINE

2016
PRODUCT INFORMATION
MANAGEMENT SOLUTIONS

Managing Detailed Product Content in an Omnichannel Landscape

With e-commerce peaking, product information management (PIM) is critical to consumer goods (CG) companies right now. Consumers rely on product data and companies need to enable the curation of product content and ensure its accuracy in order to succeed in today's omnichannel reality. While many companies understand the importance of PIM, doing it well is another story. To publish and share consistent product information across the enterprise, product data needs to be merged, centralized and up to date. If not done correctly companies put forth information that they create with too much labor and an inefficient result.

1 Why is PIM back in the spotlight? What has changed that has elevated product content to be such an important initiative for CG companies?

TODD CALLEN: Digital tools are disrupting the business environment and require significant changes in operations, communications and selling. In order to publish or share consistent product information across the enterprise and to multiple distribution channels, the information must be merged, centralized, accurate and up to date. Product data often involves thousands of attributes, hundreds of relationships and millions of records, and is an integral part of real-time business process interactions within and outside the enterprise.

Handling critical information by spreadsheet is problematic, and even the best content and ERP systems are not optimized to support product information lifecycles. To publish and share consistent

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product information across the enterprise and ultimately to partners and customers, product data needs to be merged, centralized and up to date.

Having a central repository for all product-related information gives CG companies a single version of truth for their product master data, delivering significant operational efficiencies and improved business performance.

JOSH MENDELSON: As the commerce landscape becomes more complex, the need to create and distribute product content has grown exponentially. Consumers expect detailed product content whenever and wherever they shop. Independent research shows that 96 percent of consumers will simply abandon their purchase if they can't find the information they need for deep evaluation. Retailers are also requesting more information for more products, in site specific formats, passing the merchandising responsibility on to brand manufacturers. PIM systems have traditionally been the answer for organizing and centralizing data, but today's environment actually requires PIM to be deeply integrated with Digital asset management (DAM) and Syndication capabilities. This type of integration enables a product content management lifecycle that helps CG companies effectively sell through all of their retail, e-commerce and marketplace channels.

SUE SENTELL: Consistent, accurate, and up-to-date product content and extended attributes is a business imperative for CG companies, especially in

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— SUE SENTELL, CEO and President, Gladson

today's competitive landscape, where shopper expectations for transparency are very high.

Go to any grocery store today and observe how shoppers actually shop. Gone are the days of speeding through the store and tossing items into the cart. The paradigm shift over the last few years show that shoppers are taking their time to read ingredient labels because they want to know exactly what's in their food, how it was processed, and even sourced.

Shoppers are more connected than ever before and they demand and deserve consistent, accurate, rich content instantly to help make better decisions. This heightened need for transparency is what has put PIM back in the spotlight and comprehensive rich product content is driving greater shopper loyalty and increased lifetime value.

2 There are a lot of data-related acronyms including PIM, PDM (Product Data Management), and more. How does PIM differ from Master Data Management (MDM) and other data-related management structures?

CalLEN: PIM or Product MDM solutions by their very name work as a central repository for all product information, providing one version of truth for product master data. As a stand-alone offering or key component to a multi-domain MDM strategy, PIM solutions help teams work faster and smarter throughout the product information lifecycle, making cooperation easier, enhancing planning and improving oversight.

Key features of a PIM include:

- Master data such as SKUs, product packaging, ingredients, services, accounts, policies, assets, suppliers, locations and levels of a hierarchy/product catalog
- Simplifies product hierarchy management
- Manages multiple entity identifiers: GTIN, order codes, commodity codes and rules-based system generated identifiers
- Links products to multiple hierarchies/levels without duplicating data
- Supports industry classification hierarchies (e.g., GPC and UNSPSC). Further, PIM allows CG companies to acquire, manage and publish master data seamlessly across all channels and synchronize product information regardless of format, language, currency or physical location.

MENDELSON: The best systems require flexibility both on how the data comes into the system and how it is incrementally improved over time. Gone are the days where the MDM

"HANDLING CRITICAL INFORMATION BY SPREADSHEET IS PROBLEMATIC, AND EVEN THE BEST CONTENT AND ERP SYSTEMS ARE NOT OPTIMIZED TO SUPPORT PRODUCT INFORMATION LIFECYCLES."

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“COMBINING THE KEY ELEMENTS OF PIM, DAM, SYNDICATION, AND OTHER SYSTEMS IN A SINGLE CLOUD-BASED PRODUCT CONTENT MANAGEMENT PLATFORM ACCOUNTS FOR THE FACT THAT THE COMMERCE LANDSCAPE IS CONSTANTLY CHANGING.”

JOSH MENDELSON, Director of Product Marketing, Salsify, Inc.

to PIM validation is the only one that matters. Today, brands need to validate their content against the requirements of every retailer and marketplace they sell through by pulling on a centralized and trusted source of product content that is flexible and robust enough to support dozens or hundreds of versions of the truth. Combining the key elements of PIM, DAM, Syndication, and other systems in a single cloud-based Product Content Management Platform accounts for the fact that the commerce landscape is constantly changing. Brands need to be able to react quickly and effectively to those changes. Without a comprehensive system in place, e-commerce teams are left waiting for months to get changes to a PIM made while the competition is growing their revenue.

SENTELL: The main focus for MDM is for companies to gather and manage all data in the back-end system to lead to operational excellence. MDM includes all the processes, governance, policies and standards that defines and manages critical data used by an organization.

PIM or Product Content Management (PCM) as we call it at Gladson, refers to processes and technologies that allow a company to centrally manage information about products, from digital images to extended attributes. It provides a unified source of diverse content for a diverse set of users across the enterprise.

The key is to ensure that the product information is accurate, comprehensive and continuously updated, and hosted in a way that it can be delivered to a broad ar-

ray of users in the data format and image sizes they need to accomplish their goals.

3 Please share best practices around governance of PIM projects. Who should own the strategy and who should be involved?

CALLEN: Embracing data governance to protect the integrity of valuable enterprise assets and to get the most from PIM/MDM initiatives is critical. With data volumes exploding, organizations are challenged to ensure a single version of the truth exists for each critical data domain and this is precisely what data governance does.

Data governance combines people, processes and information technology to create the seamless management of an organization's data across the enterprise. Successfully combining the three puts formal management responsibilities in place to ensure accountability and reduce the likelihood of errors. CG manufacturers should take a centralized approach to their data governance processes by building out the correct teams of business and IT professionals to monitor data governance policies, determine the appropriate processes to implement them, and ensure the correct tools are being used to manage a central repository of master data with real-time integration and synchronization between business systems.

MENDELSON: No matter an organization's size, projects require coordination across multiple stakeholders led by a few key roles.

The executive sponsor defines the business success and strategic initiatives. This person keeps focus on the goal and reports project status, business achievements, and new opportunities to the C-Suite.

The project lead devises the tactical plan and acts as the linchpin between the individual contributors and the executive sponsor. This person owns the project plan, defines roles and responsibilities, and communicates on short and long term goal status.

The existing systems expert understands the different internal systems that store content across the organization today (ERP, PLM, DAM, CMS, etc.). This is usually a key stakeholder from the IS or IT department. They define the tech stack, provide access to stored product content, and define content automation specs and capabilities.

The e-commerce account expert understands your company's current retail relationships and requirements, defines who within the company will manage each retail channel, and sets the company's go-to market strategy.

SENTELL: PCM best practices are inherently a cross-functional team effort, within an organization and with vendor partners. The key is developing and implementing highly collaborative processes that ultimately focus on meeting the increasing expectations of today's shopper.

The cornerstone is having product content and data that have one unified version and can be used across departments. Each functional team then benefits from the aggregated information, delivered in a personalized manner through a flexible product content management platform. ❖

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Note: Participating companies identified only their primary solution in this space. Visit company websites for info on additional solutions.

COMPANY/WEB SITE	PRODUCTS/SERVICE	KEY CG CUSTOMERS	UNIQUE FEATURES/BENEFITS
1WorldSync www.1worldsync.com	1WorldSync Product Information Cloud	N/A	1WorldSync's platform is designed for businesses to exchange authentic and enriched product data and digital content, creating a mission critical foundation for connected commerce. Tech and services meet the needs of customers in B2B supply chain, product transparency and compliance, or digital commerce.
EnterWorks Acquisition, Inc. www.enterworks.com	EnterWorks Enable	<ul style="list-style-type: none"> • Abbott Nutrition • HP Hood • Mary Kay 	Lowest TCO, rapid implementation; 100 percent user adoption & customer reference-ability; PIM-DAM-Multi-Domain; multi-channel ingestion / syndication engine (GDSN certified); global, multi-lingual; best-in-class, standards-based, Java technology platform, proven scalability; workflow, data quality; plug-ins to most popular systems.
Gladson www.gladson.com	PRODIGI	<ul style="list-style-type: none"> • Dean Dairy Holdings • Reckitt Benckister • Safeway/ Albertsons 	The next generation Gladson award-winning content management platform provides a unified source of merchandising, marketing and e-commerce digital product content, personalized for enterprise users and broad distribution to retail partners.
Informatica www.informatica.com/Product360	Informatica MDM – Product 360	<ul style="list-style-type: none"> • Unilever • Murdoch's 	Informatica MDM-Product 360 enables merchandisers and e-commerce managers to more efficiently acquire, enrich and publish product information, providing a consistent omnichannel experience and an informed purchase journey.
Kwikee www.kwikee.com	Kwikee 2.0	<ul style="list-style-type: none"> • Coca-Cola • The Kraft Heinz Company • Unilever 	End-to-end solution for the creation, management and distribution of brand assets and content. With over 50 years of industry experience, Kwikee ensures each brand's story is accurately told across a range of channels, reaching modern consumers and drive conversion faster.
Oracle http://www.oracle.com/	Oracle Product Hub Cloud	<ul style="list-style-type: none"> • Ainsworth Pet Nutrition 	Enterprise-class PIM system, delivered via Cloud, designed to integrate with any other applications. In addition to full item and catalog management capabilities, it provides native BI, social collaboration, vendor portal and pre-integration to all Oracle ERP Cloud, SCM Cloud and Sales Cloud applications.
Riversand Technologies Inc. www.riversand.com	MDMCenter	<ul style="list-style-type: none"> • Beiersdorf • SC Johnson • VF Corporation 	Single integrated solution enabling variety of business benefits across product information management, digital assets management, vendor portal and print with low total cost of ownership and accelerated time-to-market.
Salsify www.salsify.com	Salsify Product Content Management Platform	<ul style="list-style-type: none"> • Coca-Cola • ConAgra • Mondelez 	Salsify is a PIM and more: it's a cloud-based product content management platform that makes it possible to create, manage, optimize, and syndicate product content everywhere it needs to go.
SAP www.sap.com/consumer	Hybris Commerce Product Catalog and Content Management	<ul style="list-style-type: none"> • 3M • L'Oreal • Nestlé 	Hybris PCM helps CP companies engage customers and consumers with consistent, rich product content by providing a collaborative environment to develop and publish rich customer and consumer experiences and enable a seamless omnichannel experience.
Shotfarm, LLC www.shotfarm.com	Brand Content Management and Exchange Platform	<ul style="list-style-type: none"> • Acme United • General Mills • Prestige Brands 	To be a solution for every customer and their partners for the collection and distribution of product information, Shotfarm erased all technical and financial barriers.
Stibo Systems www.stibosystems.com SEE AD ON PAGE 13	STEP	<ul style="list-style-type: none"> • Kellogg's • Kimberly-Clark Corporation • The Kraft Heinz Company 	STEP PIM and SpirePLM solutions help you improve profitability, performance and effectively manage your global brands, while maintaining compliance regarding sourcing, ingredients, labeling and packaging.