Conquer the Pain Points and Capture the ROI of Product Information Management Systems

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Are you actively evaluating master data management technologies and their ability to scale and support emerging trends around big data, social and mobile?

- Yes: 62%
- No: 23%
- Don't Know: 9%
- Not Applicable: 6%

Source: Information-Management.com
Data Issues Mean Real $ Impact

$40B  $40 billion or 3.5% of sales are lost each year due to supply chain information inefficiencies.

30%  30% of data in catalogs have errors.

$3M  Companies invest an average of 25 minutes per item per year manually cleansing out-of-sync item information - operational costs for manually cleaning 250,000 is over $3M in annualized.

$400  60% of invoices have errors. Each invoice error costs up to $400 to reconcile.

4wks  New item introductions remain costly and manual. It takes an average of 4 weeks to roll out a new product.

$2.1B  Without a PIM solution in place, it is estimated that companies that embark on B2B projects will waste over $2.1 billion by CY 2008.

Sources: AT Kearney, AMR Research
Why PIM?

**Reasons for PIM Investment**
- Customer satisfaction: 53%
- Business intelligence: 47%
- Customer service: 38%
- B2B collaboration: 37%
- Multichannel commerce: 33%

*Source: Ventana Research Product Information Management Benchmark Research*  
(ventana research 2013; All Rights Reserved)*

**Top Benefits of Dedicated PIM**
- Eliminate errors and mistakes: 47%
- Improve cross-sell and up-sell potential: 44%
- Improve customer experience: 41%
- Make information more available and consistent: 39%
- Gain competitive advantage: 36%

*Source: Ventana Research Product Information Management Benchmark Research*  
(ventana research 2013; All Rights Reserved)
Opportunity to Re-think/Re-engineer

Rethinking PIM
More than half will change how they do it

- Yes 57%
- No 26%
- Don’t know 16%

Source: Ventana Research Product Information Management Benchmark Research
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TWO GREAT COMPANIES have come together to create a stronger, more efficient global provider of office products, services, and solutions, fully committed to setting a new standard for serving the workplaces of today and tomorrow through innovation and exceptional customer experiences.
Let’s start by examining some of the pain points of product data.

Where are you on the Scale 1 - 10?
A FEW PAIN POINTS...

Excel Spreadsheets

- Data from Multiple Sources
- Inconsistent and Poor Data Quality
- Erroneous and Out-Dated information
- Manual Processes and Lack of Workflows
- Unclear Roles/Multiple Users
- Legacy Systems
- No Data Validation
DISPARATE MERCHANT AND VENDOR SYSTEMS

The back and forth exchange of erroneous and insufficient data and processes significantly contribute to delays in introducing new product to the market!
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VENDOR DATA SUBMISSION

<table>
<thead>
<tr>
<th>Product Group (Family) Name:</th>
<th>Atlas photo frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Copy:</td>
<td>Click here to view the current marketing copy</td>
</tr>
<tr>
<td>Product Group Copy Change Comments:</td>
<td>Please include as much information about this new item as possible and how it relates to the other items in the group.</td>
</tr>
<tr>
<td>Individual Product Name:</td>
<td>Atlas 8x10 photo frame</td>
</tr>
<tr>
<td>Unique Selling Points:</td>
<td>1. no</td>
</tr>
<tr>
<td>Index Terms (Keywords):</td>
<td>1. no</td>
</tr>
<tr>
<td>Supplemental Files/Images:</td>
<td>Add a document and/or image:</td>
</tr>
</tbody>
</table>

No Required Fields

NO Data Validation

NO Data Governance
These Data Examples Simply Create

PRODUCT INFORMATION MADNESS!

(not the PIM we are looking for)
30% of item data in catalogs used by retailers and manufacturers for replenishment of stock is in error...

And each of those errors costs $60-$80 to address.
### How Bad Data Looks to the Consumer

<table>
<thead>
<tr>
<th>Good Data</th>
<th>Bad Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenovo® IdeaPad® Yoga 13 Ultrabook™ Laptop Computer With 13.3&quot; Touch-Screen Display &amp; 3rd Gen Intel® Core™ i7 Processor</td>
<td>Samsung NP900X4C 15&quot; LED Notebook - Intel Core i7 1.90 GHz</td>
</tr>
<tr>
<td><strong>Rating:</strong> ★★★★★</td>
<td><strong>Write the first review</strong></td>
</tr>
<tr>
<td>Qty</td>
<td>Qty</td>
</tr>
<tr>
<td>Add To Cart</td>
<td>Add To Cart</td>
</tr>
<tr>
<td><strong>Your Price</strong></td>
<td><strong>$1,449.99</strong></td>
</tr>
<tr>
<td><strong>Item #</strong></td>
<td>753514</td>
</tr>
<tr>
<td><strong>Unit Of Measure</strong></td>
<td>each</td>
</tr>
<tr>
<td><strong>Audio Hardware</strong></td>
<td>Dolby Home Theater v4</td>
</tr>
<tr>
<td><strong>Backlight Technology</strong></td>
<td>LED</td>
</tr>
<tr>
<td><strong>Brand Name</strong></td>
<td>Lenovo</td>
</tr>
<tr>
<td><strong>Diagonal Screen Size</strong></td>
<td>13.3 inches</td>
</tr>
<tr>
<td><strong>Ecolabel</strong></td>
<td>Energy Star</td>
</tr>
<tr>
<td><strong>Form Factor</strong></td>
<td>laptop computer</td>
</tr>
<tr>
<td><strong>Frontside Bus Speed</strong></td>
<td>1600 MHz</td>
</tr>
<tr>
<td><strong>Hard Drive Capacity</strong></td>
<td>256 GB (solid-state drive)</td>
</tr>
</tbody>
</table>

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**Technology Workshop 2014: Product Information Management (PIM)**
DON’T LEAVE YOUR CUSTOMERS FRUSTRATED...

Product Information must be high quality, relevant and easy to read and understand for customers to make a buying decision.
IMPLEMENT A PIM SYSTEM

TO RELIEVE MANY OF THESE PAIN POINTS

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Centralizes and streamlines all product data and synchronizes with multiple systems

Manages data validation to improve data quality and support data governance

Ensures data accuracy through identification of required field and defined list of values in vendor portal

Establishes workflows with check points and approval processes

Allows for mass maintenance capabilities to manage updates to multiple products

Introduces Data Governance and provides role based security to maintain data integrity across the organization
Without PIM

- Poor Customer experience with inadequate descriptions
- Data not used to drive web functionality
- Unable to use data to enhance search and compare functionalities
- Results in system silos and hard coding for static results

With PIM

- Best Customer Experience with enhanced product descriptions
- Improved use of data to drive web functionality
- Use data to provide complete comparison shopping and enhanced search
- Provides an avenue for system integration and upgrades
IDENTIFY THE RIGHT PIM SYSTEM

KNOW YOUR SPECIFIC PAIN POINTS
- Focus on your organizational needs

DO YOUR HOMEWORK TO NARROW DOWN RESOURCES
- There are many PIM systems out there – research unbiased sources

OBTAIN A RFI/RFP FROM TOP THREE TO FIVE RESOURCES
- Request a presentation with sample data from final contenders

ACKNOWLEDGE A PIM IMPLEMENTATION IS ORGANIZATIONAL CHANGE
- Process creates new assignments, approvals, workflows and data governance to ensure data quality at the source

CROSS-FUNCTIONAL RESOURCE COMMITMENT
- Requires dedicated resources internally and with consultants

...AND INTERNAL /EXTERNAL RESOURCES

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PIM CONNECTS CENTRALIZES

CONSISTENT PRODUCT INFORMATION
PRODUCT DATA IS AN ASSET

Organizing product data can dramatically increase sales, margins & customer loyalty
With An Investment in PIM

**Capture**

- Ensures data quality at its source
- Leverages product content and data consistently across multiple channels to enhance customer expectations

**ROI**

- Improved data quality helps customers make better and smarter decisions with greater ease than competition
- Provides a competitive advantage when product information is easily formatted to enhance rich content
- Build sustainable and scalable processes required for future growth
- Drive more revenue and conversion to the site
“Management is the decisions you make. Governance is the structure for making them.”

- CIO Magazine

Sample of Data Governance Model

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PRODUCT INFORMATION IS...

The HEARTBEAT of ANY online business

It is the details of the data in product information, attributes and specifications, that encourages the end user to take action...and ultimately make an online purchase.
• Jewelry, Handbags, Shoes, and Accessories
  – 10,000 SKUS
• 40 collections
• 25-50 skus per load
• Tech Department (2)
  – Tech Manager
  – Tech Associate
Challenges

Infrastructure

- Multi-channel
  - Retail (B2C)
  - Wholesale (B2B)
- Work-flow & Process
  - Department Accountability
  - Turnaround
  - Scalability
- Data Entry Errors

Resources

- Platform Knowledge
- Time to load
- Server speed
- Data storage
**Solution**

Product Information Management

Chicago, IL – www.clarastream.com

- Platform Integration
- Consolidate & Store
- Automate Your Process

- Publish
- Image Management
- Save Time & Sell More
Results

• Data accuracy & efficiency
  ✓ Product validation
  ✓ Streamline process

• Implementation of work flow
  ✓ Responsibilities
  ✓ Accountability

• Shorten time to market
  ✓ Schedule flexibility
  ✓ Capitalize on opportunities

• Savings in resource costs
  ✓ Lower payroll
  ✓ Less infrastructure
What We Learned

• Perspective
  – Keeping it simple
  – Effects on employees work flow

• Building guidelines

• Setting goals

• Working with experts
  – Clarastream
    • Finding the right partners
Moving Forward

• Automate Product Categorization
• Advance Merchandising Features
Q&A

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