



PRODUCT CONTENT SYNDICATION

Get your products to the shelf

BYRD – The Product Content Lifecycle Management Technology

WHERE DATA MEETS VALUE

»Information only fulfils its purpose when it is used.«

Never before has there been so much talk about data as there is today – and no one doubts its importance for companies anymore. What we are currently witnessing is a fundamental paradigm shift away from the pure management and maintenance of data towards its utilisation and ultimate use at its destination. Digital commerce has experienced an enormous upswing and global trade is increasingly insisting on the **effective and clean provision of product data**. Accordingly, **syndication solutions** have become the focus of the market and are currently experiencing unprecedented momentum. In this paper, you will find out what tasks syndication performs for your business, how it should be viewed in the context of your entire digital value chain, and what different types of solutions the market currently offers you.

We hope you enjoy reading it!



Yours sincerely

BJÖRN BAYARD

CEO | BAYARD GmbH



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WHEN PRODUCT MESSAGES HIT THE ROAD

»Today, communication takes place on many channels.«



If you want to sell your products successfully today, you need a **diversified communication strategy**. Your website alone is no longer enough to sustainably expand your market position. This is all the more true as global trade is leading to a growing number of competitors entering the market. In addition, consumers are used to travelling on many **different channels** and consuming product information. Even if they become aware of products in bricks-and-mortar stores, many first check online to see whether the products are cheaper there, how they are described, and what reviews they have received.

Accordingly, **successful brands** are present on many different communication channels. Although this includes their own platforms such as a website, mobile app, or Instagram channel, they are also constantly expanding their retail network and thus increasing their sales potential many times over, especially as retailers are also greatly diversifying their product communication. Retailers are now offering their brands a whole range of options to present their products in the best possible way – for example through enhanced content, which also allows for brand-compliant design.



»Brands must ultimately ensure that their product messages go live as effectively and simultaneously as possible in all channels at the same time.«

For companies, however, this also means that they have to provide **suitable product information** for each of these channels and all of their retail partners. Accordingly, the complexity of data management has increased significantly in recent years. The same applies to layout – brands must ultimately ensure that their product messages go live as effectively and simultaneously as possible in all channels at the same time.

Otherwise, they run the risk of publishing inconsistent or even contradictory information, thereby fuelling uncertainty among consumers who shop across channels. Given today's complexity, **this task can no longer be accomplished manually**.





INDUSTRY AND RETAIL

»How communication can work with multiple languages.«

Manufacturers face certain challenges in the retail context. Each retail partner has its own rules and requirements regarding how product data and digital content must be prepared so that it is optimally displayed on their platforms. As a result, **manufacturers' own data models differ fundamentally from the data models of their retail partners**, which initially makes the exchange of information more difficult.

»Each retail partner has its own rules and requirements regarding how product data and digital content must be prepared«

The **Global Data Synchronisation Network (GDSN)** has created an effective network of global data pools that facilitates this **exchange with the help of uniform standards and guidelines**. Nevertheless, bilateral data exchange – especially for companies outside the food industry – is another common communication process that can be optimised from a retail perspective with the help of solutions such as supplier portals.

What these solutions have in common is the concept of transferring information from one data model to another using rules – and sometimes with the help of automated processes. In

reality, this often means that the supplier has to adapt or supplement its data again. However, this often also means that other value ranges or data formats apply, **industry-specific classification standards** must be adhered to, and the data must be transformed accordingly. Automated mapping functions help to perform this task as **efficiently and error-free** as possible.





THE END OF THE SUPPLY CHAIN

»Syndication solutions in the context of the Product Content Lifecycle.«



Gartner® coined the term **Product Content Lifecycle**, i.e., the digital value chain within the product domain. The entire data journey is considered, from the procurement of product information, for example in the PIM or MDM, through its transformation and globalisation to its distribution to the various output channels. The life cycle is completed through analytics and feedback to the procurement level.

Syndication is the step in which the product content is »brought to life«

– where the channel- and target group-specific product content is distributed to the intended communication channels. These **product**

messages are created beforehand by linking product data from the PIM and media content from the DAM. The aim of marketing and sales is to create the **best possible product experience** at every relevant touchpoint in order **to optimise conversion rates** and ultimately **increase sales**. At the same time, the communication processes required for this must be automated as far as possible in order to reduce both the personnel workload and error rates. Such an **optimised digital supply chain** requires **deep networking of the respective software** disciplines and cross-system processes and data. As a result, all considerations and projects in the context of syndication should always be preceded by a broader **view of the entire Product Content Lifecycle**.



DIFFERENCES BETWEEN SYNDICATION PROVIDERS

»Not all syndication is the same.«

Anyone looking for a syndication solution is spoilt for choice. The approaches are sometimes very different from one another, but **three main categories** have emerged.

1

In the first category

...we find typical **feed and channel management solutions** that focus on integration with online marketplaces, price comparison portals, and retailers. These solutions are **complementary to PIM systems** and typically do **not offer a connection to the GDSN** or even their own data pools.



2

The second category

...comprises **product content management platforms** that include syndication functions. These solutions typically have their origins in the areas of PIM or MDM and have expanded their functional scope over time to include **channel management** and integrations with retail partners, online platforms, and data pools.



3

The third category

...consists of **specialised syndication solutions** that often cover the entire **Product Content Lifecycle** but have particular expertise in syndication, industry specifics, and GDSN. Some of these solutions, such as **BYRD**, come with their **own GDSN data pool** and, thanks to **integrated syndication processes**, ensure an automated and particularly effective supply of sales channels with the corresponding product content.



WHICH APPROACH IS THE RIGHT ONE?

»How to find the right solution for your needs.«

This **heterogeneity in the syndication market** raises the question for companies as to which approach makes the most sense for them. The following considerations help to find a suitable answer to this question:

What are my most important sales channels?

The choice of the right syndication tool depends very much **on which channels** are typically used for communication and marketing. It is important not only to look at the **current** channel landscape but also to consider channels that could **be important in the future**.

What does my current IT landscape look like?

It goes without saying that the planned syndication solution should **complement your own system landscape**, close any gaps in the process chain, and have as little overlap as possible with existing systems and processes from an economic point of view.

What are the requirements of my market?

In addition to the internal perspective, it is important to consider **external requirements** – this includes planned market entries and, where applicable, country-specific channels, trading structures, and standards.

Depending on the results of these preliminary considerations, it may make sense to rely directly on a **platform solution** that maps the **entire Product Content Lifecycle**. This applies in particular to manufacturers and retailers with complex communication and data exchange structures. The advantage here is that the **data processes** are **optimised** almost by default and the various software disciplines along the digital value chain are **closely interlinked**. This promotes **high data quality**, a **short time-to-market**, and the long-term **strengthening of trade relationships**.

Solutions such as BYRD also have predefined data models that further support system implementation and maximise the return on investment right from the start.

Benefit from the advantages of our
BYRD technology for **PCLM**

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