



EnterWorks Enable™: A Recipe for Success

EnterWorks Product Information Management (PIM) platform revolutionizes content creation and delivery for the food industry

The food industry is experiencing a market shift driven by health-conscious, digitally-connected customers who are more engaged with food than ever before. Grocery shopping is no longer considered a chore. Instead, consumers enjoy creating meal plans, selecting fresh ingredients, and sharing their cooking experiences with friends.

For food retailers, distributors, and manufacturers, the opportunity to connect with the evolving consumer lies in providing compelling, helpful content as they research products and make purchases. Yet for many organizations, content is disparate, inaccurate and spread inefficiently across business systems, trading partners, and supplier networks. A Product Information Management (PIM) solution allows those in the food industry to efficiently create and manage product content through a central platform.

How a PIM Solution Benefits Food & Grocery

Today's effective product information has moved beyond basic specifications. Now and in the future, companies must compete through content that tells a story and meets specific demands.

Food retailers require content designed for marketing needs, including images, peer reviews, and recipes that inspire customers to try new products. Then, there's content driven by compliance with regulations around ingredients, allergens, nutrition and environmental standards. Finally, this content must be delivered across multiple channels, including websites, online ordering, mobile apps, coupon sites, signage, social media, and catalogs. Sound overwhelming? It can be without the right product content strategy.

A [PIM solution](#), such as [EnterWorks Enable™](#), provides a single source of information to drive efficiencies, transform communication with suppliers and customers, and ultimately boost revenue and sales.

An advanced PIM solution is designed to help you:

- **Deliver accurate, brand-approved information:** One system manages product descriptions, specifications, images, videos, documents, and more. This ensures your customers always have consistent, updated product information at every touchpoint.
- **Consistently comply with regulations:** Manage compliance with food and beverage regulatory obligations and easily participate in new programs like GMA SmartLabel™.
- **Tell your "food story" with recipes, images, and compelling content:** A picture is worth a thousand words, particularly in the food industry. Your content must tell a story online, in the store, and on mobile devices. A PIM solution enables food manufacturers, distributors, and retailers to enrich master data with crucial advertising copy and images.
- **Quickly introduce new products:** Manual and inefficient processes are no longer a bottleneck to product launch success. A PIM solution eases the process of quickly introducing new items, as details can be quickly added and disseminated across every channel.

The Right Content. Enabled.

Deliver differentiated experiences across your content value chain with EnterWorks, your Product Information Management solution.

Single View of Content

3X Less Time Spent on Item Setup and Enrichment

Differentiated Experiences

33% Increase in Average Order Size

Complexity Mastered

75% Faster Product Information Time

The bottom line?
PIM helps you handle
all product information
in **one source**, across **all channels**.

Why EnterWorks Enable?

EnterWorks Enable™ is a 360-degree solution designed to create, cleanse and synchronize product content and data across your entire enterprise. Its unique multi-domain approach delivers the most powerful and flexible PIM solution on the market today. Customers report the fastest go-live times and lowest total cost of ownership in the industry.

Making an investment now into an advanced PIM solution empowers organizations to thrive as the world of food retailing becomes more digital, complex, and personal. With EnterWorks Enable, food manufacturers, distributors, and retailers can:



Single View of Content

- **Ensure a consistent, single view of content:** Customer satisfaction and trust are critical to succeeding in the food industry. By providing a single view of content, the Enable PIM solution helps ensure accurate and brand-sanctioned information is available across all digital and physical touchpoints. Enable customizes and adapts content for every channel, previewing it exactly as your shoppers would see it.



Differentiated Experiences

- **Deliver differentiated, omnichannel experiences:** Consumers increasingly demand rich product content throughout the food research and purchasing cycle. Enable helps support larger product catalogs and expanded product content with dynamically-linked platforms, including all internal, external, and partner systems.

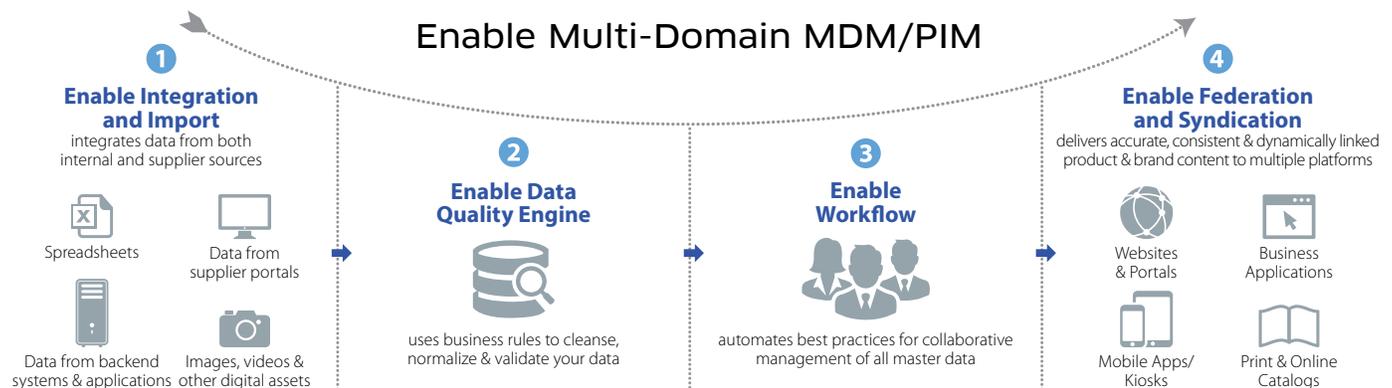


Complexity Mastered

- **Master the complexity of a Business-to-Business-to-Consumer (B2B2C) world:** Tackle the challenges of the ever-changing food industry with Enable's unique B2B2C platform that extends PIM with workflow and supplier portals. EnterWorks' Vendor Portal is changing the game with user-friendly supplier collaboration. The portal eases the process of onboarding new partners, quickly launching products, and efficiently adding product content directly from the supplier source.

Key objectives on which EnterWorks Enable™ delivers:

- Integrate and harmonize the product data managed manually and through disparate systems, including Product Lifecycle Management (PLM), Enterprise Resource Planning (ERP), and spreadsheets
- Enforce role-based access rights within the manufacturer content team to create, view or change product content
- Use workflow and configurable business rules to validate, normalize and approve data upon import and when changes are introduced
- Master value chain complexity through data relationships and convergence
- Deliver accurate, consistent, and dynamically linked product and brand content to create differentiated, on-brand, customer experiences



About EnterWorks

EnterWorks® Master Data Management (MDM) and Product Information Management (PIM) solution enables companies to acquire, manage and transform product information into persuasive content that drives higher sales and new competitive strengths. By leveraging a company's products, associated images and videos, brands and other marketing assets, EnterWorks Enable™ platform delivers powerful content through e-commerce Web, mobile, print and various electronic channels. EnterWorks is highly ranked by Gartner (recognized as an industry leader in centralizing product content for manufacturers and retailers alike in Gartner's Critical Capabilities Report from December 2015), Forrester and Ventana Research.



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