

## 2018 DIGITAL CONTENT MANAGEMENT SOLUTIONS GUIDE

In this edition of the Technology Solutions Guide series, CGT presents a comparison chart of solution providers on the forefront of digital content management, with tools ranging from content creation all the way through to performance analysis. To kick things off, EnterWorks chief executive officer Rick Chavie offers some thoughts on key trends in an exclusive Q&A.



**RICK CHAVIE**  
CEO  
EnterWorks

**Q** It's long been said that the first step in building an effective product content strategy is ensuring accuracy and consistency across the online universe. In general, has the consumer goods industry gotten there yet? What are the lingering obstacles?

**CHAVIE:** Accuracy and consistency in product content are objectives that, if achieved, place a consumer goods company on the *threshold* of an effective online presence. However, compel-

ling, competitive digital success requires companies to do much more. They must commit their entire organization to dominance through data, not just in support of merchants and product designers, but also by engaging their colleagues in supply chain, e-commerce, catalog divisions, sales, and procurement. This is a journey of continuous content renewal, not a destination.

The explosion of content, and the demand for more relevant content, expands the complexity of product data management that companies need to master. The key obstacles remaining on this data pathway include:

- Transforming static, periodic catalog content into continuous, dynamic digital content.
- Complying with content standards even as large sellers look to differentiate and demand unique content from brands.
- Keeping pace with customer demand for visual content (3D, multi-views, virtual twins).

**Q** Another commonly stated goal has been the implementation of systems providing a single source of truth across the enterprise. How are we doing in this respect?

**CHAVIE:** Overall, consumer goods content is progressing

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in the right direction, which includes content self-generated by brands as well as content arising from companies offering industry repositories of product data (such as 1WorldSync). These activities, along with agreed-upon standards (such as SmartLabel and GS1), have streamlined data exchange in enabling B2B2C commerce.

Early on, digital content exchange was focused on a supply-side, single source of the truth. However, today's push is demand-centric as marketers and merchants require a richer, shared view of centralized content to promote brand values and product content to individual consumers in the form of personalized offers.

The demand-driven digitization wave puts pressure on all companies throughout the content value chain, from manufacturers, to wholesalers, to retailers/e-tailers. Much progress is being made in regard to:

- More accurate, up-to-date, transparent content in response to consumer demand.
- Improving compliance with product labeling data regu-

lations via B2B2C collaboration.

- A greater array of product attributes, images, videos, reviews, and specifications.

**Q** What methods and metrics are manufacturers using to evaluate the impact of their digital content? Is the industry getting better at giving consumers what they want?

**CHAVIE:** Information-obsessed shoppers are driving a commerce environment that requires continually enhanced and personalized product content. When the content varies by channels and even individuals, that raises the bar

for measuring effectiveness. In the trade promotion game, it was accepted that the individual consumer was one step removed from the measuring process or that indirect market measures could be used. Not so today.

In order to accurately measure how consumers respond to digital content, manufacturers must be willing to risk some channel conflict by going direct-to-consumer to get accurate insights on content and offer effectiveness. Further, the best manufacturers understand the need for a content lifecycle management perspective that embraces large-scale, test-and-learn methods in understanding what attributes, messages, and images are resonating with consumers.

By leveraging a multi-domain master data management solution, organizations can utilize combinations of product, customer and location-specific data in testing the effectiveness of their content and offers, and ultimately can drive sales and margin lift. Ideally, their retailer partners will share similar information to raise their collective effectiveness in the digital age. **CGT**

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COMPANY/WEBSITE	PRODUCT	KEY CG CUSTOMERS	UNIQUE FEATURES/BENEFITS
<b>Cierant Corp.</b> www.cierant.com/ smo-suite	Instigo	<ul style="list-style-type: none"> <li>• LALA</li> <li>• Mizkan</li> <li>• Unilever</li> </ul>	Automates shopper marketing artwork processes, enabling quicker executions. The platform converts digital and in-store tactics into templates that are linked to menus of brand, retailer and product-specific content to enable real-time customization.
<b>Content Analytics</b> www.contentanalyticsinc.com	Content Analytics Platform, Content Management & Syndication Reporting Suite	<ul style="list-style-type: none"> <li>• Kimberly-Clark</li> <li>• Procter &amp; Gamble</li> <li>• PepsiCo</li> </ul>	An end-to-end e-commerce solution that combines a full suite of analytics and reporting with content management and syndication capabilities.
<b>Edgenet</b> www.edgenet.com	Edgenet	<ul style="list-style-type: none"> <li>• Best Buy</li> <li>• Kohler</li> <li>• Lowe's</li> </ul>	Combines product experience management and GDSN capabilities in one platform. Organizes, distributes and analyzes all product content in one place.
<b>EnterWorks</b> www.enterworks.com SEE AD ON PAGE 25	Enable	<ul style="list-style-type: none"> <li>• Mary Kay</li> <li>• Fender</li> <li>• HP Hood</li> </ul>	Provides the single view that enterprises need to acquire, manage and syndicate product information.
<b>Gladson</b> www.gladson.com	Content Experience Hub	Did not provide	A single-source solution for core/enhanced digital product content, GDSN, nutrition, ingredient and allergen data across a network of suppliers, retailers, distributors and trading partners; validation/correction services ensure accuracy and consistency.
<b>Grip</b> www.grip.tools	Grip 2.0	<ul style="list-style-type: none"> <li>• Heineken</li> <li>• Nivea</li> </ul>	Web-based software that automatically generates visual content. Provides marketers and brand managers the ability to generate an image of any product, on any background, at any angle.
<b>IBM</b> www.ibm.com/products/ watson-content-hub	Watson Content Hub	Did not provide	A cloud-based, head-optional, enterprise-level CMS equipped with AI tagging and intuitive UI for ease of use for marketers; APIs and a preconfigured content delivery network for developers.
<b>Jasper PIM</b> www.jasperpim.com	Jasper PIM	<ul style="list-style-type: none"> <li>• Chuck Levin's</li> <li>• Skullcandy Inc.</li> <li>• Spinning</li> </ul>	A full SaaS technology that's available in a subscription licensing model. The platform offers a built-in iPaaS and comes with full support.

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<b>Kwikee</b> , an sgsco company www.kwikee.com	eCom Engine	<ul style="list-style-type: none"> <li>• Kraft Heinz</li> <li>• Nestlé</li> <li>• Procter &amp; Gamble</li> </ul>	Helps products stand out on the digital shelf by combining retail insights, content creation services and syndication capabilities within a single offering.
<b>LANSA</b> www.lansa.com/pim	Data Sync Direct	<ul style="list-style-type: none"> <li>• Del Monte Foods</li> <li>• Kellogg Co.</li> <li>• L'Oréal</li> </ul>	A PIM built on GDSN standards for suppliers, distributors and retailers. Key features include a certified 1WorldSync connector, GDSN rules validation engine and event-driven workflow.
<b>One Click Retail</b> www.oneclickretail.com	Amazon Sales & Share Analytics Dashboard	<ul style="list-style-type: none"> <li>• Coca-Cola</li> <li>• Philips</li> <li>• Procter &amp; Gamble</li> </ul>	The dashboard uses website indexing, machine learning and proprietary software to estimate weekly online sales and traffic figures with 90%+ accuracy down to the SKU level.
<b>OneSpace</b> www.onespace.com	Merchandiser	<ul style="list-style-type: none"> <li>• Nestlé-Purina</li> </ul>	Uses consumer search data to drive the creation and optimization of product content at scale, helping brands tailor content to shopper behavior and quickly deploy updates across retailers.
<b>Riversand Technologies</b> www.riversand.com	Digital Asset Management	<ul style="list-style-type: none"> <li>• Orkla</li> <li>• SC Johnson</li> <li>• Ulta Beauty</li> </ul>	The software integrates with Riversand's MDM and PIM platforms to help organize, track and manage digital assets. This results in easily discoverable high-value content, increased customer engagement, and reduced time-to-market.
<b>Salsify</b> www.salsify.com	Product Experience Management Platform	<ul style="list-style-type: none"> <li>• Bosch</li> <li>• Coca-Cola</li> <li>• Fruit of the Loom</li> </ul>	Combines product content management, a broad commerce ecosystem and actionable insights into one platform. This closed-loop functionality enables brands to continually deliver compelling shopping experiences across digital touch points.
<b>SAP</b> www.sap.com/consumer	Commerce Cloud	<ul style="list-style-type: none"> <li>• The Annie Selk Companies</li> <li>• Frucor Suntory</li> <li>• Henkel</li> </ul>	Enables organizations to deliver personalized digital commerce experiences. The feature-rich, comprehensive commerce platform simplifies digital transformation, reduces total cost of ownership and accelerates time-to-value.
<b>Solidpepper</b> www.solidpepper.com	B2B Cloud Business	<ul style="list-style-type: none"> <li>• Croix Rouge International</li> <li>• Kone</li> <li>• RipCurl</li> </ul>	Offers advanced product search, order entry/import, connected shops and an offline platform for salespeople, creation of technical data sheets, and a personalized product catalog.
<b>Stibo Systems</b> www.stibosystems.com	Product Master Data Management	<ul style="list-style-type: none"> <li>• General Mills</li> <li>• Kimberly-Clark</li> <li>• Kraft Heinz</li> </ul>	The multi-domain MDM is a flexible, scalable solution that eliminates silos and connects people, processes and systems, turning data into actionable information for faster, smarter decisions.