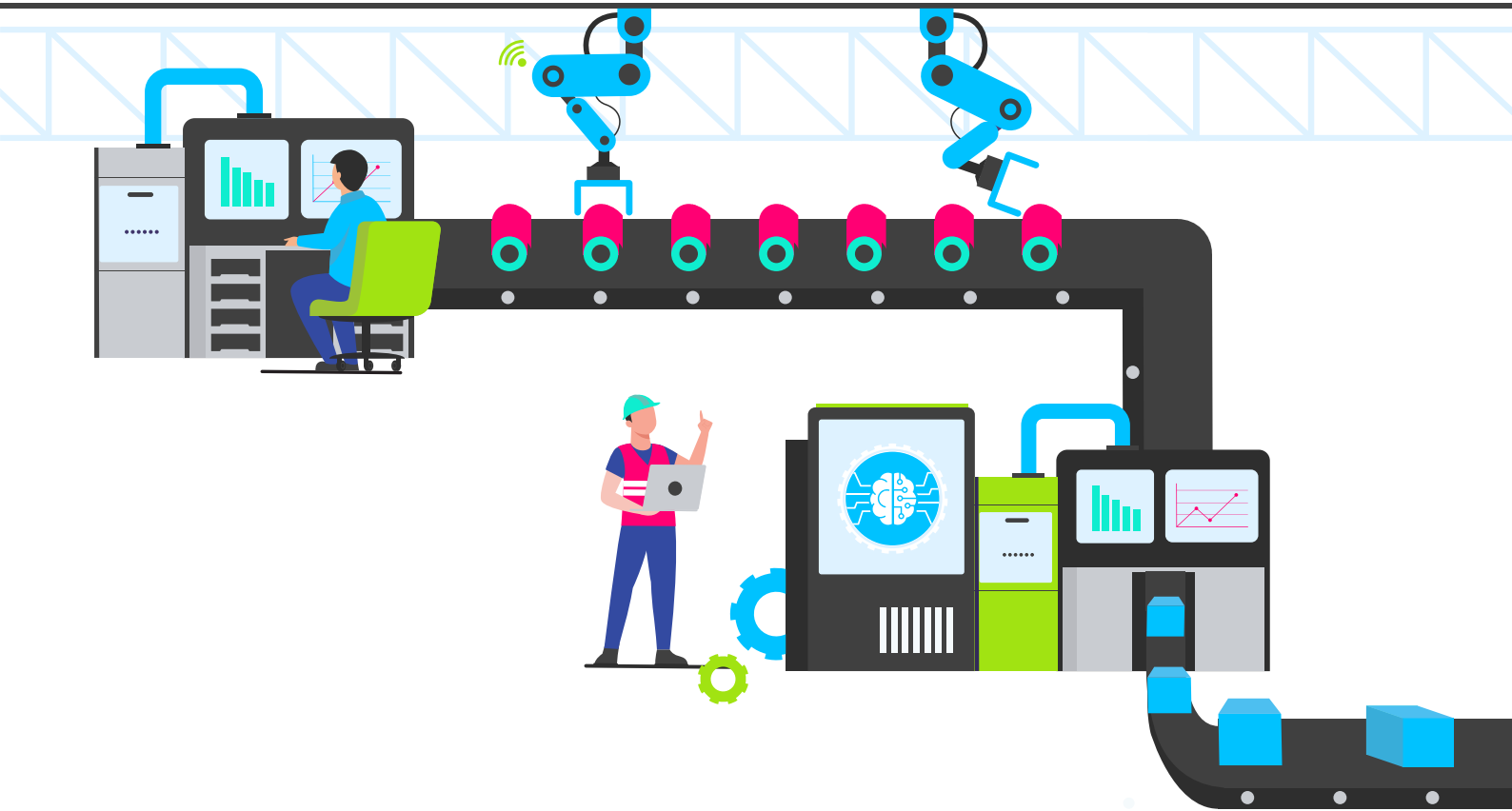




Pocket Guide

Making the leap to digital data management







A pocket guide for brand manufacturers:
Master the digitalization of your product data —
from content management to internationalization.



Are you asking yourself these questions?

How do we ensure that our product information is consistent across all channels?

How do we standardize our data, e.g. ETIM and GS1?

How can we share our product content with our channel partners?

How do we market our products internationally?

How can we get our products to market faster?

We have a lot of purchase cancellations and product returns, what can we do about it?

How do we easily create product data suitable for our channels?

How can we address our customers more personally?

How do we successfully position ourselves for ecommerce?

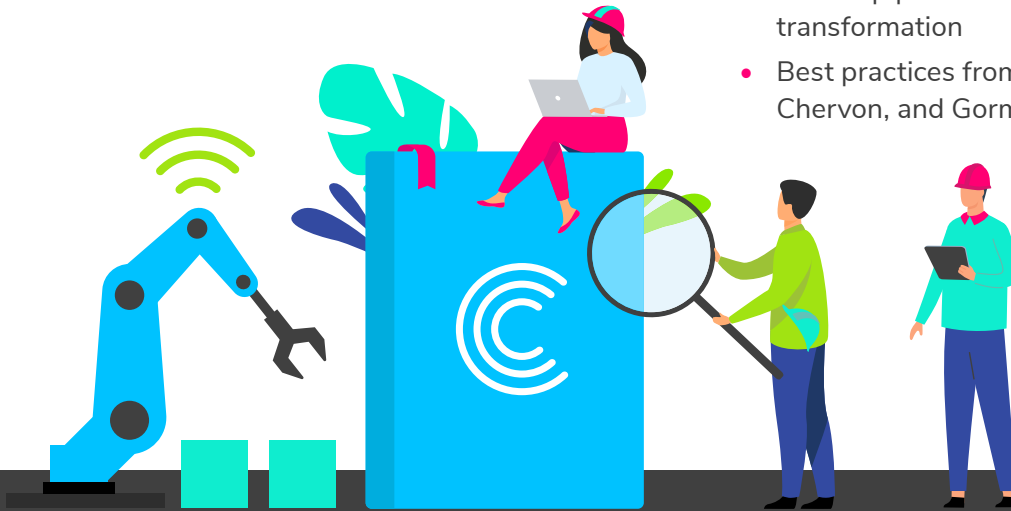


We hear that a lot!

With increasing customer demands, brand manufacturers deal with various challenges. So, how can businesses gain a digital edge?

Our Pocket Guide offers you:

- Practical support and effective strategies for your challenges
- A 5-step plan on how to master your digital transformation
- Best practices from Electrolux, Vaillant, Chervon, and Gorman-Rupp



We know you face challenges...



... because market requirements are constantly changing.

Market conditions change with the emergence of new digital channels, changing business environments, and growing customer demands. **Acting instead of reacting is key!**

... because data is scattered across many sources.

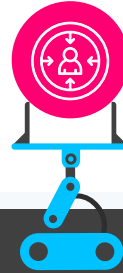
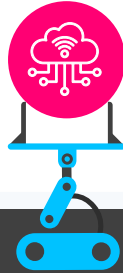
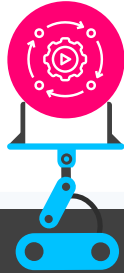
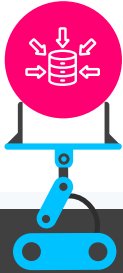
Data, especially product data, is often unstructured throughout the supply chain. Industry classification standards such as ETIM and GS1 are difficult to comply with and localization efforts are time-consuming. **This must change!**

... because customer demands continue to rise.

Meeting customer expectations and delivering a compelling product experience is a must — whether B2C, B2B, or D2C. And this applies to the entire customer journey. **Start with the product content!**

Challenge accepted: Find suitable solutions now!

Key strategies to address these challenges



Centralized data management

To create a consistent brand experience across all channels, you need a reliable database, and a single source of truth —accessible anytime, anywhere.

Automation

Optimizing product experiences requires multiple automation solutions — from translation, data quality assurance frameworks, and AI-based text creation to data mapping and comprehensive workflows.

Cloud and connectivity

Cloud-based technologies and interconnected systems are crucial for smooth data flows, availability, easy scalability, and optimized workflows across your organization.

Customer centricity

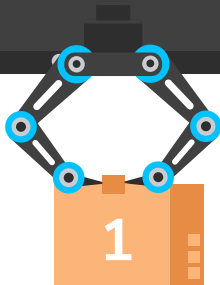
Customer requirements are the central focus of product development and sales. They are key to successful operations along the customer journey. By analyzing customer and buying behaviors, you can continually optimize your strategy.

Context and personalization

For an excellent customer experience, you need more than consistent data and efficient processes. Offering a personalized approach that fits the customer's context is vital to maximize customer loyalty.

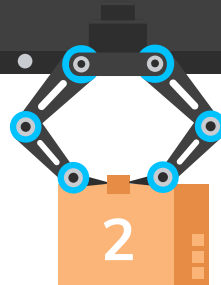
Your software should meet these requirements!

Your 5-step plan



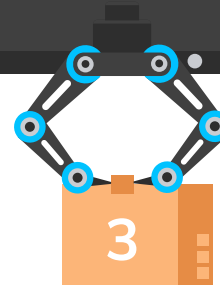
Be clear about the direction you want to take

What do you expect regarding the company's development in the short, medium, or long term? Do you want to expand internationally and reach new target groups? Define a clear vision of the future — and involve all internal and external stakeholders in the process.



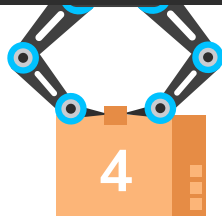
Develop a business case

Perform a target-performance analysis. Where do you stand right now? What are the pain points, risks, and opportunities? What could the right tailored solution achieve, and what optimization opportunities and benefits does the digitization of data and processes offer?



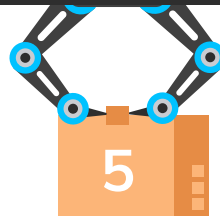
Evaluate the right solution

What are your main concerns and technical requirements? What is your planned budget? What do existing customers say about providers and how do they and their implementation partners compare? Which provider are you most confident with?



Implement software and processes

Get your team involved in the implementation process. Also consider: How are your data and processes performing? Will it make sense to transfer them to the new system as they are? If needed, consolidate your data structures and rethink previously complex processes. An outside perspective can be valuable.

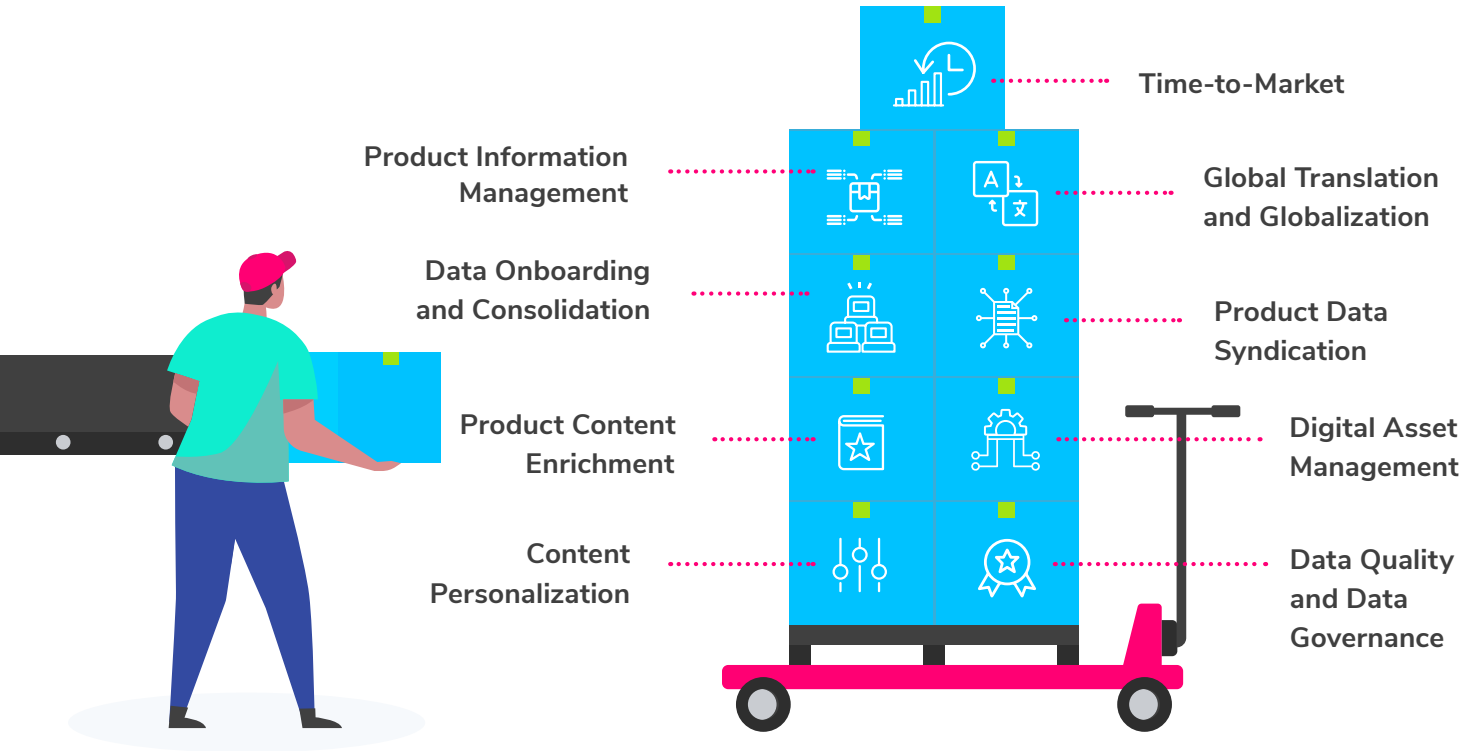


Optimize and scale your operations

Take advantage of new opportunities to address your customers directly and personally. Analyze and act: What makes your customers tick? What do they expect? Where do they find your company? How do you create satisfied, loyal customers, and ultimately brand advocates?



Product Experience Management: The solution for your digital success!



The future is bright with SaaS



Learning from others' successes



Industry: Power tools and equipment

Challenge: Heterogeneous international system landscape, product content for different brands and regions.

Solution: Implement a centralized platform that enables marketing, sales, and channel teams worldwide to easily find, access, and distribute diverse product information and digital assets across multiple channels.

Result:

Harmonization of 4 brands and 2 regions (EMEA, North America)

45% less localization efforts

Three times faster catalog creation

[Read the case study](#)



Industry: Heating and air conditioning

Challenge: Provide diverse data sets, complex configuration products, extensive price list for print, online catalogs, and ecommerce globally.

Solution: Central PIM/DAM system to support flexible data models and classifications, efficient translation processes, highly automated publishing,

data output for ecommerce, and product configurator.

Result: Significant increase in speed and cost reduction in localizing content. Time-to-market and total cost of ownership were greatly reduced.

[Read the case study](#)



Industry: Pumps and pump systems

Challenge: Legacy DAM system, product data managed in Excel, and scattered across the organization. Inefficient, manual, and redundant processes to consolidate, maintain, and deliver product content.

Solution: Single source of truth to simplify data management, quality assurance of

all data, and automation of workflows for processing and delivery to all channels.

Result: Massive increase in data quality. Efficient cross-team collaboration. Self-service for external partners. Scalability for future requirements, especially in ecommerce.

[Read the case study](#)



“The amount of change, and the speed with which we were able to accomplish it, is mind-boggling... We’ve been using the platform for almost three years now. And we’re still happy with the platform. ... We’re really excited, globally, to see where we can evolve, and fit new requirements, fit new needs into the future.”

William McLaughlin
Digital Content Operations North America, Electrolux Group



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