

## INCREASE EFFICIENCY & REVENUE

Automate repetitive tasks and streamline content creation to free up your team's time, allowing them to focus on strategies that drive higher revenue.

## BOOST DISCOVERABILITY & SEARCHABILITY

Automate product attribution, suggest customer-centric attributes, and optimize SEO to increase discoverability in a crowded marketplace.

## MAXIMIZE PROFITABILITY & BRAND LOYALTY

Deliver precise, tailored content that fosters stronger customer relationships, driving increased profit margins and lasting brand loyalty.

## CAPTIVATE CONSUMERS ACROSS CHANNELS

Engage your audience with consistent, high-quality content that resonates across all touchpoints, driving engagement and conversion.

Boost your productivity, captivate your audience, and transform your business operations with our GenAI capabilities, integrated fully into the ONE<sup>SM</sup> Platform. GenAI leverages your existing tech stack to drive unprecedented growth and productivity.

This innovative solution empowers your business with lightning-fast product copy generation tailored to your brand voice, enhancing content consistency and quality across channels, at scale. By enriching product attributes, GenAI ensures your products stand out in a crowded market by improving discoverability and searchability. GenAI doesn't just automate – it elevates. By infusing positive customer sentiments from reviews into actionable insights, it enables continuous improvements in your merchandise assortments.

Create photorealistic on-model images, enabling your entire collection to shine while engaging diverse audiences across channels. AI-generated advertising offers unparalleled speed in campaign launches, reaching audiences faster and more effectively.

GenAI connects to any PIM, PXM, MDM, E-commerce platform, ERP, Social Commerce, or data source, including Excel. Its enterprise, MACH architecture, API-first, cloud-native solution ensures a smooth integration, getting you up and running in a few weeks!

GenAI is your partner in driving growth and maximizing productivity. Delivering immediate, tangible value, it empowers your team to achieve more with less effort.



# AVAILABLE SEPARATELY OR AS PART OF THE GENAI CAPABILITIES SUITE:

## AI ATTRIBUTION

Automatically enrich attributes and extract key information from images, packaging, and documents to improve product discoverability, SEO, and attribute-dependent systems and processes such as forecasting, pricing, assortment planning, inventory management, and category management. Transform source data into your brand's customer-centric attributes.

- Minimize manual input on repetitive tasks.
- Fill data gaps with an AI quality control assistant.
- Choose from individual or bulk processing and approvals
- Enhance the customer experience with valuable information to win the sale.
- Improve website navigation, search, and organic listings for higher conversions.
- Increase customer satisfaction and loyalty through complete and accurate product attribution recommendations.

## AI COPYWRITER

Quickly generate product content in any format including short and long product descriptions, social posts, videos, blogs, catalog copy, and marketing content.

- Engage consumers across channels with high-quality content.
- Search-engine-optimized content in your brand voice and style.
- Generate individual or bulk product content in seconds.
- Maintain editorial control with an approval workflow.
- Natively multilingual - write content in any language!
- Accelerate speed to market for faster revenue generation.
- Update copy incorporating customer sentiment and positive reviews.
- Expand sales channels with the same size team.



# AVAILABLE SEPARATELY OR AS PART OF THE GENAI CAPABILITIES SUITE:

## AI REVIEW ANALYSIS

Analyze thousands of product reviews to extract actionable Voice of Customer insights for product development, merchandising, assortment planning, store operations, customer service, vendor partners, and marketing.

- Automatically incorporate positive review statements into product copy.
- Utilize Voice of Customer feedback for continuous improvement in business processes, product offerings, design, or packaging to improve customer satisfaction.
- Craft persuasive product descriptions with product insights and major selling points that customers genuinely value.
- Incorporate naturally occurring keywords into your product descriptions, blog posts, and other website content, to boost SEO and drive organic traffic.
- Use customer insights in marketing to gain a compelling edge over the competition.

## AI PHOTOSHOOT

Effortlessly create photorealistic on-model images, marketing lifestyle visuals, and collection photography for websites, social media, email, and more. Tailored to diverse body types, ages, and styles, AI PhotoShoot ensures every product in your collection shines.

- Generate inclusive on-model visuals for your entire collection.
- Reduce costs by eliminating traditional photoshoot logistics, studio rentals, and model fees.
- Create high-quality images in seconds for faster time to market.
- Customize visuals for A/B testing and quick-turn creative campaigns.
- Enhance customer engagement with imagery that resonates across channels.
- Improve online sales and reduce returns with detailed, personalized imagery.



# AVAILABLE SEPARATELY OR AS PART OF THE GENAI CAPABILITIES SUITE:

## AI ADVERTISING

Modernize your marketing with AI-driven imagery using your secure brand platform to deliver cost-effective, compelling content with unrivaled speed and precision. AI Advertising acts as a copilot to create lifestyle images and marketing copy in your brand voice for any brand, category, product, promotional, or personalized marketing.

- Execute AI ad creation and syndicate globally across multiple selling channels in any language in a single solution.
- Rapidly promote brands through social media channels.
- Amplify brand awareness and watch engagement rates soar.
- Streamline the process, fuel creativity, and boost your team's productivity.
- Cut production costs associated with costly photo shoots or ad agencies and reduce customer acquisition costs.
- Stand out in the market, adapt to trends swiftly, and build brand loyalty.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Speed, precision, and adaptability are essential for success. Businesses need more than just powerful tools—they need a platform that unifies, tailors, and evolves with their needs. Digital Wave's GenAI Capabilities, fully integrated within the ONE Platform, are designed to elevate your business by delivering these critical advantages.*

## UNIFIED EFFICIENCY ACROSS OPERATIONS

Integration is crucial, but unification brings transformation. With the ONE Platform, GenAI functions as part of a unified system, ensuring that every solution is interconnected, and that data consistency is maintained across all processes. When you enhance product attributes or generate AI-driven advertising campaigns with GenAI, the effects ripple across your entire operation. Product content updates are instantly visible across all channels and all parts of the organization, maintaining coherence and speed. By unifying your operations, Digital Wave empowers you to work smarter, not harder, driving efficiency and revenue growth with ease.

## TAILORED PRECISION WITHOUT THE CUSTOMIZATION HASSLE

In a market where solutions often fall short, businesses frequently face the choice between settling for off-the-shelf software or investing in costly custom builds. The ONE Platform, with native GenAI, offers a different approach. Our solutions are tailored to meet your unique needs through straightforward configuration—not complex customization. Whether you are enriching product attributes automatically, integrating customer insights into product descriptions, streamlining your marketing efforts with AI-generated content, or creating photorealistic on-model product photography, collection images, and marketing lifestyle visuals, our GenAI fits your processes effortlessly. This flexibility allows you to scale and innovate without the delays or costs associated with traditional custom software.

## FUTURE-READY INNOVATION FOR SUSTAINABLE GROWTH

Staying ahead of trends is critical. The ONE Platform ensures that your business remains future-ready. Built on a strong analytics foundation, it adapts to technological advancements, enabling GenAI to continuously incorporate the latest tools and capabilities. Whether it is enhancing SEO with automated product attributes or launching global campaigns with unprecedented speed, you're equipped to seize new opportunities as they arise. With our GenAI capabilities, you're not just keeping up with change—you're leading it.



# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Replenishment, Purchase Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-native ONE Platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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