

 **ivis** Sonetto[®] Solutions
Sonetto[™] Retail



IVIS Group The Multi-channel Experts

Sonetto Retail: powering multi-channel retail success

Smart retailers now understand that gaining the potential benefits of a multi-channel strategy - increased market share, increased sales, improved customer equity and reduced costs - takes a lot more than simply expanding the number of channels used to reach customers.

Giving your customers the consistent and rich buying experience they demand means ensuring that your brand, products, promotions and pricing are presented in a coherent way to all customers, whatever channel or mix of channels they choose to buy from.

Setting up and operating a multi-channel environment opens up huge opportunities but also brings many challenges, principally the need for well-managed, consistent and rich information across all channels.

IVIS Group's Sonetto Retail suite has the flexibility and power to connect with customers with rich information, pricing, promotions and online marketing capabilities to provide true business agility and greater responsiveness.

The challenge of multi-channel

A prime characteristic of a successful retail business is that it is customer-focused. In today's multi-channel world, customers demand rich, relevant and accurate product and commercial information on which to base buying decisions. A key challenge is to align your systems, employees and partners to deliver on this requirement. However, achieving this with an infrastructure that typically suffers from inflexible IT systems and manually intensive processes is difficult.

In-store the retailer has direct contact with the customer. Time and effort are focused on sales technique, staff training and point of sale material. Away

"We could not have fully delivered Tesco Direct without IVIS Group. Sonetto helped us enable a true and integrated multi-channel approach."

Jon Higgins, IT Director of Tesco.com

from store you can lose that personal contact. Instead, content becomes the connection. Improvements within e-commerce have increased the expectation for better levels of service and information than ever before, and this can now impact in-store performance. Multi-channel retailers need to manage their information across channels, so that customers, employees, and partners have the right information at the right time.

But the complexity of managing content across multiple channels is immense. Information on products and categories originates from numerous suppliers in different standards, formats and typically of poor quality. Multiple – and often conflicting – pricing and promotions have to be reconciled. Customers demand flexible content that is detailed enough to allow them to make informed buying decisions.

Traditional solutions have failed, only addressing a part of the problem.

Supply-chain systems look backwards towards the supplier, rather than forwards towards the customer. Customer-focused retailers seek a comprehensive solution that reaches out and communicates to the customer.

EDI (Electronic Data Interchange) has proved too rigid and has not achieved its promise of a fully connected supply chain in today's complex multi-channel world. Operational data from suppliers is not right for the customer and only designed for internal use. The multi-channel approach requires the flexibility of adapting and extending information, creating the need for many more product attributes than are supplied. Customer-focused retailers seek a comprehensive solution that embraces all these back-office functions and at the same time reaches out and communicates with the customer.

The supply chain is always changing with the market; systems now also need to facilitate partnering with affiliates and price comparison sites. Affiliate marketing is now the fastest growing collaborative sales channel for online brands and is key for many companies.

The management of customer focussed information across the supply chain has been a real obstacle to multi-channel success for many retailers. Until now.

Sonetto Retail – the award-winning multi-channel information management applications suite

With more than a decade of experience creating solutions for multi-channel retailers, IVIS Group is expert in multi-channel information management. The challenges that Sonetto Retail overcomes include:

- **Aligning information** across channels to ensure a consistent customer experience
- **Integrating information** - product, price, descriptions, specifications, availability and images - across online and offline channels to increase customer satisfaction
- Delivering **cross-channel category management**, merchandising and promotions
- Enabling **cross-selling and up-selling** by optimising the purchasing process from research to browsing and point-of-sale
- Facilitating **rapid implementation** of new channels, products, partners and processes
- Enabling **dynamic promotion** of high margin and overstock products while demoting out of stock and uncompetitive products

Sonetto and business rules

Many technical solutions utilise and enable the setting of business rules but they are either driven by rigid, inflexible dictates - becoming effectively unusable - or they require a technical operator to sit with the business user and program the rules for them.

Sonetto Retail captures and harnesses business knowledge. This knowledge is then used to link disparate information together and fulfil the commercial objectives of merchandising and category management. Users train Sonetto using business rules, creating knowledge to improve data quality, customer relationships and integrate channel information. This removes the need for technical involvement and avoids inflexible rules that cannot adapt quickly and easily to the demands of the market.

Sonetto is business focused

It is an intuitive solution developed for business users, with a natural language interface, enabling users to enter information using plain text. Sonetto Retail mirrors business workflows to capture and harness the business knowledge of those people in your organisation who drive sales - category, marketing, product and merchandising experts.

Sonetto is flexible and agile

Retailers gain full and immediate control of their multi-channel information, focusing on their customers needs more effectively. As Sonetto Retail builds business knowledge, its ability to improve is completely flexible. And whereas most systems ignore legacy data, Sonetto does not. Rules can be changed quickly and in a controlled environment, enabling the retailer to respond rapidly to market changes. A retailer can quickly implement product and price changes or promotions across all channels, responding to customers and remaining competitive.

Sonetto boosts productivity

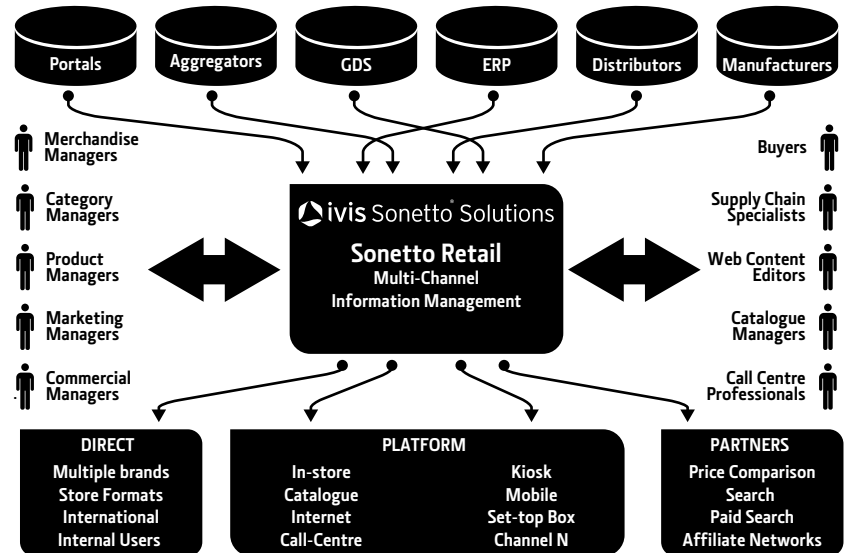
It automates the data collection, cleaning, enrichment, classification and publishing processes across multiple channels through an innovative "by-example", rule-based approach. The system can be used immediately and is designed to improve incrementally, getting better at every step and integrating within the business. For users this means that the focus is shifted from endless problem solving to driving revenue through every channel. The Sonetto approach enhances the accuracy, consistency and quality of product information across channels.

Sonetto is scalable

Sonetto Retail copes easily with significant growth in the number of products, categories, users and rules that your business encompasses. Its performance is unaffected by the number of rules created.

The Sonetto Retail suite

There are three applications in the Sonetto™ Retail suite, powered by the patent pending technology of IVIS Group's Sonetto platform. Each Sonetto Retail application can work independently. Together, they build to create a complete multi-channel information hub for business users.



Sonetto™ Product Information Management (PIM)

Empowers staff to integrate multiple data sets to a single rich information source. They can manage and launch new product inductions, seamlessly merging this information with supply chain data and using business knowledge to enable them quickly and easily to prepare products for release to customers across multiple channels.

Sonetto™ Pricing and Promotions Management (PPM)

Enables retailers to set up and control price and promotional information across every channel. Multi-channel means vast permutations of a retailer's promotions creating challenges of control and management. Sonetto PPM enables a retailer to fully control this. Integrating with Sonetto PIM or existing systems, using the product data and its own unique set of business rules, it allows users to plan, create and review multiple pricing and promotional offers.

Sonetto™ Channel Information Management (CIM)

Allows businesses to manage, control and publish all information across multiple channels. Sonetto CIM takes a single feed and specifically tailors the information for each channel in a multi-channel environment. It takes in product, pricing and promotional data and uses business rules to adapt the content automatically for each channel – such as online, in-store, kiosks, call centres, marketing partners, affiliates or price comparison sites. As this is connected to other product or pricing systems it has dynamic, real-time and accurate information delivered to every channel.

Business benefits

Sonetto™ Retail equips retailers with the means to transform their businesses into successful multi-channel organisations. It brings together all of the stakeholders in the product information management chain and enables them to collaborate – supply chain partners, sales channel partners, your employees. It confers agility, faster response times and the ability to focus on providing better deals, promotions and incentives for customers.

Sonetto Retail will enable:

- **Increased sales** through improved speed to market, opening new markets, greater reach and merchandising management
- **Productivity increases** through improved product lifecycle management, fewer errors and the transformation of processes through business-driven workflow that supports best practice and compliance
- **Reduced costs** from fewer manual data management requirements
- **Enhanced quality** managing consistency and accuracy through business rules
- **Improved brand perception** and customer loyalty as a result of a better, more consistent customer experience across all channels

The logo for ivis Sonetto Solutions features a stylized white icon of a camera lens or shutter on the left, followed by the text "ivis Sonetto® Solutions" in a clean, white, sans-serif font.

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