

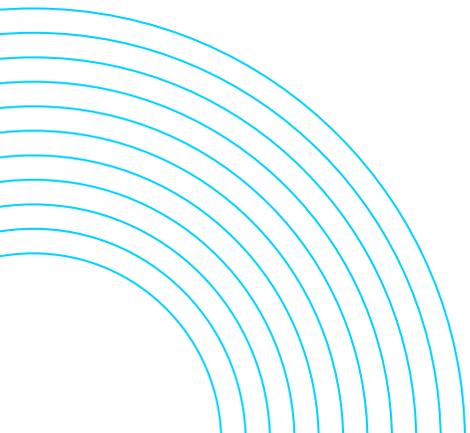


# Manufacturing in the Digital Age - How Data is Driving Your Business



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# Chapter 1: The Critical Role of Technology



# The critical role of technology

Technology plays a critical role in people's lives. From a business standpoint, retailers have typically been the pioneers: adopting technology quickly to meet consumer demands and promptly reacting to changing behaviors.

That being said, manufacturers are often viewed as the laggards, placing technology as a low-priority investment. However, as the relationship between consumers and products continues to become entangled, manufacturers are compelled to use the latest technology to remain competitive and relevant.

There will always be uncertainties in manufacturing. Nevertheless, there are ways manufacturers can leverage technology to effectively manage and overcome industry challenges, enable connectivity and better equip their business for the future.

According to a recent study<sup>1</sup>, "Manufacturers who invest in technologies that enable a connected environment are more resilient and optimistic about the challenges ahead."

## Challenges for manufacturers:



<sup>1</sup> Plex – State of Manufacturing

# Chapter 2: The First Stop in Your Digital Transformation Journey



# The first step in your digital transformation journey

Manufacturers today are embarking on a digital transformation to create new sources of value faster due to fierce competition and pressure to produce transparent pricing.

Digital transformation differs, depending on the type of manufacturer or organization that's undergoing it. Most follow a similar path starting with digitizing current processes. Manufacturers typically begin by improving processes to increase operational efficiency.

Once these processes are optimized, the next step is to leverage the initial digital investment to gain insight from these newly connected processes. These insights allow for greater business agility and customer intimacy.

The last phase is to collect data from other areas or business units and find patterns or behaviors that could lead to new products, customers or even markets.

Manufacturers will receive benefits from a digital transformation that will enable them to run, grow and transform their business.



According to a Forrester study<sup>2</sup>, global business and technology decision-makers are currently taking actions to improve in the following areas:

### Products and services:

- Restructuring the organization to become more agile
- Developing products or services for greater emotional engagement with customers
- Working more closely with business partners to bring products or services to market
- Launching products faster

### Customer experience through:

- Online
- Cross-channel
- Call center
- Store or branch

It is essential that manufacturers connect all parts of their business from processes and systems to people, suppliers and customers. This gives greater visibility, efficiency, control and collaboration. And it is data that drives these connections.

Unfortunately, most organizations cannot leverage their own data. While they can easily access data when needed, it is harder to gain any insight when it is inaccurate, incomplete or outdated. High-quality data fuels competitiveness and growth; it can transform a business and propel innovation. Having the right solution speeds up data's value using processes that focus on getting fast, trustworthy data. It also gives executives, employees and partners quicker and better access to critical business data that's actionable.



**Did you know that A+ Data influences the buying decisions of customers? It is a combination of relevant, timely and impactful information that consists of:**

- ✓ Detailed product descriptions
- ✓ Rich imagery
- ✓ Charts
- ✓ Narrative copy

<sup>2</sup> Forrester - Center your manufacturing digital transformation on the customer

# Chapter 3: Brand Control and Consistency



## Brand control and consistency

For manufacturers to successfully manage their brand presence, it's imperative that they have the right data, for the right channel, in the right format.

This is easier for smaller manufacturers but can be an arduous, time-consuming and error-prone process for larger, global, multi-brand manufacturers.

It is a tedious and manual process for manufacturers to provide detailed and timely product data to their retail trading partners in their retailer-specific format every time. This slows time-to-market. Worse, inconsistent product data can negatively impact how the consumer perceives a brand.

### Key challenges that hinder brand control and consistency



Lack of product visibility throughout the information supply chain



Inconsistent, inaccurate, incomplete or outdated product information



Inability to syndicate product content and digital assets to retail trading partners





Implementing the right solution to feed product data to an organization's sales channels and retail trading partners is critical to its success.

## Choose the right tool that can:



Automate and syndicate high-volume, multilingual, complex content (incl. digital assets)



Integrate with and complement other solutions across your enterprise



Map to multiple formats or templates



Indicate the level of data completeness and validation

Having the right approach gives brands the ability to control the information being communicated about their products to consumers, instead of leaving it in the hands of retailers.

# Chapter 4: The Cornerstone of Direct-to-Consumer (D2C) Success



## The cornerstone of direct-to-consumer (D2C) success

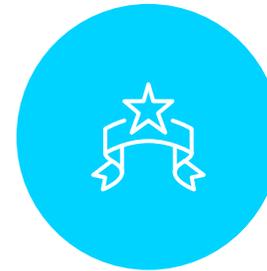
Gone are the days when brands were purely focused on developing and manufacturing products. Today, brands play an increasingly important role not only to their trading partners but to their consumers as well. Consumer demand has forced manufacturers to take back control of their brand(s) to meet expectations such as product/ingredient transparency, sustainability efforts and how-to information. These consumer expectations are shifting the way manufacturers do business, internally and externally.

Manufacturers are expected to provide accurate, complete, rich and up-to-date information about their products to trading partners and other initiatives like SmartLabel.

Curating and publishing this information can be problematic in and of itself if resources are limited. Regardless if a manufacturer decides to launch an e-commerce site or not, providing consumer-facing product information for any channel (such as on a website, social media or loyalty site) requires new technology, resources, efficient processes and an understanding of how to market and sell to consumers, as well as how to deal with channel conflicts.

Consumer-facing product information is the cornerstone of direct-to-consumer (D2C) success. Whether you are a traditional brand ready to experiment with D2C or you are a digital native D2C brand, product content carries significant weight, simply because it influences buying decisions.

## With A+ product content you can:



Deliver superior consumer experiences



Increase conversions



Reduce returns



Improve loyalty

Consumers connect with brands to research products and to get additional information they can't find elsewhere. Therefore, it comes as no surprise that the management and optimization of product information, from tech specs and logistics information to images and videos, should be a top priority for any organization.

Creating a seamless omnichannel experience requires control and consistency of the overall brand and its products across all touchpoints, at all times. Incorrect, outdated or inconsistent product information not only creates havoc but gives a negative perception of the brand in the market.



**Take back control of your brand and deliver rich, accurate and engaging product content where, when and how you want it.**

## Types of consumer-facing content



# Chapter 5: Contextual Content for Product Experience Success



## Contextual content for product experience success

To win at the customer experience game, manufacturers need to be customer-centric. Organizing digital efforts with the customer at the center drives innovation and differentiation, putting many organizations ahead of the competition.

Executives today are looking beyond just a system of record – they want a system of insight. They want to know the identity, the preferences and behaviors of customers at each touchpoint to personalize experiences in real-time.

It's no longer enough to have complete, consistent, accurate and up-to-date product data. While high-quality data does drive customer engagement and revenue, it is contextual content that creates customer intimacy.

Contextual content is the ability to control and change the content that is digitally displayed (e.g., e-commerce sites) based on several factors from multiple sources of information. Manufacturers can use contextual product information to deliver relevant content to a specified target market or persona; ultimately delivering relationship-centric experiences.

Product Information Management (PIM) is foundational to Product Experience Management (PXM). PIM is the information a business uses to describe their product. PXM, on the other hand, is how the business uses that information to create relevant and compelling product experiences.

### Deliver contextualized product content for relevant and compelling product experiences that consumers want by linking product information with consumer information:

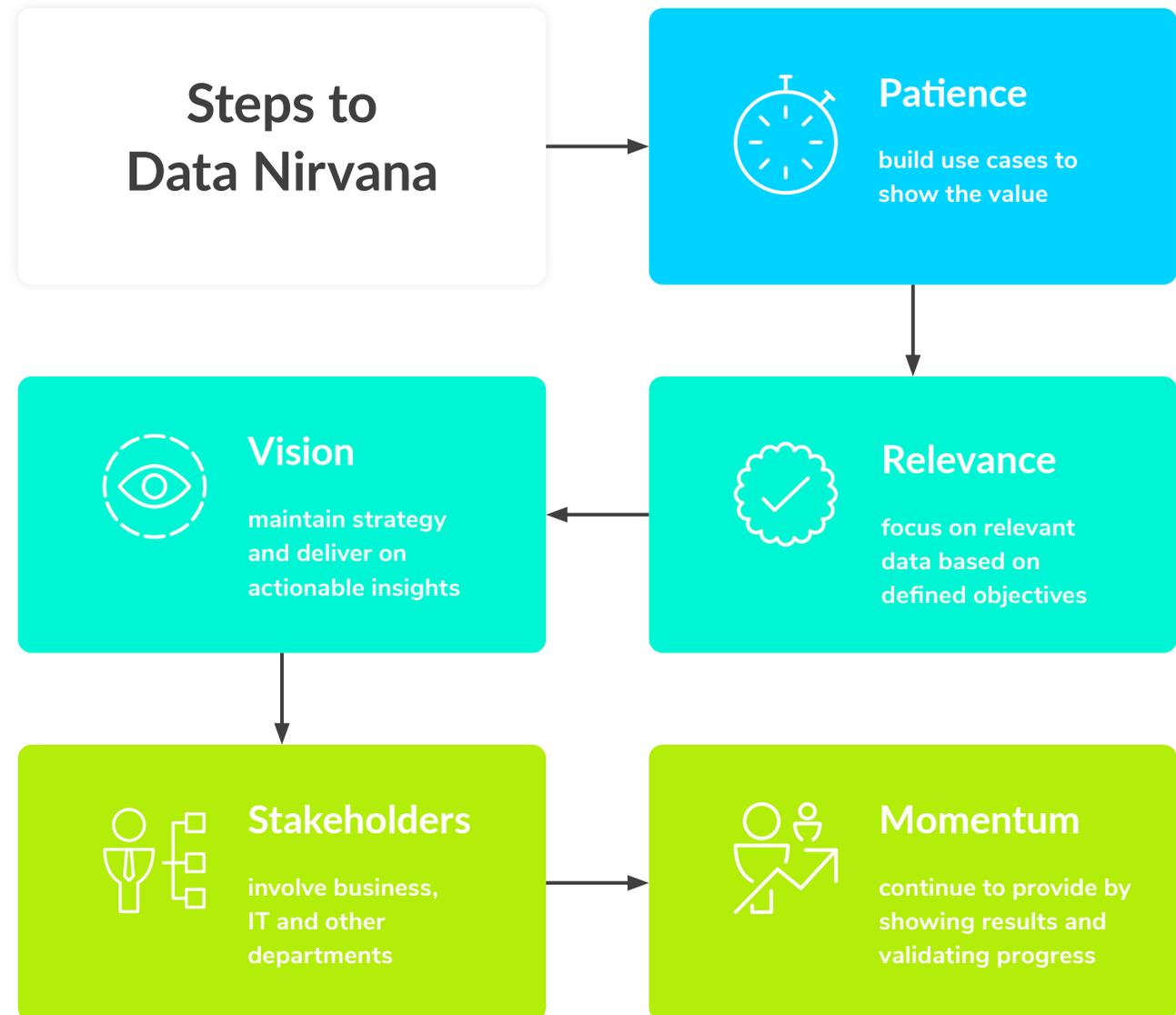


# Chapter 5: The Contentserv Product Experience Platform



# The Contentserv Product Experience Platform

Data is a top priority for manufacturers. Future investments made in the availability, management and internal visibility of data determine the agility rate of any organization. Agile data processes enable faster insights and governance. The types of data being managed and how businesses use it can improve collaboration, enhance engagement, streamline operations and enable effective customer communication.

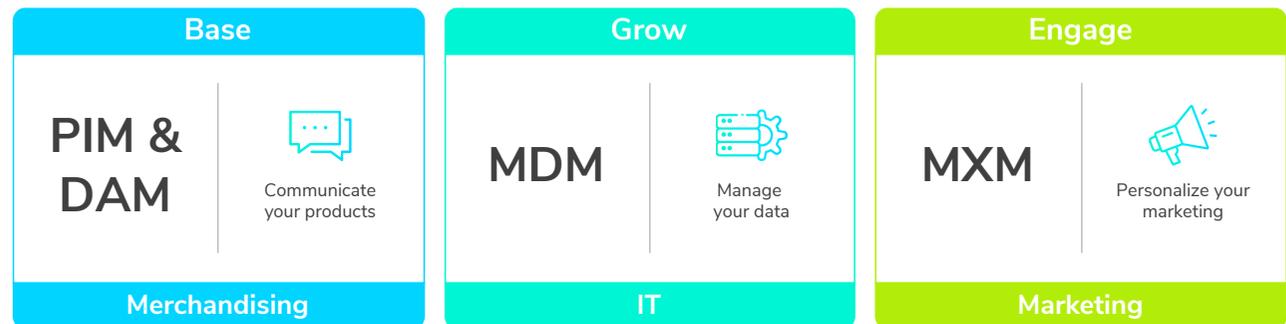




Contentserv’s Product Experience Platform enables manufacturers to manage contextual product experiences using real-time data and consumer information. It is a combination of three data management solutions that allows you to control the total product experience.

With Contentserv, you can streamline the data onboarding process, improve the quality and completeness of your product information and digital assets, establish a single source of product truth and orchestrate highly automated marketing and communication processes with contextual audience targeting.

### Everything you need in one platform to deliver truly personalized experiences





### About ContentServ

ContentServ helps brands and retailers offer customized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at [www.contentserv.com](http://www.contentserv.com)