

PRODUCT INFORMATION MANAGEMENT FOR GROCERY

ACCELERATE SPEED-TO-SHELF

Automate onboarding and enrichment with AI and GenAI. Reduce manual rework and anticipate evolving assortments.

COMPLIANCE & TRANSPARENCY

Centralize nutritional, allergen, and sustainability data. Structured governance meets regulatory and customer demands.

UNIFY CONTENT ACROSS CHANNELS

Manage and publish validated product content across Ecommerce, retail media, marketplaces, and loyalty apps.

DRIVE GROWTH WITH SMART DATA

Agentic AI connects clean product content to downstream pricing, promotion, and assortment systems.

Digital Wave's AI-native Product Information Management (PIM) solution, built on the ONESM Platform, unifies product content, attributes, and digital assets into one governed system. Grocers gain faster speed-to-shelf, stronger regulatory accuracy, and the ability to deliver consistent, trusted content across every channel and customer touchpoint.

KEY FEATURES

- **Centralize Product Data:** Bring attributes, nutritional details, packaging, images, and copy together in one governed hub that connects MDM and DAM.
- **Automate Content Generation:** Use AI and GenAI to instantly create optimized product descriptions, titles, and attributes that improve visibility and digital shelf performance.
- **Validate Compliance Automatically:** Verify nutritional, allergen, and sustainability data with AI-powered validation to maintain accuracy and regulatory confidence.
- **Distribute Everywhere Seamlessly:** Syndicate content across Ecommerce sites, marketplaces, and retail media platforms through real-time API integration.
- **Collaborate Across Teams:** Enable merchandising, compliance, marketing, and supplier teams to work within shared, audit-ready workflows that accelerate approvals.
- **Execute with Agentic AI:** Automate tasks such as SKU setup, content syndication, and updates to partner systems with governance-first Agentic AI workflows.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's Product Information Management empowers grocers to unify, enrich, and activate product content across the entire grocery ecosystem. With clean, governed data flowing through the ONE Platform, your teams can accelerate speed-to-shelf, strengthen compliance, and deliver consistent, trusted experiences everywhere your shoppers engage.

UNIFIED DATA FOR ACCURACY

Digital Wave's PIM eliminates disconnected tools and duplicate data entry. Because it is embedded within the ONE Platform, every product record connects seamlessly to pricing, promotions, assortment planning, and replenishment. Grocers gain a single source of truth that drives accuracy and efficiency from suppliers to shoppers.

TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Designed for grocery leaders, the solution supports perishable and shelf-stable categories, private label programs, and regional assortments. Configurable workflows and grocery-specific hierarchies adapt easily to your business needs without the cost or complexity of custom development.

FUTURE-READY INNOVATION

As part of the AI-native ONE Platform, Digital Wave's PIM continuously evolves to meet the pace of grocery transformation. Embedded AI powers accuracy and governance, GenAI accelerates content creation, and Agentic AI connects data to real-time execution. Your product information becomes the fuel that drives agility, compliance, and omnichannel growth.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONESM Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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