

PRODUCT INFORMATION MANAGEMENT FOR CONSUMER BRANDS

ACCELERATE GLOBAL LAUNCHES

Automate enrichment, packaging capture, and real-time syndication across global retailers and marketplaces.

ENSURE BRAND CONSISTENCY

Deliver approved, compliant, and brand-right content across Ecommerce, DTC, marketplaces, and retail networks.

REDUCE COSTS & COMPLEXITY

Eliminate duplicate systems and manual rework through automation, platform consolidation, and connected workflows.

ACTIVATE PRODUCT INTELLIGENCE

Leverage embedded AI, GenAI, and Agentic AI to generate copy, validate attributes, and localize content at scale.

Consumer brands face increasing complexity managing product information across global markets, channels, and retailer networks. Built on the AI-native ONESM Platform, Digital Wave Technology's Product Information Management (PIM) solution unifies, enriches, and syndicates product data across every brand, region, and retail partner turning content operations into a scalable growth engine.

KEY FEATURES

- **Centralized Product Hub:** Unify product data, attributes, packaging, and digital assets in a governed system for consistency across teams and channels.
- **Global Scalability:** Manage multi-brand, multi-region, and multilingual operations with flexible data models that adapt to retailer requirements.
- **Integrated MDM + DAM:** Maintain accuracy and control by linking content directly to master data and digital assets across the enterprise.
- **AI & GenAI Content Generation:** Create compliant, optimized product descriptions, titles, and attributes aligned with brand standards.
- **Compliance & Sustainability Governance:** Capture and validate required product data for labeling, packaging, and reporting in one environment.
- **Built-In Retail Syndication:** Distribute approved content to retailers, marketplaces, and digital channels in required formats.
- **Agentic AI Workflow Automation:** Use intelligent agents to validate, translate, and syndicate content automatically, reducing manual tasks and cycle times.
- **Collaborative Approvals & Audit Trails:** Enforce brand governance with role-based workflows, transparent review processes, and complete audit readiness.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's AI-native Product Information Management empowers consumer brands to act faster, smarter, and more consistently across the global retail landscape. By unifying product data, governance, and activation in one intelligent platform, brands can launch with confidence, maintain compliance, and deliver cohesive experiences that build shopper trust and loyalty worldwide.

UNIFIED PRODUCT INTELLIGENCE

Unlike traditional PIM tools, Digital Wave's PIM is embedded in the AI-native ONE Platform, enabling shared master data, real-time orchestration, and governance across functions. Every product record becomes a living source of truth, powering accurate, on-brand execution across all channels.

TAILORED FOR BRAND AGILITY

Purpose-built for consumer brands, the solution adapts easily to new markets, product categories, and regulatory requirements. Configurable workflows and flexible hierarchies let teams scale quickly without costly customization or IT dependency.

FUTURE-READY INNOVATION

With embedded AI, GenAI, and Agentic AI, Digital Wave PIM transforms static content into intelligent product experiences. From instant copy generation and localization to retail-ready syndication, brands can execute at the speed and precision demanded by modern retail.

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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