Innovit PIM

ENABLING SUPERIOR OMNI-CHANNEL COMMERCE

Today's digitally empowered consumers engage with multiple channels over their buying journey whether it's looking for recommendations on websites, checking prices on mobile phones or examining the product in brick-and-mortar stores. Cross-channel engagement extends beyond the buying process where consumers also expect customer service and product support to be delivered through a channel of their choice. This reality has placed tremendous pressure on organizations to increase their brand awareness, drive sales and provide service across multiple customer touch points. A fundamental impediment to realizing this vision is the lack of centralized and reliable product data to drive critical business processes across multiple channels. Innovit's Product Information Management solution addresses this challenge by enabling organizations to centrally manage, localize, validate and syndicate product data to all customer facing channels as well as back-end applications, thereby enabling an efficient and scalable omni-channel commerce experience.

COMMON CHALLENGES

- Fragmentation of product data across different systems
- High variability of product data for different channels, target markets and trading partners
- Inaccurate, incomplete and inconsistent data
- Manual and error-prone processes
- Inaccurate and unreliable business analytics and reports

INNOVIT PRODUCT INFORMATION MANAGEMENT

Innovit Product Information Management empowers organizations to use a single application to define, manage, govern, localize and publish product data to multiple channels internally and externally. Flexible import templates provide the ability to on-board product and catalog data from multiple sources including suppliers and distributors. Dynamic and highly configurable workflows allow different internal and external users to collaborate on product definition during New Product Introduction (NPI) and change management processes. Native data quality capabilities and business rule validations ensure product data is accurate, complete and fit-for-purpose throughout the product lifecycle. Finally, flexible export formats and pre-packaged templates allow the syndication of relevant product data to trading partners and internal business applications in the applicable message format and desired frequency.

CAPABILITY HIGHLIGHTS

Data On-Boarding	Self-service vendor portal
	Flexible import templates and product new line forms
	Multiple import file formats (e.g. Excel, XML, CSV)
	Automated import from suppliers and internal systems

innovit

"Innovit Product Information Management delivers reliable product data to all customer touch points and internal business processes."

Data Quality	Standardization
	Auto-categorization
	Real-time business rule validation
	Matching and de-duplication
Data Maintenance	Product, catalog and digital asset maintenance
	Taxonomy, hierarchy and relationship management
	Attribute and attribute value inheritance
	GUI and file based bulk maintenance
	Powerful keyword and advanced search
	Visual item compare and merge
	User configurable 'personalized' data and views
Data Governance	Configurable graphical workflow for new product introduction (NPI) and change management
	Versioning and audit trail with ability to roll-back
	Granular role-based security
	Data quality reports and dashboards
Data Publication	Flexible export templates for products and catalogs
	Multiple output file formats (e.g. Excel, XML, CSV, iDoc)
	Automated export to trading partners and internal systems

Tel: +1 512 730 3800

Fax: +1 888 478 4438

www.innovit.com

303 Twin Dolphin Drive

6th Floor, Redwood City

CA 94065, USA

HOSTING

Different hosting options are available through Innovit for PIM customers.

- **Hybrid Cloud:** Shared server but dedicated environment
- **Public Cloud:** Multi-tenanted with shared server and shared environment
- **Private Cloud:** Dedicated server and dedicated environment

BENEFITS

- Harmonize omni-channel processes with reliable product data
- Accelerate time to market and increase sales
- Enhance brand awareness and customer loyalty
- Improve order management and supply chain efficiency

ABOUT INNOVIT

Innovit's globally certified product data management solutions protect revenue streams, reduce supply chain costs, improve online product marketing effectiveness and ensure regulatory compliance. Delivering the fastest time to value for a complete end-to-end solution with preconfigured modules that have out of-the-box data validation, the broadest global coverage for data synchronization, and publication capabilities to support maximum syndication advantage for omni-channel ecommerce. Operating since 2000, Innovit is based in San Francisco CA with offices in London, Sydney and Melbourne and customers such as Johnson & Johnson, Kellogg's, 3M, Colgate Palmolive and B. Braun across diverse industries including healthcare, CPG and automotive aftermarket.

All mentioned brands and logos are either trademarks or registered trademarks of their respective. ■