



STIBO SYSTEMS PIM FOR RETAIL


Everything You Need to Succeed in Mid-Market Retail. Nothing Else.

Product information management (PIM) built to win in a digital world

Retail is tougher than ever, especially in the mid-market

Digital 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 onboard accurate, updated product information to expand assortments and deliver consistent, high-quality experiences across all channels. This can be **even more of a challenge in the mid-market**, where resources are often not as deep.





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

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 data¹

33%

of retailers say products are often removed from shelves or delayed due to inaccurate product information²

50%

of retail IT leaders see inadequate data management as their main compliance challenge³

Introducing PIM for Retail, a proven solution to source and scale product information, to drive mid-market retail speed and growth

Cloud-based PIM for Retail is a complete, pre-packaged 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, mid-market implementation and support are provided by select **Stibo Systems partners** 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

Everything mid-market 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 mid-market retail 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 onboarding via Product Data Syndication (PDS)	-	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

Seamless product data onboarding for collaborative data quality

PIM for Retail includes 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

Product data onboarding (MM40/60 only)

- Cloud-based interface for sourcing and scaling information
- Intelligent self-learning Product Data Syndication (PDS) 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



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

95%

of consumers say brands that provide detailed product information earn their trust⁴

Better product information = better retail business

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 to relevant products and channels

Trusted by innovative retail leaders worldwide

When it comes to driving innovation and value from trusted data, Stibo Systems is the company forward thinking retailers have come to trust. In addition to solutions for product information and multidomain master data management, our customers also find value being part of our global online community where they can enhance their knowledge with their industry peers.



M&S

EST. 1884

“A new PIM gave us the opportunity to actually address some of the pain points we had in the business relating to our existing product information. We’d had problems with data quality, and there was an awful lot of unnecessary double keying.”

Rebecca Chamberlain, Product Owner Product Information,
M&S.com (Marks & Spencer) Development

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
- 4) Consumer Goods Forum/Futerra, The Honest Product, 2018

The trusted name in product information and master data management

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.

The result is, 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. Working with select partners, we're on a mission to empower mid-market retailers 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 your **Stibo Systems partner**.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.



BETTER DATA.
BETTER BUSINESS.
BETTER WORLD.