PIM FOR RETAIL – EVERYTHING YOU NEED TO SUCCEED AND NOTHING ELSE.

To win in a world where the new flagstore is digital.

The ultimate Customer Experience starts with PIM

The digital economy continues to reshape retail at an incredible pace, with new customer facing apps and technologies blurring the lines between online and offline channels, increasing customer expectations, stiff competition from D2C brands and more. Evolving trends demand retailers quickly to onboard accurate, updated product information to expand assortments and deliver consistent, high-quality experiences across all channels.

Today's tech-savvy customer demands exceptional retail experiences, whether shopping online, in-store or from their mobile device. This means retailers, wholesalers and department stores around the globe must adapt to a customer-first mindset. To give customers the personalization they demand, you need reliable data and a single, unified view of the customer.

Without it, you run the risk of fragmented records that create an inaccurate or duplicate view, and worse, alienate your buyers.

Complex challenges require agile thinking

To maintain or sharpen their edge, retailers need to aggregate and share product information from across a constantly growing array of disconnected, frequently siloed systems and sources. This is essential in the mid-market, where new approaches to leveraging data to drive speed, agility and flexibility are critical, empowering retailers to:

Onboard products with, accuracy and speed across channels and borders

Deliver consistent, personalized omnichannel retail experiences

Drive loyalty by adapting to evolving customer expectations and needs

Gain visibility into data across the value chain to improve compliance

Create and launch innovative products that drive revenue/growth

Enable transparency for customers into ingredients, origin and more

Introducing PIM for Retail, a proven solution to source and scale product information, to drive speed and growth.

Cloud-based PIM for Retail is a complete, prepackaged enterprise grade SaaS offering with everything needed to automate, synchronize and share accurate, updated product information across enterprise and digital channels. Built on our proven product information and master data management platform, PIM for Retail includes pre-configured retail-ready best practices, built-in workflows and data models, a "business rules engine" to support data quality and hierarchies based on leading standards, seamless ERP integration and an intuitive UX.

To ensure rapid time to value, implementation and support are provided by Stibo Systems' partner Nexer with deep retail expertise. The result is a flexible, scalable solution built to enable retail success.

Key benefits of PIM for Retail

- Complete, scalable solution — SaaS offering evolves easily, with expert enablement and training to maximize value

- Rapid time to value — Cloud solution for fast implementation, with pre-defined data models, business rules and processes

- Comprehensive features — Includes integrated digital asset management (DAM) and product data onboarding

- Improved data quality — Eliminate silos and inaccurate, duplicated data to drive trustworthy information across all channels

- Digital transformation — Improve efficiency and agility, automate and eliminate legacy/error prone manual processes and more

- Eliminate risk — Ensure governance and compliance via clear audit trails, record histories and processes

Poor quality product information is a major part of the problem

Great product data drives great product experiences. But all too often, it is poor quality data that has the opposite effect. The costs are too high for any retailer to ignore.

15–25%

Estimated average annual revenue loss due to poor quality, incorrect, incomplete or inconsistent data[1]

33%

of retailers say products are often removed from shelves or delayed due to inaccurate product information[2]

50%

of retail IT leaders see inadequate data management as their main compliance challenge[3]

Sources
1. MIT Sloan Management Review: Seizing Opportunity in Data Quality, 2018
2. Retail Touchpoints, Why Incorrect, Inconsistent Product Information Delays So Many Product Launches, Jan. 2020
3. Consumer privacy in retail: The next regulatory and competitive frontier, Deloitte, 2019

EVERYTHING RETAILERS NEED, NOTHING ELSE

PIM for Retail includes enhanced features and functionality purpose-built to drive success in an environment where the flagship store is digital. It's available in three cloud-based options to meet retailers unique needs and provide flexibility to evolve as they grow.

Three customized packages optimized for ROI and value

FEATURES/CAPABILITIES	PIM FOR RETAIL/MM10	PIM FOR RETAIL/MM40	PIM FOR RETAIL/MM60
# Users	10	40	60
# Products	50,000	200,000	300,000
# STEP (platform) instances	1 prod – 1 sandbox	1 prod – 1 sandbox	1 prod – 2 sandbox
# Internal integrations (ERP, etc.)	1	2	4
# External integrations (ecommerce, etc.)	1	4	8

Extended feature set to evolve with retailers' unique needs

FEATURES/CAPABILITIES	PIM FOR RETAIL/MM10	PIM FOR RETAIL/MM40	PIM FOR RETAIL/MM60
Active directory authentication (SSO)	✓	✓	✓
Data quality completeness score widget	✓	✓	✓
Buy side/sell side data model	✓	✓	✓
Ability to add attributes	✓	✓	✓
Ability to add attribute groups	✓	✓	✓
Integrated Digital Asset Management (DAM)	✓	✓	✓
Matching and linking (golden record) based on 1 match code	-	✓	✓
Image deduplication check	-	✓	✓
Supplier product data onboarding via PDX Onboarding	-	Max 5 suppliers	Max 20 suppliers
Ability to add user roles	-	-	✓
Ability to add data domains	-	-	✓
Business rules support via Java Script	-	-	✓
API access	-	-	✓
Data quality sufficiency score widget	-	-	✓
Connector to InDesign for print	-	Optional	Optional
Ability to add sandboxes	-	Optional	Optional
Ability to add users (bundle of 10, 1x purchase)	-	Optional	Optional
Support faceted search - not in current solution (needs infrastructure)	-	-	Optional
STEP translation service connector (1x only)	-	-	Optional

95%

of consumers say brands that provide detailed product information earn their trust[4]

Seamless product data onboarding for collaborative data quality

PIM for Retail includes PDX Onboarding, a powerful easy-to-use product data onboarding solution that makes maintaining data quality a collaborative process. In addition to enabling the flow of product data and content from suppliers, manufacturers and brands that need to provide data to retailers, the solution enables retail requirements to flow through for presentation to those same suppliers. If requirements are updated, suppliers are automatically notified, ensuring retailers are always capturing the most up-to-date information to fuel their success. The ability to simplify data quality enables retailers to deliver better, more profitable retail experiences. It is just one of many features that makes PIM for Retail even more valuable and unique.

Retailers achieve real results with superior product information management

Examples include:

- 80% reduction in time for product launches
- 75% improvement in vendor onboarding time
- Reduced supplier item onboarding from two weeks to two days
- 83% increase in details for SKUs
- 37% increase in SKU count
- 65% cost savings in global translations
- 40% reduction in catalog production time
- 1,000s of spreadsheets eliminated

PDX onboarding

- Cloud-based product data onboarding solution for sourcing and scaling information
- Intelligent self-learning solution enables suppliers to map, transform and syndicate data for their products or bulk items to the retailer's standards
- Clear visibility of products requiring the retailer's attention and feedback to simplify updates to existing products
- Efficient workflows for retailers and suppliers to review and provide seamless corrective feedback to support ongoing data quality

Source
4. Consumer Goods Forum/Futerra, The Honest Product, 2018

STIBO SYSTEMS
MASTER DATA MANAGEMENT

NEXER

BETTER DATA - BETTER BUSINESS- BETTER WORLD.

There is no limit to what can be achieved when you have great product information. Here are a few things you can accomplish with PIM for Retail. The only limitation is the scale of your ambition.

Accelerate time-to-market
Onboard new vendors and expand product assortments quickly via automated retail ready workflows

Fuel retail innovation
Drive digital transformation and creativity with accurate, information everywhere it is needed

Drive revenue and growth
Increase upsell and cross-sell, reduce returns, support global expansion and launch targeted promotions

Improve efficiency & agility
Rapid implementation, automated processes and trusted data enable better, faster decisions and ROI

Deliver a personalized CX
Fuel consistent, engaging customer experiences across channels to drive loyalty, retention and growth

Create data transparency
Enable visibility across the supply chain and for consumers who want to make smarter purchases

WHAT ELSE CAN YOU DO WITH PIM FOR RETAIL?

- **Scale assortments** — Quickly onboard and launch new products and drive long tail growth strategies

- **Improve retention and loyalty** — Accurate, updated information fuels engaging customer experiences

- **Inspire retail creativity** — High-quality data enables unique insights, innovative ideas and confident decisions

- **Embrace omnichannel** — Deliver operational agility and seamless processes and experiences across channels

- **Support global growth** — Launch localized promotions and enable agile expansion

- **Digital asset management** — Built in DAM links images and content relevant products and channels

> " Working with data across different locations, systems and suppliers puts up costly barriers, and complicates our commitment to being transparent in everything we do. Remaining true to our character and our customers, while continuing our speed of growth, required a rapid, comprehensive solution. This is why Stibo Systems' Product MDM solution was so appealing."

Albin Junhede, Sustainability Report System Lead at Oatly AB.

DATA TRANSPARENCY EMPOWERS PEOPLE TO MAKE BETTER DECISIONS

Trusted data has always been essential to success in retail, but today, consumer demand for transparency into business practices and data is redefining the concept. Consumers want to know more about where things they buy came from, what they are made of and the social and environmental responsibility records of the companies behind them. This includes visibility into product origin, sustainability, labor practices and human rights, safety and more.

Being a good corporate citizen today requires more than marketing promises. It demands a transparent, trustworthy approach to product information management. This is the spirit behind PIM for Retail. Together, Stibo Systems and Nexer are on a mission to empower retailers in the Nordics to leverage the power of better data, to instill trust.

Enabling them to drive better business and ultimately, create a better world. To learn more about accelerating your success with PIM for Retail, contact Nexer today at datamanagement@nexergroup.com

PROMISING
FUTURE

**NEXER, ENTERPRISE PARTNER
WITH STIBO SYSTEMS.**

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