

PIM Value Creation for CPG

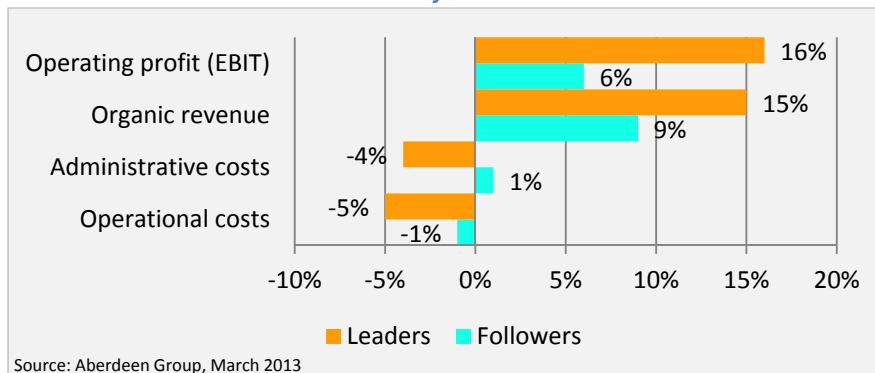
Introduction

CPG brands create Product Content which has to serve multiple purposes. Managing the ingredient information, categories, groupings, and compliance related attributes besides the actual Product Data is very complex. Competing in Digital space, managing online presence and to serve the Retailers and Dealers involves careful planning, and having the right tools and processes in place. To compete effectively, companies have to forge strategies to provide seamless customer experience in all the channels of Customer engagement. Achieving Customer Experience excellence means maintaining a single view of content for all constituents in the content value chain, whether internally or externally as trading partners. For a CPG Brand, supplying enriched, timely and consistent Product Content enhancing Omni-Channel experience is top priority.

PIM's relevance in CPG Industry

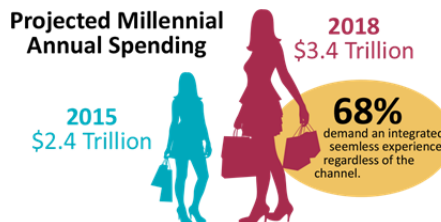
CPG brands have the responsibility of creating content which is relevant for the Omni-channel and partners. Data Quality and content creation is key to successful product marketing. Managing the process of content creation, coordinating with several groups and departments involve well defined processes and automation to avoid unnecessary delays and costly mistakes. Having the right tools (PIM) makes the difference between serving the partners with right information versus disastrous handoffs. Providing timely and most current consumable information will help the retailers to make the right kind of contextualization for your products. Many Retailers provide product comparison, from features to pricing. Providing the sale information or product feature may be deciding factor for customers in finding a product online or in choosing the product. Improving content quality not only creates more value via sales and profits but it also reduces customer returns and administrative costs associated with poor data.

Better Data means Better Business Performance



Value Creation

CPG brands are most concerned about their brand image consistency, quality of content and timely delivery of the content to all their channels including partners, dealers, and retailers. Providing process automation, ownership and cross departmental collaboration demands versatile PIM platform. In the case of CPG Brands, Value Creation will have more weightage for the Content Quality, Omni Channel capabilities and Syndication to partners. Reaching to Millennial is a paradigm shift.



CPG brands struggle to provide product content that meets consumer expectations.

- 37%** of marketers worldwide say improving data hygiene and quality issues is an important objective.
- 66+%** of online product information pages fail to meet information quality expectations.
- 27%** of product pages are missing product detail information.
- 25+%** of product pages have presentation, accuracy or completeness issues in product details section.

Supplying enriched, timely, and consistent Product Content is both a challenge and opportunity.



Single View of Content

Converge product data to dynamically link supply & demand chains.



Differentiated Experiences

Enrich product content to enable user & touchpoint personalization.



Complexity Mastered

Tailor content specific to channels, segments and devices - embrace complexity!

PIM Value Creation

The following charts illustrate how much of a bottom line impact quality of Product Content can have for a mid-size company dealing with over 10,000 products with variations.

Estimated Impact

Impact Category	Size	Error Magnification without PIM	Error Magnification with PIM
No. Changes per Year + Event changes	1,152,000	11,520	8,640
Product Impact * No. Channels	9,216,000	92,160	69,120
Channel Impact * No. Markets	368,640,000	3,686,400	2,764,800
Global Impact * Dealers	18,432,000,000	184,320,000	138,240,000

Input Values

Impact Factors	Size
No. Product Variants (SKUs)	80,000
No. of Product Changes/updates per month	20%
Promotions / Sales events	8
Promotions Sales Minor	52
Total number events	60
No. of Channels	8
No. of Markets	40
No. of Dealers / Distributors	50
Errors	1%
Average Product Price	\$60

Estimates With and Without PIM

Value Creation	Without PIM	With PIM	Improvement
Up Sell / Cross Sell	60%	95%	35%
Syndication (Time to Market)	65%	95%	30%
Complexity (Multiple Languages/Markets)	65%	90%	25%
Market Segmentation	70%	85%	15%
Product Categorization	75%	95%	20%
Compliance	80%	95%	15%
Channel Consistency/Omni Channel	75%	95%	20%
Contextualization	65%	95%	30%
Content Quality	65%	95%	30%
Brand Image	65%	95%	30%
Average			25%