

IVIS Group Sonetto® PIM+ on Azure



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WHAT/ Speak your customers language across all touchpoints

Retailers need to speak the same language as customers who are expecting rich, accurate and consistent product information. A coherent dialogue is needed across all touchpoints despite typical poor data quality and increased IT costs & complexity.

What is Sonetto® PIM+ on Azure?

Sonetto® PIM+ on Azure is a customer-centric solution with a competitive entry point. It centrally manages product data across all channels, regions and segments. Sonetto® PIM+ powers global retailers by capturing business knowledge and using patented technology to automate tasks including data cleansing, product management, product categorising & merchandising.

Why Sonetto® PIM+ on Azure?

- Simplifies ways of working and minimises time spent
- Increases findability of products and improve ranking
- Reduces rate of returns
- Improves customer journey: search – transact –share
- Maximises cross-functional collaboration by providing centralised repository
- Reduces time-to-market

Maximises Customer Retention

- Provides customer-centric lifestyle information
- Optimises product management per channel, region and segment
- Improves customer journey to find products easily and reduce returns

Substantial reduction in data inaccuracy

Increases Sales and Conversion

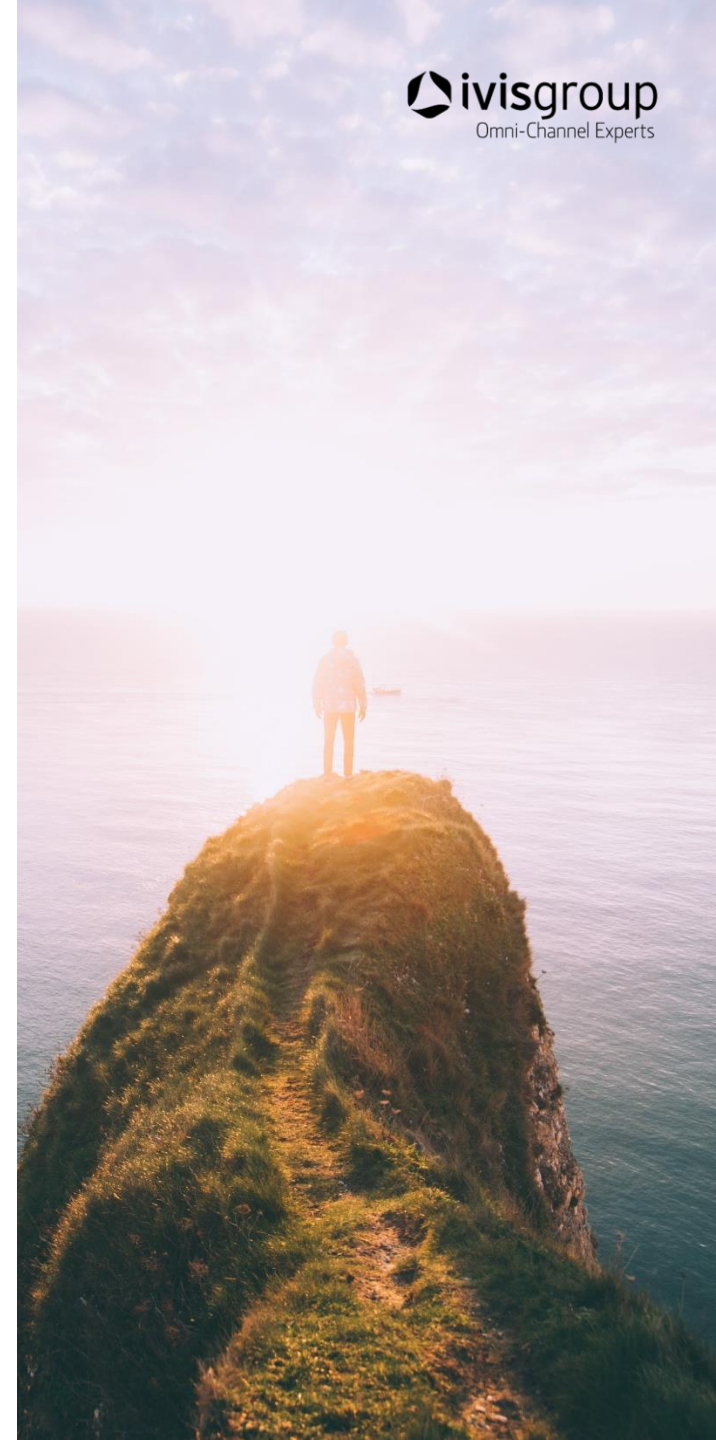
- Improves ranking and product findability
- Creates comprehensive, rich and accurate product information
- Increases basket size through cross-selling and upselling tools

Reduction of abandoned baskets and on returns

Accelerated time-to-market and cost reduction

- Shortens product induction time-to-market
- Uses machine-automation to streamline process and reduce cost
- Increases collaboration across the business and supply chain

Highly accelerated product refresh



WHY/ Retailers are challenged to evolve their product management to meet customers expectations

Challenges

Retailers strive to expand their market share across multiple categories, channels, regions, business models and segments. Challenges in adapting product information across a myriad of touch-points are increasing time-to-market and adding cost and complexity in making systems talking to each other.

- Inconsistent data quality from multiple suppliers
- Challenges to speak customers language as opposed to buyers language in defining and grouping products
- Every department create/consume different parts of the data (spreadsheet pandemic).

Solution

Retailers need to engage in a dialogue with customers in describing their products inline with customers expectations. Dialogues are also needed in engaging with suppliers and within internal departments. A step-change is needed to capture and harness knowledge and automate tasks across the organisation.

- Given change is the only constant, need to enrich product definition easily for customer dialogue
- Given the integration complexity, need an approach to 'learn' and 'automate' knowledge
- Given the number of recipients of product information, need centralised services on the cloud.

Outcomes

Increased collaboration across the business to shorten time to market of product introduction as well as to increase sales and conversion and maximise customer retention through better product data accuracy that is more customer-centric and lifestyle focused.

- Maximised customer retention by creating customer-centric product information
- Increases sales and conversion by using rich merchandising tools
- Reduce time-to-market for new products and reduce costs for product introduction.



HOW/ A step-change in product information management

Model: Central Repository

Infinite definition of products across touchpoints

- Maps product definition across categories, channels, business models, regions & segments
- Provides partners and departments the means to collaborate add, maintain and publish product information from a shared repository
- Provides a single version of the truth maintained through a centralised governance process

Infer: Machine-automation

Automate product enrichment & merchandising

- Business users 'teach' the solution to automate product management using visual interface
- Extensive merchandising capabilities to enrich, categorise and cross-sell/up-sell products
- Reduce cost and time of product induction, minimise returns by providing rich product information

Deliver: On-demand Service

Scalable model that grows with your needs

- Competitive entry point with a "pay as you consume" model
- Simplified integration using standard interfaces (API) and out-of box-features
- Starting small and scale seamlessly

Sonetto® PIM+ on Azure enable retailers to manage customer-centric product information optimised for Omni-channel retail. Using a machine-automation engine with a visual interface, retailers can automate centrally activities including cleansing, enrichment, categorisation and merchandising to gain competitive advantage. With Microsoft Azure, retailers gain flexibility to pay only for what they use in addition to infinite scalability model.

Product Alignment

Infinite Scalability

Built-in auto-scaling capability that allows the application to scale based on load



Pay Per Use

Usage fees based on the number of products with tiered-pricing



Ubiquity of Use

Integration is simplified using standard interfaces (APIs) and access available from anywhere in the world



We're only an email away:
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