

# AI-NATIVE PRODUCT INFORMATION MANAGEMENT (PIM)



## BOOST REVENUE & CUSTOMER SATISFACTION

Enhance product data accuracy and consistency for your website to create a customer experience that drives higher sales and increases brand loyalty.

## STREAMLINE OPERATIONS & INCREASE EFFICIENCY

Speed up product onboarding and streamline processes with automated workflows and data governance, so your teams focus on growth & innovation.

## ENHANCE DATA GOVERNANCE & COMPLIANCE

Maintain a single source of truth with robust governance capabilities, supporting DPP and ensuring data integrity, compliance, and operational efficiency.

## ACCELERATE TIME TO MARKET

Minimize time-to-market and increase adaptability with automated data enrichment and centralized management.

Simplify product data management for a single website, delivering precision and efficiency through a unified approach. As part of the highly flexible and analytical ONE<sup>SM</sup> Platform, our comprehensive PIM includes Master Data Management (MDM), Digital Asset Management (DAM), automated on-brand copy, and product attribution enrichment for a streamlined, cost-effective way to manage product information.

By centralizing and automating the management of product data, your organization can reduce product onboarding time from weeks to minutes, ensuring data quality and consistency while minimizing operational costs. With built-in workflow automation, AI-driven content generation, and advanced data governance, Digital Wave's PIM empowers businesses to streamline operations, enhance customer experiences, and drive growth. Your journey toward scalable growth and exceptional customer satisfaction begins here.

## KEY FEATURES

- **Automate with Embedded Native AI:** Improve product data quality and accuracy with automated enrichment, leveraging AI to fill in data gaps and generate on-brand product content.
- **Maintain a Centralized Single Source of Truth:** Manage a consistent, accurate product database from item creation to product management and syndication, eliminating data discrepancies and streamlining processes.



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## KEY FEATURES

- **Centralize Digital Asset Management (DAM):** Organize all media assets in one place and enrich product content with unlimited metadata. Optimize assets for your website with dynamic publishing options, ensuring an engaging, on-brand narrative.

- **Configurable Enterprise Workflow:** Easily set up the workflow to your unique business needs, ensuring accurate and complete product data contributions from each responsible role.

- **Efficient Mass Updates:** Save time and ensure uniformity by updating multiple records simultaneously, boosting operational efficiency and reducing manual errors.

- **Empower with Self-Service Configuration:** Enable non-technical users to independently manage data fields, governance values, and business logic, reducing reliance on IT support and enhancing business agility.

- **Flexible Data Handling:** Manage, enrich, and publish product data for your primary website while distributing accurate information to other connected systems, ensuring consistency and alignment across your organization.

- **Visual Merchandising and Category Management:** Simplify website management, empower digital teams to effortlessly oversee your site's category tree, and optimize the visual merchandising of Product Listing Page (PLP) sequencing for higher conversion rates.

- **Advanced Syndication:** Efficiently manage data flows with self-service connector building and rules-based automation, ensuring accurate and efficient data distribution across all systems.

- **Collaborate with Customers and Suppliers:** Improve product information quality and strengthen business relationships with enhanced communication and coordination within the PIM.

- **Actionable Analytical Reporting:** Leverage real-time insights with a robust analytical database that aggregates and organizes data from multiple sources. Customizable dashboards provide visibility and exception alerts, accelerating the onboarding process with increased accuracy and completeness.

- **Digital Product Passports:** Support transparency, sustainability, and compliance in global markets.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Empower your business with a streamlined, efficient approach to product information management. With advanced data governance, automated content generation, and flexible data handling, Digital Wave PIM accelerates your time to market, enhances data quality, and reduces your total cost of ownership. Achieve more with a single, unified solution designed to adapt to your evolving business needs.*

## HARNESS THE POWER OF PRODUCT MASTER DATA MANAGEMENT

With Digital Wave's "Bring-Your-Own Data" approach, import data in virtually any format and leverage existing resources without format constraints. Advanced transformations and validations ensure seamless integration and optimized data output, reducing IT resource demand and accelerating implementation.

## BOOST REVENUE GROWTH AT ACCELERATED SPEEDS

Expedite product launches and boost sales velocity with on-brand, SEO-optimized product content and detailed attributes. Enhance product discoverability across channels, increasing conversions and reducing returns.

## FUTURE-PROOF SOLUTIONS FOR TODAY'S MARKET

Prepare for the future with a solution that evolves with your business needs. Digital Wave's PIM ensures you stay ahead of market trends with continuous innovation and robust data governance.



# 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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