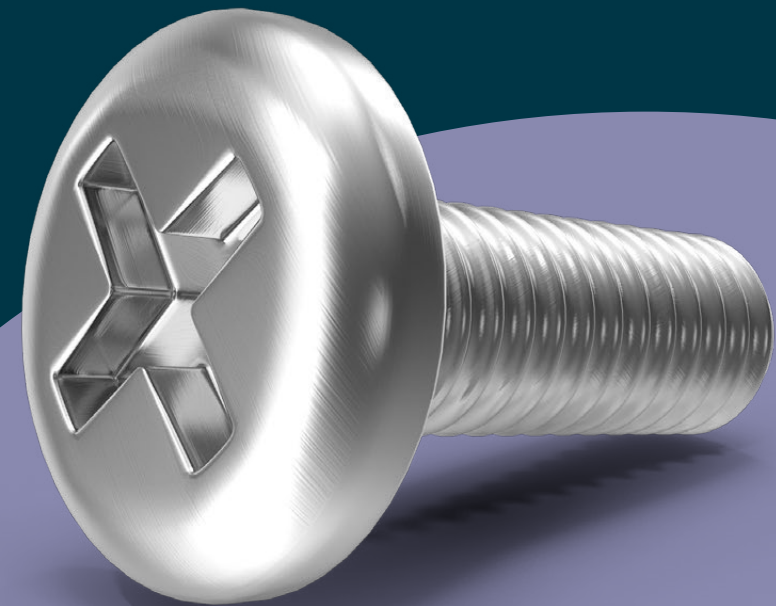




Product Content Syndication for Industry 4.0

A guide for PIM executives



Digital transformation and the role of product content syndication

Challenges in content delivery

Industrial product content is in higher demand than ever. What's more, people have increasingly complex expectations from it, including specific formats and requirements from different data exports. Contributing factors include digitalization of information and order flows, adoption of ecommerce for industrial products, and other aspects of industry 4.0.

These changes have surpassed the capabilities of legacy systems and resources, leaving PIM organizations unable to comply with the level of demand or variety in expectations. Teams that need data exports require an agility that cannot be met by PIM specialists, informaticians, and designers using highly technical tools.



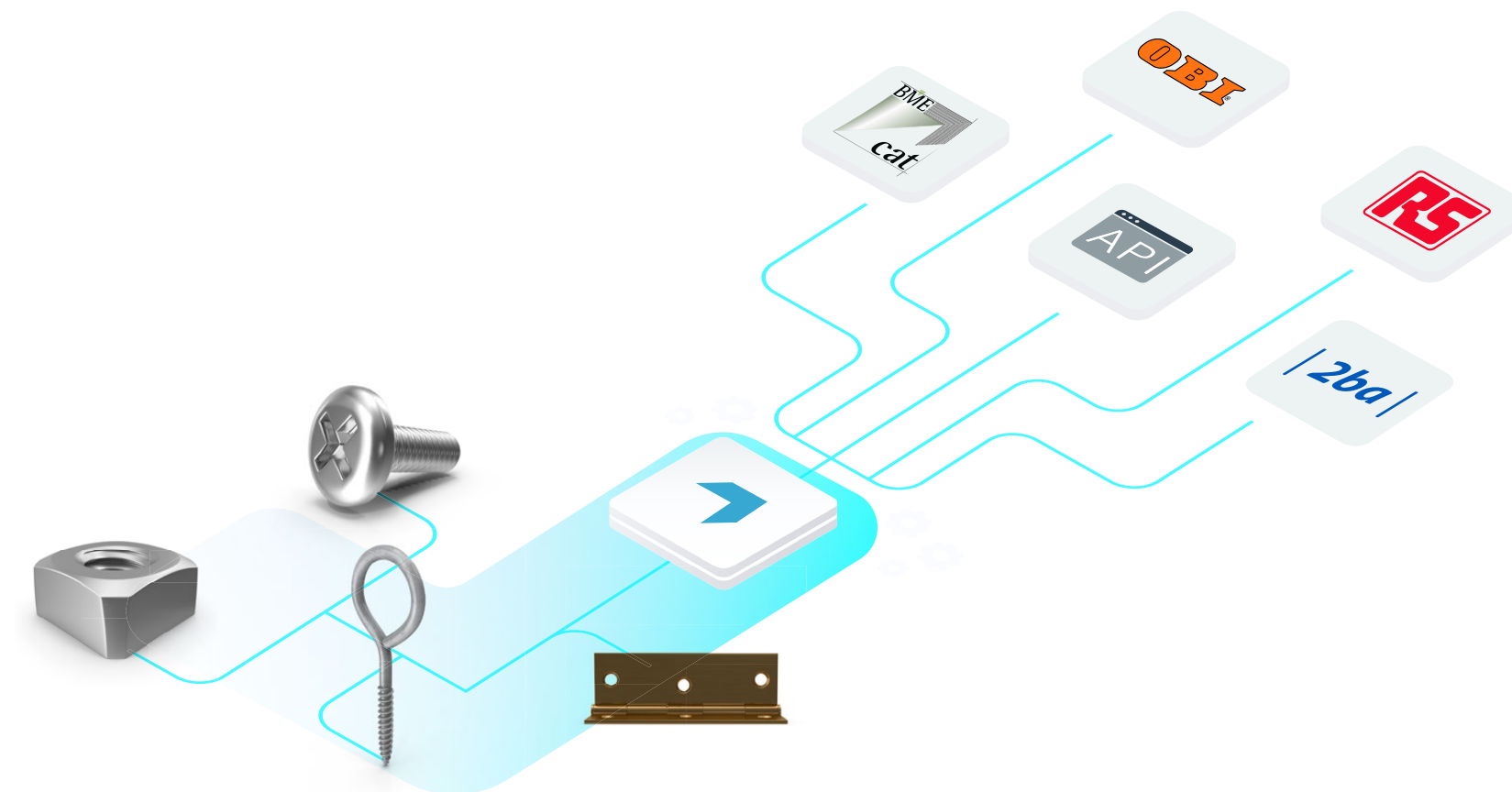
New platforms with new possibilities

Fortunately, next-generation product content syndication platforms are available to the PIM executives and data managers trying to meet the increased demand. They automate the generation of a whole range of data export configurations, ensuring that product information is received in the preferred format and quality. Most importantly of all, this is an extremely agile technology, delivering results within hours rather than weeks.

The cutting edge of product content syndication

Agile and reliable delivery of data

User-centricity drives the development of the new product content syndication platforms for industry. The goal is to ensure that users — PIM executives, data managers, or even sales and marketing teams — can quickly generate the right data exports with their own resources.



The core principles are

- ➔ Providing the teams that need the exports the tools to create them
- ➔ Ensuring fast turnaround with delivery in minutes or hours
- ➔ Providing users with the agility to make adjustments and export data in any requested format quickly
- ➔ Giving the company the ability to quickly take advantage of new market or channel opportunities
- ➔ Guaranteeing the company predictable costs and a clear return on investment from product content syndication

The product content syndication landscape for industry 4.0

Anyone who is selling, advertising, or using your products needs access to product data. Your trading partners and large customers have the largest demands when it comes to formats. It helps to consider product data exports in four categories.

I. Product data export for your largest distributors, wholesalers, and clients

Distributors, wholesalers, and large clients often request custom product data exports, each with a specific product assortment, price list, set of product attributes, and potentially a classification, such as ETIM, ECLASS, or UNSPSC. Timely delivery of this information without errors or back-and-forth discussions strengthens the business relationship and creates an entry barrier for competitors who are still using traditional methods. It can even allow for higher margins, thanks to convenience for the receiving party. Faster time-to-market, higher data quality and reduced overheads on the receiving side positively impact revenue and profitability for all parties.



ETIM
International

ECLASS

The product content syndication landscape for industry 4.0

2. Product data export to industry databases

Product data must remain easily accessible for the industry at large — and it's essential that the information is consistent wherever it's encountered. Whoever is using your product leverages your data to plan their activity but may not have direct access to you. Industry databases provide the solution. National industry databases for specific industries give you a space to publish product data in specified formats where installers, builders, other manufacturers, and distributors can find it.

POPULAR DATABASES:



NETHERLANDS



GERMANY



SWEDEN



NORWAY



SWITZERLAND



AUSTRIA

The product content syndication landscape for industry 4.0

3. Product data exports for D2C and ecommerce routes

Rapid digitization and the growth in D2C (direct-to-consumer) commerce have offered new routes to market that leverage the growing availability of ecommerce platforms. Even though D2C ecommerce is currently only a small part of industrial manufacturer revenue, it is growing rapidly and presents advantages beyond income, such as a stronger understanding of the customer type and market.

The data exports for such platforms should not be purely focused on accuracy, completeness, or adherence to standards. Descriptive product data, images, and rich media are essential because consumer-like behavior plays a huge role in buying decisions on ecommerce platforms. The data exports should ensure the product looks attractive and exciting.



The product content syndication landscape for industry 4.0

4. Product data export for touchpoints beyond your direct control

Even if you provide excellent data to your distributors, clients, and industry databases, businesses and consumers searching for your products online may still encounter inconsistencies or contradictory data. Your products are listed online by multiple sellers and resellers, and some may have poor data for your products — or simply not care enough to focus on quality.



YOU CAN OF COURSE LIST YOUR PRODUCTS DIRECTLY DISPLACING RESELLERS, BUT HERE ARE TWO OTHER SERVICES THAT MAY HELP



Google Manufacturer Center

This free service allows manufacturers to provide the authoritative versions of their product data, which are used to overwrite the data provided by other parties on every Google service where the product appears. Only price and stock values come from the selling party.



Amazon

Amazon allows manufacturers to provide authoritative versions of their product data even if they are not actually selling on Amazon.

Such tools are valuable, especially in industries where consumer preferences impact demand. Beyond ensuring excellent and consistent product data quality, they have also been shown to directly impact revenue by helping increase conversions for products online.

Defining your software needs

Several types of solutions exist to help businesses with product data. However, some, such as PIMs and MDMs, are not optimal for product data exports intended for external recipients. Instead, focus on solutions designed for mapping, customizing, and distributing product data in a full range of formats.



Ensure that the solution enables you to generate product data exports on demand with the ability to customize:

- **Assortment**
- **Price lists**
- **Sets of requested attributes**
- **Attribute naming conventions**
- **Lists of allowed values (LOVs) per attribute**
- **Taxonomy or classification (ETIM, ECLASS, UNSPSC, etc.)**
- **File format (CSV, XLSX, XML, JSON, BMEcat, FAB-DIS, etc.)**
- **Delivery method (FTP/SFTP, email, API, etc.)**

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Apart from these functional export-side requirements, consider the following:

- How does the system connect with your PIM and other systems holding core product data?
- How does it import and merge product data coming from multiple systems in multiple formats?
- Is it fit for a self-service business user with little or no coding experience?
- Can it support multiple users across multiple locations?
- What preconfigured templates does it offer, e.g., for standard channels such as Amazon and Rexel?
- How does it handle localization?
- What would it take to enable new kinds of exports that are not yet defined or predicted? In other words, is it future-proof?



Productsup helps companies break through the digital walls of the 21st century. We provide an innovative SaaS platform for feed management, product content syndication, marketplace integration, and seller onboarding. Thanks to agility and seamless connectivity, our platform empowers users to take complete control of their product data and automate product content syndication to all their sales and marketing channels, trade partners, clients, and data pools. It covers any exports from BMEcat and ETIM databases to Amazon and Google.

Headquartered in Berlin, Productsup is trusted by more than 900 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Beiersdorf, Grundfos, and Allied Electronics. We help our customers de-silo their data and get their products to market quickly.



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