EnterWorks Enable PIM Platform

EnterWorks Enable platform provides comprehensive tools to manage, enhance and deliver product content across applications, partners and channels.
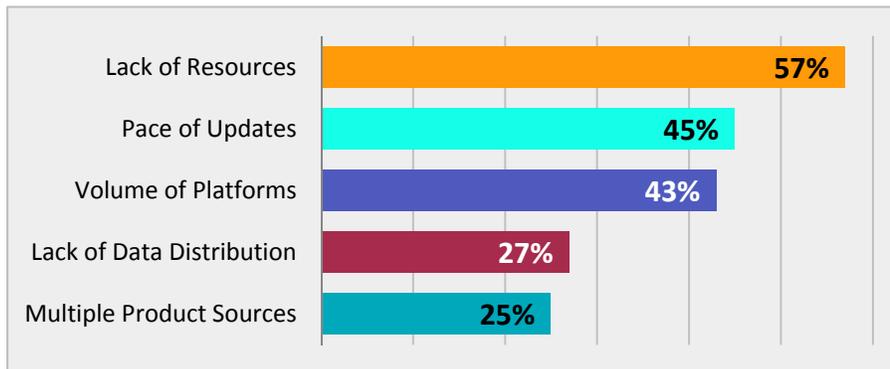
PIM Overview

Introduction

Companies compete on content. Gone are the days when product information came primarily from salespeople or catalogs. Today, people do on-line research on products before turning to other ways to learn about your products. Even television, which still has the broadest reach of any medium, refers viewers to on-line resources where they can access information through websites and social media.
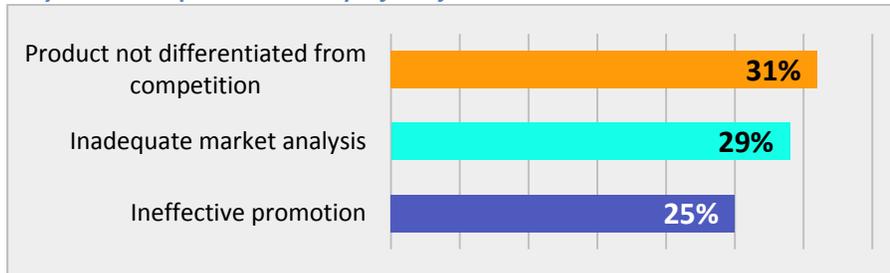
Enabling Omni channel experience requires well thought out product content strategies. Establishing clear, consistent and compelling product content across physical and digital channels is necessary for effective communications with your customers, vendors and partners.

Product Data Challenges

Challenge	Percentage
Lack of Resources	57%
Pace of Updates	45%
Volume of Platforms	43%
Lack of Data Distribution	27%
Multiple Product Sources	25%

Source: Consumer Goods Technology

Why don't new products meet profit objectives?

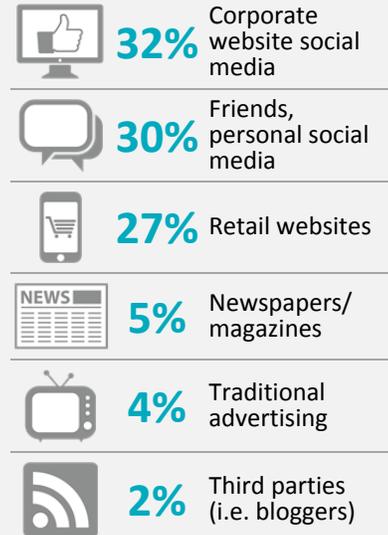| Reason	Percentage
Product not differentiated from competition	31%
Inadequate market analysis	29%
Ineffective promotion	25%

Product Information Management (PIM) Objectives

Today's effective product information has moved beyond documenting basic specifications, features and functions. Now and in the future, such information must tell a story and enable differentiated experiences for customers.

Product Managers are interested in creating and improvising the products to meet the market demands and to achieve the ultimate goal of profitability, top line revenue, customer satisfaction and market share. Enabling the sales involves creating the content and delivering it timely to the appropriate channels, dealers and customers.

Where do customers get information about your product?

👍	**32%**	Corporate website social media
💬	**30%**	Friends, personal social media
🛒	**27%**	Retail websites
📰	**5%**	Newspapers/ magazines
📺	**4%**	Traditional advertising
📶	**2%**	Third parties (i.e. bloggers)

Key PIM Objectives

- Create/Enrich product data and content according to physical venues and digital touch-points in serving suppliers, partners, and customers.
- Establish a single view of content to acquire, manage and publish product information across channels.
- Enable collaborative content enrichment throughout product life-cycles.

"As consumers spend more time researching product purchases online, the importance of high-quality product content becomes paramount for retailers, manufacturers, consumer packaged goods (CPG) firms, and distributors alike."

- Forrester

PIM Value Creation

Business Case for PIM

Getting it right in buying data and content solutions is exceptionally important in the new world of **compete on content** paradigm. The business case for such decisions is no longer just IT-oriented Total Cost of Ownership (TCO) calculations: instead, as companies drive their brand strategies based on content creativity and consumption, they need to identify uplifts in sales and margin to justify such investments. See the table below for PIM capabilities in various areas and use this for measuring the impacts on Key Performance Index (KPI) metrics.

A good business case draws from each of the relevant departments in constructing a full ROI model that includes impact on revenues, margin, inventory and costs.
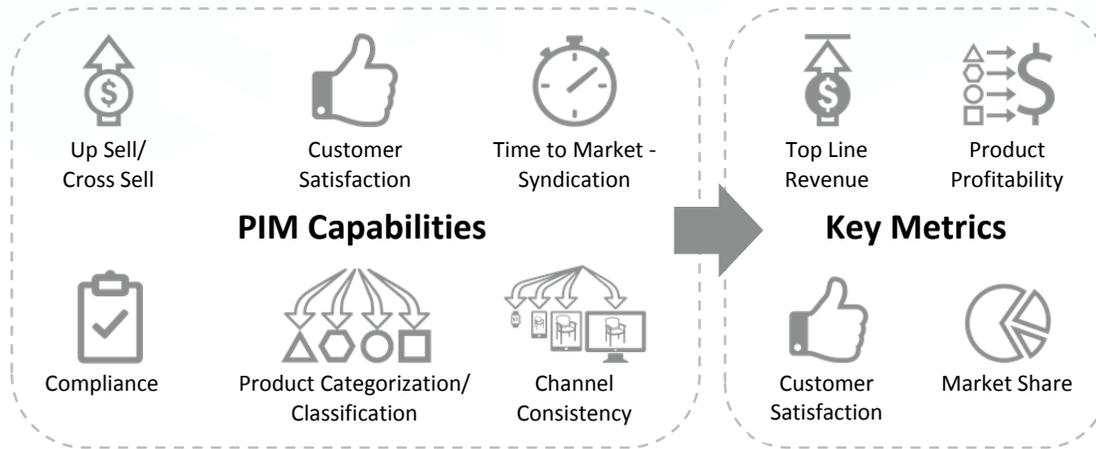
Area	PIM Impact
Marketing	Content design for collateral, campaigns and catalogs as well as power digital content management solutions
Sales	Supporting both assisted & self-service selling models with localized & personalized content tailored to the selling venue and device
Product Sourcing	Work upstream suppliers on necessary product data relevant for logistics efficiencies – for bulk inbound shipments into warehouses or for individual direct-to- customer (D2C) customer shipments
Brand Enrichment	Enable upstream brand marketers to collaborate on enrichment of customer facing content through images, videos, etc.
Shorter time- to-market	Integrate vendor-supplied product information with an automated process that incorporates a set of business rules
Seamless publication	Distribute product information faster to ERP and other business applications throughout the enterprise and to all relevant channels

Key PIM Architecture Aspects

- Power a content repository with unlimited data attributes, manage complex relationships between products and category/ hierarchies
- Deliver time-phased pricing management for catalogs and campaigns that are responsive to the dynamic promotional needs of marketers and merchants
- Offer roles-based views tailored by user with security and audit logs for accountability that evolve based on acquisitions, geographic extensions, and organization changes
- Apply specific business rules for consistent, up-to-date sources of product content
- Enhance search-ability across attributes, facets, images, and text to keep up with the trends in products, life-cycles, and markets

Dynamic Data Modeling Architecture: Continuous ROI improvement

The pace of change for businesses has accelerated as the wave of digital content and commerce influence has swept across global and local businesses. In the data and content realm, businesses are looking to master complexity in their environments given the nature of continuously evolving content value chains, business models, channel evolution, devices, and go-to-market strategies. Companies need a robust data modeling capability that keeps pace with the Omni-channel complexity they face.

In most organizations, product data is dispersed throughout multiple business systems, trading-partner networks, and supply chain networks, in addition to residing on internal systems. EnterWorks Enable is a comprehensive solution that aggregates and manages product and related master data across all business applications.

Enable PIM platform, a proven enterprise PIM solution, collects, validates, manages product information from various sources like PLM, ERP and synchronizes the data across all applications. With Enable, users can easily maintain large amounts of product content in a simple and efficient manner.

EnterWorks Enable

Master Data Management

EnterWorks Enable platform is a multi-tenant, multi-domain Master Data Management solution. Our platform enables our customers to orchestrate data and content within the enterprise and across partner networks to achieve supply chain efficiencies and demand chain time-to-market needs.

Product Information Management

EnterWorks Enable platform is highly tuned for managing Product Content lifecycle. Our **PIM solution** provides the tools and capabilities to effectively deliver **Omni Channel** experience through content creation, enrichment based on physical venues and digital touch-points in serving suppliers, partners and customers. Enable platform provides **Dynamic Data Modeling** capabilities to change and differentiate product content / service offerings, aligning your business model as the industry evolves.

Our robust **Workflow** capability enhances the business collaboration across the enterprise to enable governance and stewardship of content. Plug & Play **Syndication & Publishing** capabilities of Enable helps you promote content to your customers efficiently and in a timely manner to compete effectively in the market place. Our **Digital Asset Management** enhances your Brand content in rich formats of Audio, Video, and graphical images.

Master Data Management

Product Information Management

Dynamic Data Modeling

Workflow & Collaboration

Syndication & Publishing

Digital Asset Management

Customer ROI realization

Our customers have achieved ROI on several aspects over the years. Impacts of well-run Product Information Management is felt in multiple areas including but not limited to, Sales, Customer Experience and Operational efficiencies. Some of our clients realized eightfold gain in productivity, including the ability to produce customized catalogs. One of our clients manages 14 subsidiaries from one product MDM system to support mass customization across multiple brands.

EnterWorks Enable PIM ROI Samples

25%+

Publishing - Storing, managing, and publishing product information 25-30% faster than pulling data from source documents.

8+ Weeks > **4 Weeks**

Time to Market - Faster time-to-market by reducing a months-long catalog cycle down to 4 weeks with increased accuracy and improved workflow.

4% 2%

Bottom Line Impact – Cutting 6 months and 6 figures from the production cycle of a 1,400-page catalog, with 2% increase in sales and 4% increase in gross margins over the first 6 months.

■ Gross Margin Improvement
■ Sales Improvement

Catalog Business Impacts

Catalog Production - Shorten production for a 2,200-page catalog by 70%.

Inaccuracies Reduction - Cut down inaccuracies from 25% to less than 5%.

$17 Million

Captured $17 million additional revenue using real-time MDM based portal.