



Solutions

Sonetto® Product Information Management (PIM)

Respond Rapidly

by creating customer-centric product information definitions that are optimised for each channel

Reduce Costs

through rules based automation across hundreds and thousands of products

Increase Sales

by shortening the time to market, improving product messaging and merchandise management

Maximise Retention

of customers by creating lifestyle led customer centred product information

Market Dynamics

The market has moved toward a customer centric, demand driven approach with customers dictating how and when they want to shop. As a result, customers are placing ever increasing demands on retailers to provide richer information about their products, with basic specifications being superseded by images, videos and reviews.

With information at customer's fingertips, Moments of Truth (MOT) – points at which shoppers make decisions – have evolved from availability of products in stores and at consumption towards multiple MOTs affecting prior-purchase decision making.

Consumer lifestyles are determining choices and placing further demands on retailers to extend and categorise products accordingly. As technology advances, the number of channels being used by customers increases the complexity in delivering the same consistent message.

Product Information Management, or PIM, refers to the systems, strategies, and processes to manage product data. Although the concepts of PIM are certainly nothing new, retailers are now addressing their PIM needs in the context of their multichannel strategy.

Our Solution

With Sonetto® Product Information Management, retail partners and employees can collaborate to create customer-centric product information definitions that are optimised for each channel.

Using Sonetto®, retailers gain an important competitive advantage by providing the right information on the right products to the right customers at the right time.

Business Challenges

With retailers offering an increasing number of product lines from multiple suppliers, integrating this information, managing it through the business and ensuring it is consistent across all channels is a complex process.

For most businesses it is all too easy to publish merchandise on a web page or arrange products in a store, but the key challenge today is how to differentiate your brand. Critical for success is ensuring that the content you provide is informative and has a distinct call to action.

Beyond this, consideration must be given to your competitors. Being able to respond rapidly to market changes and launch products ahead of the competition, targeted to your customers, maximises profit and retains market position.

Yet product data in most retail organisations is scattered across business systems, trading-partner portals, and supply chain networks, as well as in the minds of the people within the business.

A PIM solution therefore must make all product information available from a central point in a reliable, meaningful, and timely way to the people, processes, and applications that rely on it.

The Supply Chain Challenge

The entire supply chain process demands accuracy in product information to run smoothly, from the planning and merchandising to warehousing, distribution and store operation.

Yet the limited amount of detail often provided by suppliers, combined with a lack of rigorous standards used to describe products in the supply chain, such as on shelf edge labels and POS till receipts, makes it impossible to confidently track, match and report on SKU's.

“The quality and consistency of product information is in the top three factors impacting consumers’ cross-channel experience” (Gartner)

Not only can rich and accurate product information support planning processes, and increase operational efficiencies through the optimization of logistics and improved speed to shelf, it can also save the retailer money.

Accurate data, especially in supply chain can help you avoid costly over payments on import and export duties and help to avoid invoice penalty fees.

Furthermore, by integrating with trading partner portals, data cleansing and validation can happen at the time of product creation. Attributes can be standardised across suppliers and the time taken to bring in a new supplier is dramatically reduced. This standardised data is an enabler of collaboration between business, driving advanced processes such as Collaborative Planning, Forecasting & Replenishment (CPFR).

Operational Efficiency

As application environments have become more complex, retailers faced a need to disseminate product information to many other systems and tools. This was complicated by the fact that the functional needs of each department and each system often vary greatly. For example, an execution system for a supply chain, such as a warehouse management system (WMS), requires a vast array of rules and dimensions to which merchandising applications are often un-aware.

This resulted in a scattering of data across the business. Much of this scattered data is scattered for good reasons: because best-of-breed systems are relying on it and because systems that address differing needs often have overlapping data requirements.

With Sonetto® PIM you are able to centralise your product information from legacy applications including ERP and core merchandising systems and provide the business with a set of processes for the aggregation, enrichment, and syndication of product information.

Sonetto's workflow routes information based on your business process, allowing users from different departments to work on hundreds of attributes per item for millions of items and share information in a channel-specific manner.

“Product Information Management now needs to start with the customer in mind, creative collaboratively and effective across all channels”

(eConsultancy 2010)

Customer Acquisition & Retention

Competition in the retail sector is such that organisations must embrace every opportunity to improve their competitive position and ensure that profitable customers become repeat customers. Increasing customer retention is all about the experience your customers have. Simply put if customers have a poor experience they will leave you.

At the heart of customer experience is the quality of your product information. Providing the right product information to your customers at the right time enables them to make informed decisions, resulting in higher conversion rates and improved customer relationships.

Sonetto® Customer Centric PIM

The solution is 'customer centric product information management' focusing product information on the customer, their preferences and lifestyle, and the channel from which they view the information. Product information is merged with rich media such as video or photos and dynamically formatted to meet the preferences of each customer.

Solving the customer problem is only part of the solution. The internal challenges of multiple suppliers, data sources and departmental divides need to be overcome. The Sonetto® solution provides the mechanism to unite the organisation through a collaborative process, providing properly executed, customer-centric strategies to transform service into engagement, information into excitement, satisfaction into inspiration and otherwise passive shoppers into ambassadors of your brand.

Business Rules

Sonetto® PIM mirrors business workflow and uses business rules to capture and harness the business knowledge of the people in an organisation.

With Sonetto® Product Information Management, retailers gain an important step up in the fight for competitive advantage by providing the right information, on the right products, to the right customers, at the right time.

Summary

- An easy-to-use solution for delivering unique, relevant and consistent product information anywhere, at anytime
- A central repository for cleansing, enriching, and publishing product information across your enterprise, to your partners and customers
- A flexible data model allowing you to create customer-centric product information and classifications - optimised for each channel
- Seamless integration via its open architecture to design a complete solution with other existing systems
- Improved speed to market and inventory management as well as a reduced in shelf out-of-stock rate



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