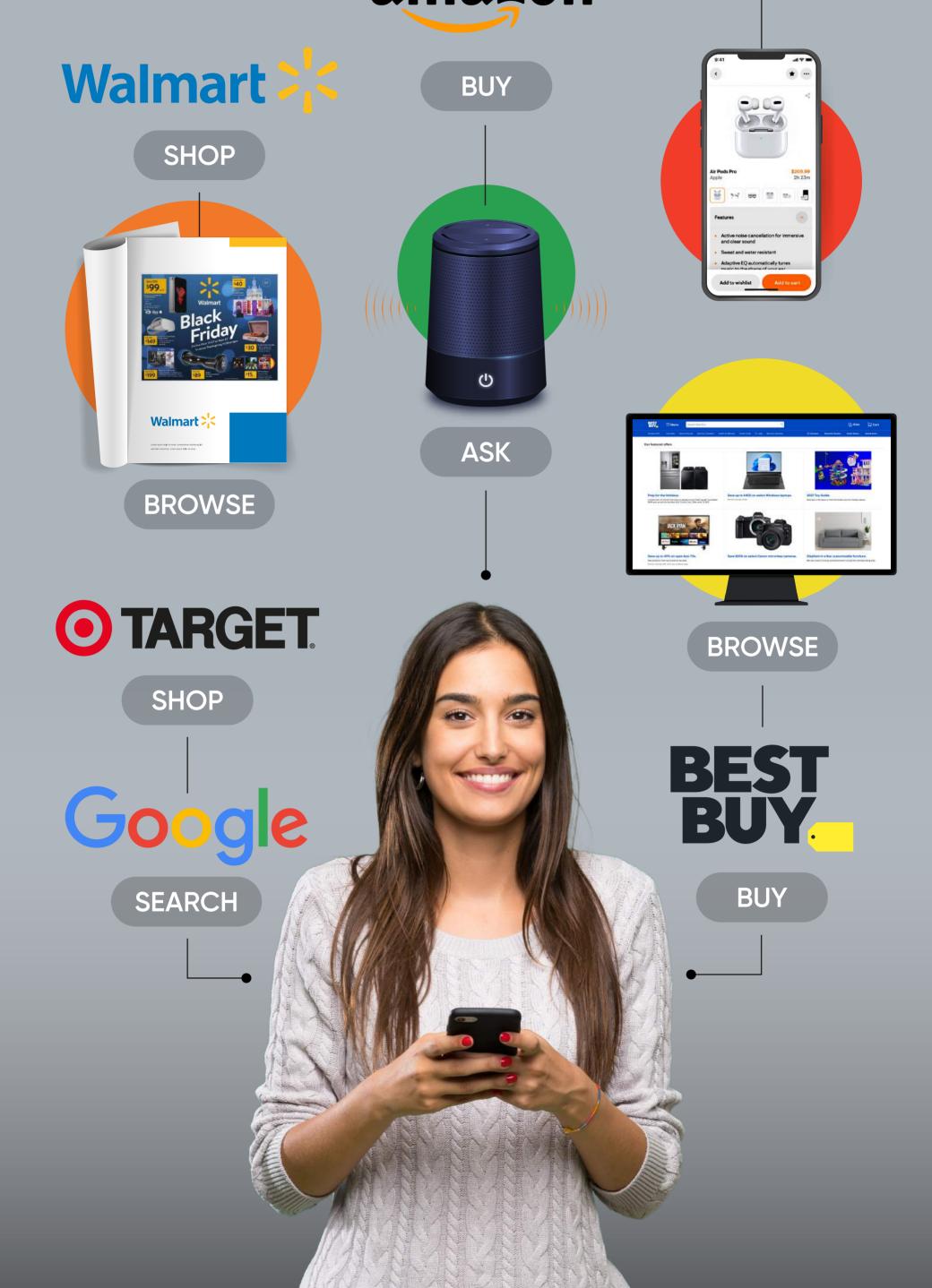




in the Digital World According to Gartner, by 2021, organizations with robust, scalable digital commerce will outperform noncommerce organizations by 30 percentage points in sales growth by better using digital channels during the COVID-19 outbreak.

Today's Buyer

amazon



50%

Product information can

then be viewed holistically

through many business contexts.



Data Challenges

Your

Product

Data

Existing Challenges of Publishing

Manage

Products • Products

Multiple

Customer **Touchpoints**

to Cater





Business Challenges

Scattered

Experience

trivago

ebay

+ many more

Walmart

Instagram

facebook

Barrier

Risk

Increasing **Data Quality and** THE PERSON NAMED IN Volumes of Governance **SKUs Manual Processes Higher Multiple Data** Growth Sources to

Product Data Across Channels

Operational Challenges

Operational Complexity

Slower Speed-

to-Market



Data Preparation Centralize **Validate Enrich**

Consolidate

your product

catalogs at a

single place

Last-mile

Submission

Enrich to find

gaps and

inconsistencies

in product data

Craft product

up-to-date feeds for all

channels

API-Based

integration

How to Succeed with

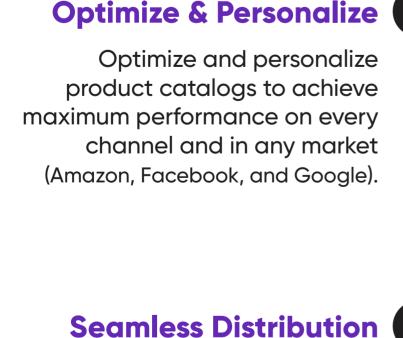
Product Content Syndication

According to Gartner, by 2021, organizations with robust, scalable digital commerce

will outperform noncommerce organizations by 30 percentage points in sales

growth by better using digital channels during the COVID-19 outbreak.





Deliver and publish high-quality

product content tomarketing,

shopping, retail, and business

channels.

Turn raw product data (from

PIMs, DAMs, ERPs, or systems)

of your output channels.

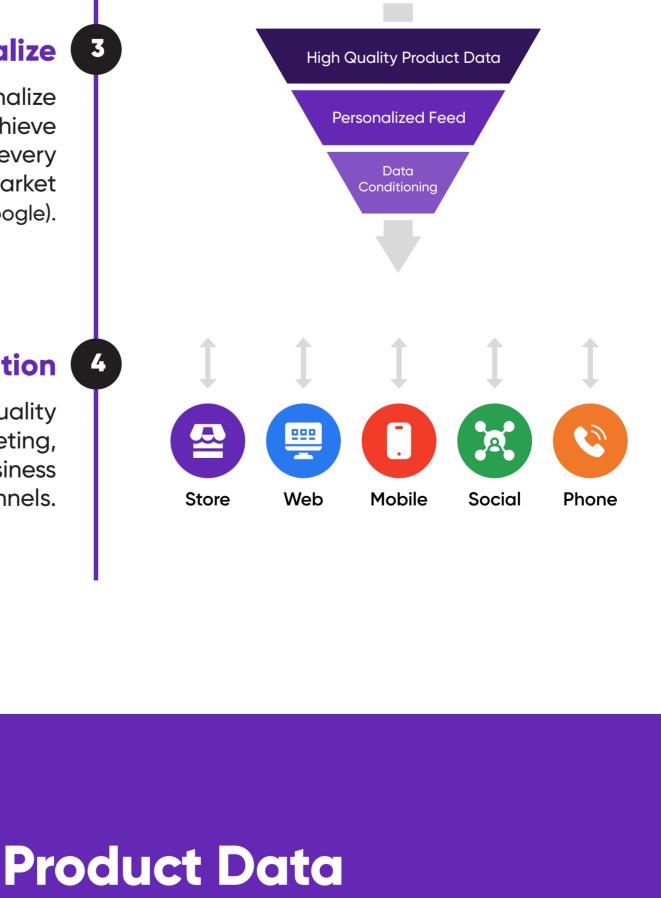
Data Integration & Automation

Gather and standardize

into structured product catalogs

that fit the unique requirements

Syndication Benefits With a syndication solution, you can activate omnichannel engagement with enriched and optimized content for each



channel, from a single platform. PCS solution provides the agility to address evolving business demands and requirements across the entire value chain.

Superior Experiences Ensure data integrity to drive positive outcomes for everyone.

Save Time and Money



productivity. Faster Time-to-Market

Automate repetitive work to improve team

Increase the speed of product publishing process for competitve edge. **Higher ROI** Sell more around the globe for higher revenue and ROI.

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