



PRODUCT CONTENT LIFECYCLE MANAGEMENT

Why a holistic view of the digital
value chain is needed

BYRD – The Product Content Lifecycle Management Technology

AGILE BUSINESS NEEDS INDIVIDUAL DATA PROCESSES

»How isolated solutions stand in the way of process modernisation.«

Companies are looking for more and more ways to optimise and, where possible, automate their internal processes. Increasing cost pressures and ever shorter marketing cycles, however, are often challenged by manual workflows and multiple media disruptions. The reason for this can usually be found in the system landscape and in the poor integration of existing software solutions. In order to bring agility to business processes, many companies first need to fundamentally transform their digital value chain. In this paper, we want to not just allay your fears about this step but also demonstrate the **potential** that scalable **Product Content Lifecycle Management** offers your business.

We hope you enjoy reading it!



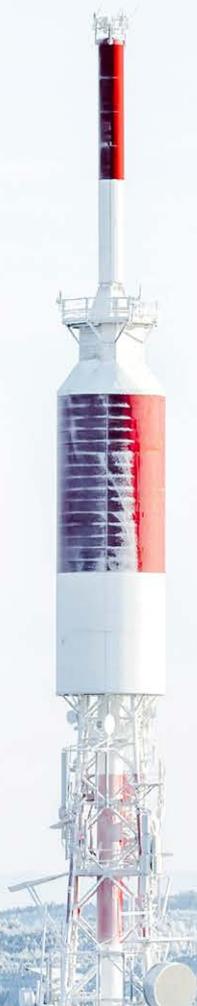
Yours sincerely,

BJÖRN BAYARD

CEO | BAYARD GmbH

CONTENT

Focus on the digital value chain	04
The manufacturers' perspective	06
The retail perspective	08
Only feedback closes the circle	09
Integration vs. platform solutions	10





FOCUS ON THE DIGITAL VALUE CHAIN

»Follow the journey of your data.«

-7.3854968950e-1 5.98 28
1.4905937350e+0 -1.9 27 5
1.7103228280e+0 -7.094
-1.1829008060e+0 -3.599
1.1534261360e+0 5.068





The target image of many companies today is that of a **»data-driven company«**. In such a company, data is an essential raw material for all business activities, omnipresent and available to every department and every role in the company and easy to use for their own workflows and decision-making processes.

However, the prerequisites for this are complex:



Technology

The system landscape of a data-driven company is optimised to the **individual requirements of the company** and is continuously reviewed for its suitability and reflected against the background of the current market potential.



Processes

Each individual process in the company is clearly described and includes **software solutions** as well as tasks, responsibilities, and rules.



Data culture

Employees in a data-driven company are able to read and interpret data and use it according to their roles in order to **optimise their work results**.



Data Governance

Strong data governance is the key to **sustainable data management** that maximises the value of data throughout its lifecycle by not only striving for maximum data quality but also enforcing it through appropriate verification and validation mechanisms.

In addition to the right technological equipment, it is therefore necessary to document each individual data process very precisely, to describe which software systems it runs through, and to determine which rules apply to the handling of and responsibilities for this data in order to create these conditions. It is only through this exercise that it becomes clear how **Product Content Life-cycle Management** must be structured in order to

maximise the value of the digital supply chain. Some sectors, such as food retail, the cosmetics industry, and the healthcare market, are characterised by **overarching rules**, and there are already **comprehensive solutions** that cover the most important requirements, such as classification standards or certain onboarding or rejection processes, as standard.



THE MANUFACTURERS' PERSPECTIVE

»Maximising business success with syndication.«

Every company should therefore ask itself these fundamental questions: »Where does my data come from?« »How is my data transformed?« and »Where does my data go?« These questions are also important against the backdrop of how the company's business **success can be maximised**. For brands and manufacturers, this focuses in particular on the marketing of their products.

Manufacturing companies now sell their products not only on their own channels such as their website, online shop, or at the point of sale, but also on the sales platforms of their retail partners. These partners also operate websites, online shops, online marketplaces, mobile apps, or even brick-and-mortar stores.

The result: an **increasingly diversified and complex channel landscape** that needs to be supplied with appropriately prepared product information. However, as each of these channels and platforms has its own expectations in terms of formats, content and communication, **syndicating product content** has become a real challenge for many companies.



Effective Product Content Lifecycle Management performs this task through the following steps:

1

Data modelling

The requirements of the **various sales and communication channels** as well as of the retail partners must be created in the Product Content Management Data Model so that the corresponding information, media, derivatives, and marketing texts can be stored correctly when the product data is imported or created. As the channel landscape and the retail network can develop dynamically – especially in the CPG market – **the data model must be correspondingly flexible** and allow for adjustments at any time.

2

Channel Management

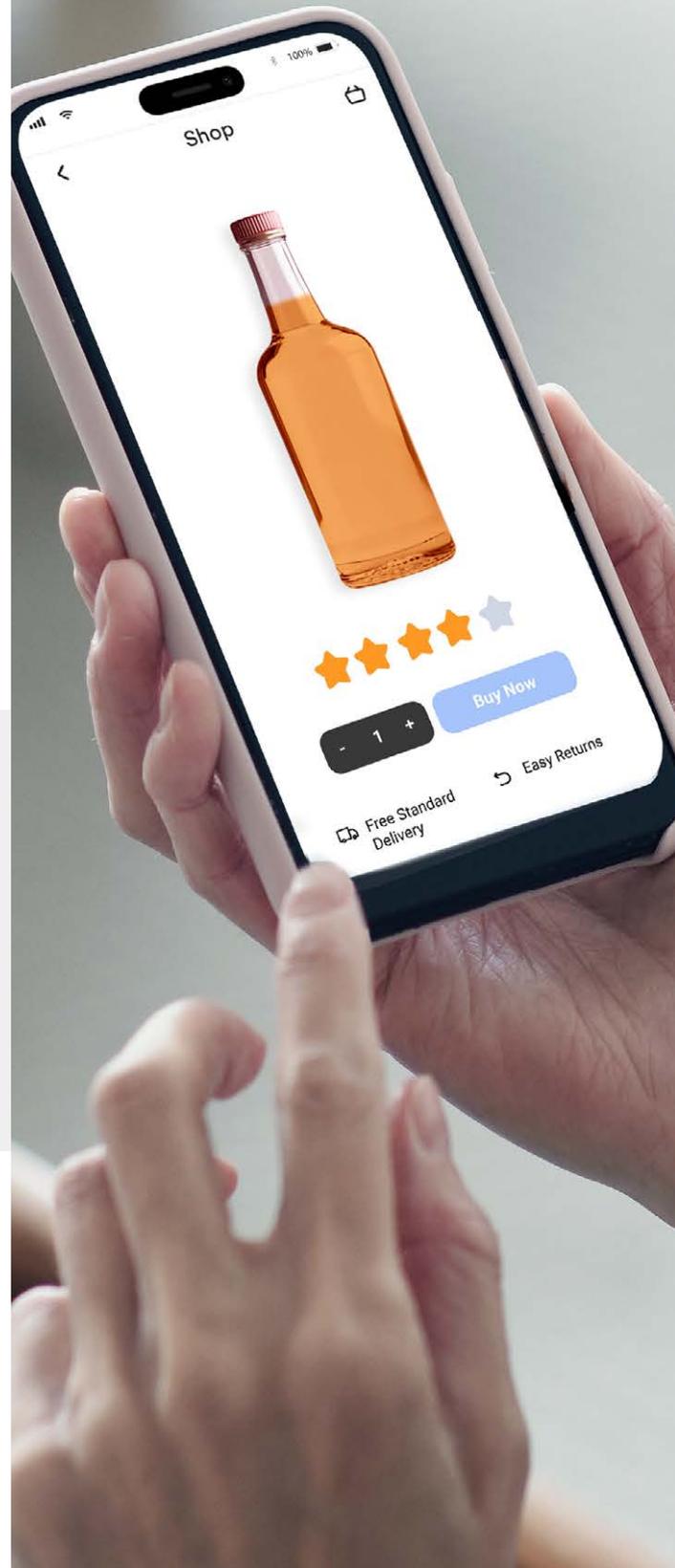
Effective Product Content Lifecycle Management also includes channel management, which manages and organises the **various sales channels and thus** also controls the distribution of product content.

3

Syndication

Syndication automates the distribution of **product content** to the right channels and platforms, regardless of whether these are your own websites, online shops or apps, third-party platforms such as online marketplaces, social media, or supplier portals of trading partners, or **global data pools such as the GS1 GDSN for data exchange** with a large number of business partners.

The last point in particular is playing an **increasingly important role** for manufacturers, as the manual effort required to maintain and cleanse data for exchange with retail partners is becoming ever greater. This is due not only to the growing number of channels and partners but also to increasing expectations and requirements in **terms of data quality**.





THE RETAIL PERSPECTIVE

»How onboarding lays the foundation for data quality.«

Product Content can be the perfect sales argument – or the reason for premature purchase cancellations, customer dissatisfaction, or even brand damage. This is all the more true in **competitive environments** such as digital or stationary retail. Here, products have to prove themselves in direct comparison with competing offers and, ideally, stand out in a **positive way**. This can only be achieved with an all-round successful product presentation, which requires perfect data quality, complete and comprehensive information, and a comprehensive visual design of the product detail pages. Such presentation not only makes the offer more tangible but also radiates quality and reliability and picks up on the brand communication.



Achieving all of this as a retail company with a growing number of suppliers is only possible with the **appropriate technological support**. Many online marketplaces and retailers now offer their suppliers comprehensive retail media options such as Enhanced Content. This gives manufacturers the opportunity to fill their product detail pages with customised content elements and thus make product communication very attractive. **Enhanced Content demonstrably increases the Conversion Rates of products in online shops** and is very easy and intuitive for manufacturers to implement thanks to the corresponding syndication functions in Product Content Management.





Of course, retailers also benefit from **rising sales figures**. However, in addition to product presentation in their shop, they generally face the challenge of obtaining all the necessary product data from their suppliers in the appropriate quality. In reality, this often proves to be very tedious and can require several iterations until a suitable data set is prepared. There are very different approaches to data exchange: **global data pools such as the GDSN**, supplier portals in which manufacturers enter their product data using a predefined input mask, direct data exports, or – and this is still very common in reality – exchange of product

information in files such as Excel spreadsheets. Most retail companies obtain their product data from multiple sources, which makes the onboarding process very complex and time-consuming. Effective **Product Content Lifecycle Management** optimises onboarding through automated import processes, corresponding supplier portals, and connections to the GDSN. In addition, automated mapping ensures that the supplier data is transferred efficiently and error-free into the company's own data model. This means the data is perfectly prepared for transfer to the relevant sales channels.

PRODUCT DATA FROM MULTIPLE SOURCES

Effective Product Content Lifecycle Management optimizes these processes through automated import processes, corresponding supplier portals and connections to the GDSN.

ONLY FEEDBACK CLOSES THE CIRCLE

»Competitiveness through optimisation.«

In many companies, the **Product Content Lifecycle** ends with the display of Product Content in the various sales channels – despite of describing a sort of loop that has no end. Websites and Online Shops offer many opportunities to measure the performance of product messages, for example through the Conversion Rate, the number of visitors to the product detail page, the ranking in the product search, or analysis of customer reviews and ratings.

All these findings provide a perfect basis for continuously optimising Product Content and, if necessary, even comparing it with the most successful competitor products. Continuous **improvement of performance is a key success factor for Product Content Management** and it is optimally supported by the seamless processes of Product Content Lifecycle Management.

Leading solutions go one step further and check the Product Content using **predefined validation rules** to ensure that only those product messages are sent out that actually fulfil the requirements of those responsible.





INTEGRATION VS. PLATFORM SOLUTIONS

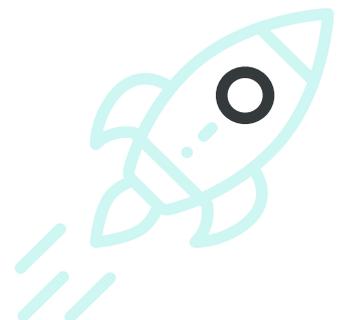
»What is the right approach for me?«

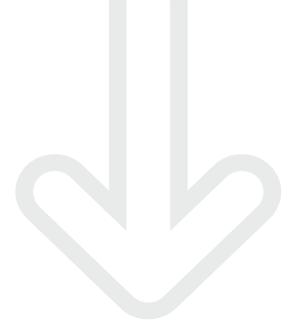
But how can such comprehensive Product Content Lifecycle Management be implemented? **Companies have two options:** either they look for dedicated software solutions for **each of the elements** or they opt for a **genuine End-to-End Product Content Lifecycle Management Platform** that covers all relevant areas.



With the **first option**, companies have the opportunity to choose the software solutions that best suit their needs. This means that they select **specialised tools** for the areas of PIM, DAM, channel management, syndication, and onboarding and then ensure the most seamless and efficient data processes possible by integrating the solutions accordingly.

In an End-to-End Product Content Lifecycle Management solution such as BYRD, **all these elements of the digital value chain are perfectly harmonised**. This ensures increased efficiency of data processes and supports high data quality from onboarding to syndication. It also eliminates the sometimes cost-intensive integration work and interface maintenance of a fragmented system landscape.





The following points play a particularly important role in determining the right approach:

Existing system landscape

Companies need to ask themselves which software solutions they are already using and to what extent these solutions cover their current and future requirements. It may be time to replace central systems such as the PIM, which creates the option of **switching directly to a comprehensive platform solution** and optimising the digital value chain from end to end.

Target vision

Of course, the operational and strategic goals of a company also play a major role. Manufacturers that want to increase their reach and strengthen their retail network have different objectives to brands that focus on the brick-and-mortar boutique business.

Budget

It is also important to weigh up the costs of both approaches. With the best-of-breed approach, the system and licence costs as well as the maintenance and operation of all individual solutions must be taken into account. In addition, the costs of digitalisation partners who take care of issues such as interface maintenance or cross-system process optimisation must also be added. However, direct monetary costs are only one aspect: it is just as important to factor in inefficiencies, quality problems, and error risks due to media disruptions and manual work that can result from a fragmented system landscape.

If you are not sure which option is best for you, contact our implementation experts – they will be happy to help you!

[REQUEST A PRODUCT DEMO NOW](#)