



ACTUM Digital

Why choose the inriver product information management solution







The foundation of your omnichannel commerce strategy

what is Product Information Management (PIM)?

It's a software solution that solves the challenges of modern omnichannel commerce by streamlining people, process, and the technologies that drive revenue.

It's the way retailers, brands, and industrial manufacturers optimize multi-channel commerce today.

the value of a product information management solution:

-  PIM is the foundational solution that gives you the tools and insights to win on and off the digital shelf.
-  PIM connects to your critical systems (ERP, CRM, e-commerce, and more) - eliminating silos and disjointed data and reporting.
-  PIM is a dynamic and flexible solution that keeps pace with changing market conditions.
-  PIM guides users to take next best actions from real-time digital shelf analytics to optimize CX and buyer engagement.
-  PIM automates manual tasks - saving time and resources.
-  PIM enables scale across channels, geographies and platforms - improving time to market.

why inriver Digital-first PIM?

The industry's only digital-first product information management (PIM) solution. This solution empowers organizations to deliver **revenue-driving product information at every customer touchpoint and selling more effectively online.**

How? Product content has become the digital front door to your organization. And the opportunities to reach buyers across any channel and in any geography have never been better. However, **with omnichannel opportunities comes challenges.**

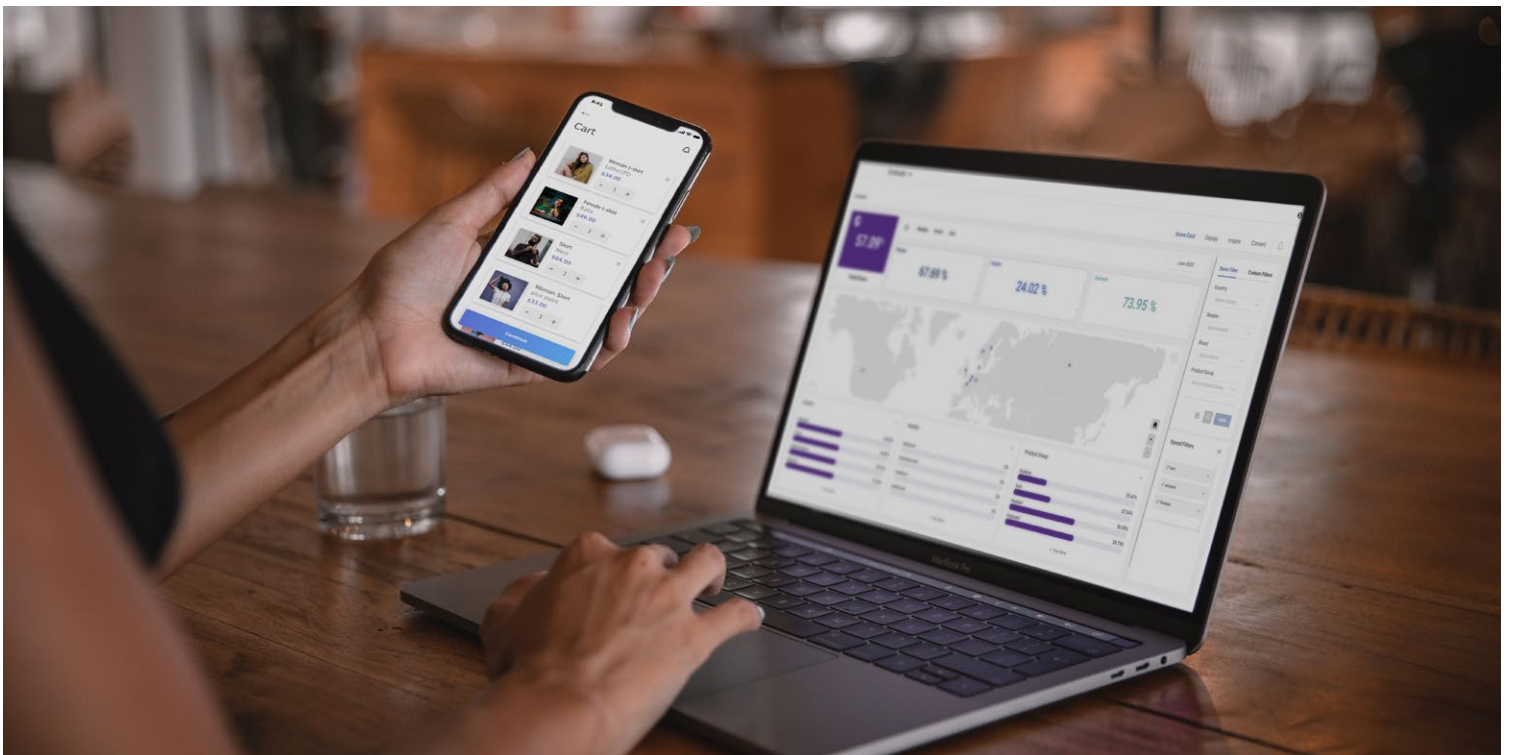
When product content is not managed properly, it becomes an Achilles heel instead of a strategic asset.

Buyer expectations are high and omnichannel commerce means each and every customer touchpoint is an opportunity to **gain market share, to deliver an exceptional customer experience, and to drive revenue.**



"Inriver's maintained its position among the leaders because of its ability to help merchants face the evolving challenges of commerce today, including channel explosion, lofty customer expectations, and fierce competition"

said Jordan Jewell, research director, digital commerce, IDC.



what we do



collect data

Provide one place for all your product data



enhance data

Enrich your data, connect and attract



distribute

Get your data to the right channels

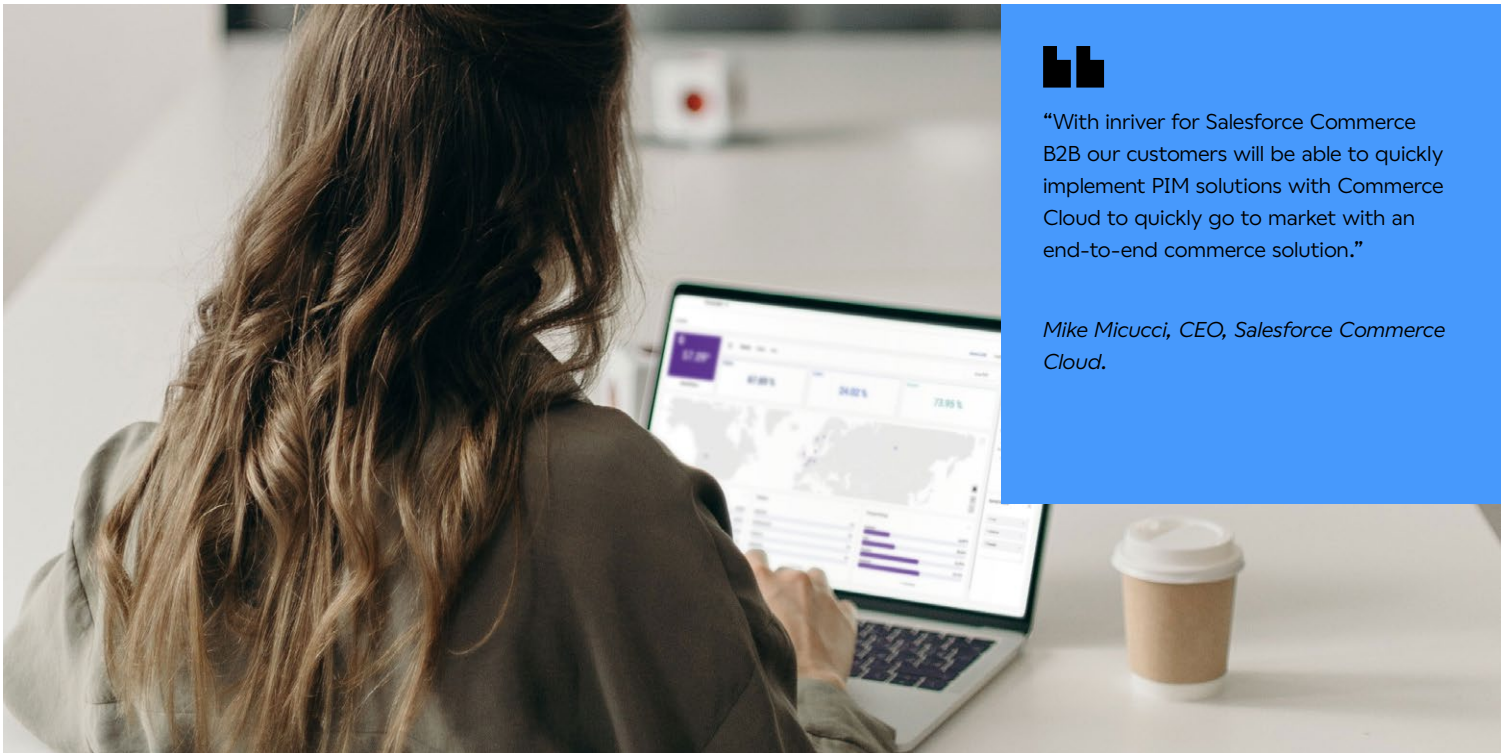


measure

Gain insights on where your data is and how it's doing

Inriver's digital-first product information management (PIM) enables companies to bring to life compelling product stories for high engagement purchases. Also get

actionable guidance on what influences buying decisions, and make changes to optimize results. Speed matters in commerce today. You can't afford to miss a single opportunity.



“With inriver for Salesforce Commerce B2B our customers will be able to quickly implement PIM solutions with Commerce Cloud to quickly go to market with an end-to-end commerce solution.”

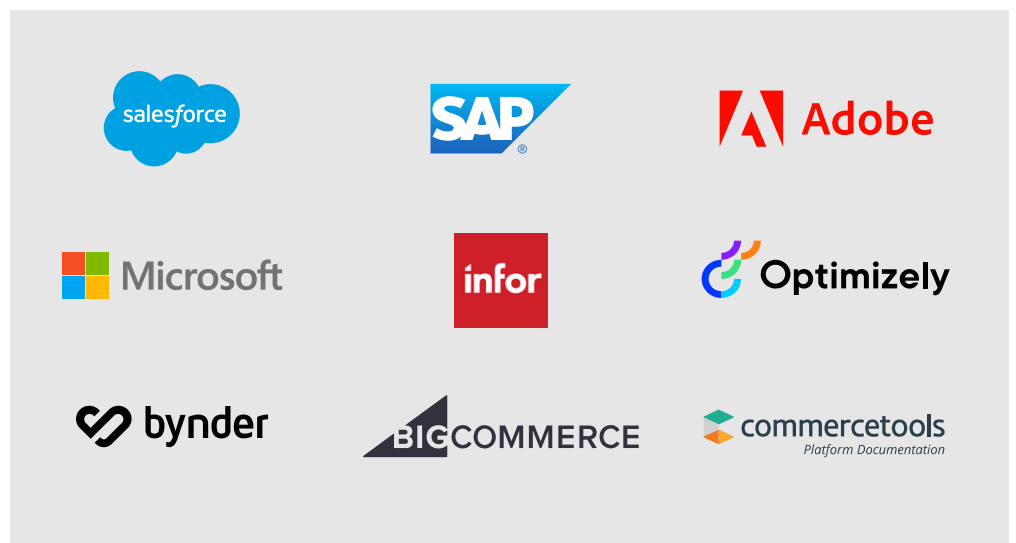
Mike Micucci, CEO, Salesforce Commerce Cloud.

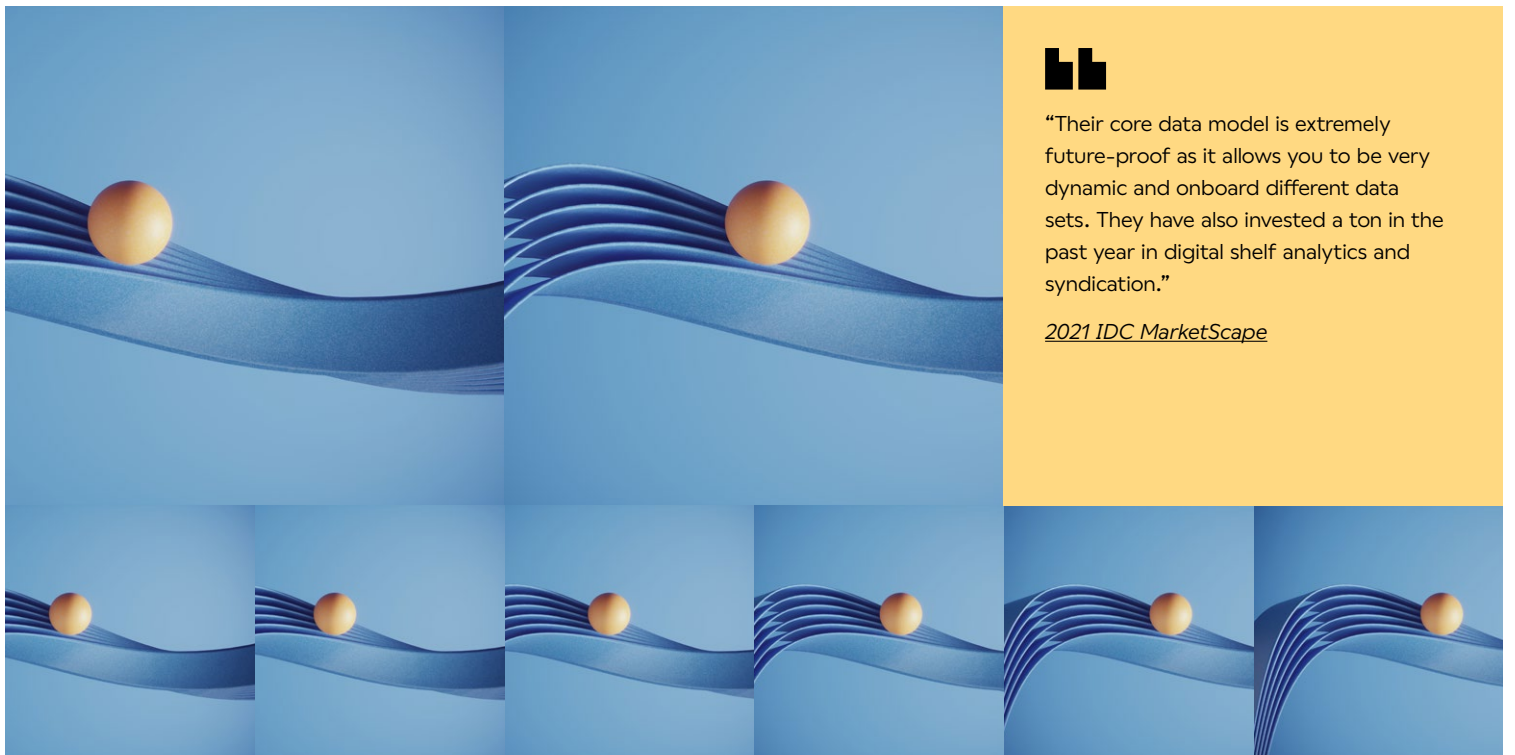
why inriver

The ecosystem. Commerce is always in flux. Needs, technology, customers, and partners are always evolving. To stay ahead of the curve, brands need a PIM solution that is future-proof, built to work with the technologies that run just about everything from Salesforce Commerce B2B to SAP Commerce Cloud to Microsoft and more. The ecosystem you connect to is critical and only inriver is available on the ones that matter.

The inriver community is a thriving network of 8,000+ users that influence and guide product development and use cases. They are your community.

This next generation of PIM gives business owners the ability to not only manage content, but to maximize product revenue.





“Their core data model is extremely future-proof as it allows you to be very dynamic and onboard different data sets. They have also invested a ton in the past year in digital shelf analytics and syndication.”

2021 IDC MarketScape

limitless possibilities

It starts with the data model. A data model is a visual representation of all your data. It determines the structure of your data. Think entities, attributes, or relations. The model specifies the data elements which make up your products. A data model needs to be

flexible (we call it elastic) to help you adjust and change to meet current and future needs. Inriver has the industry’s only elastic data model and in this highly competitive market, agility matters so you can scale to meet any need or opportunity.

digital speed

Operationalize product information and quickly make changes across the revenue landscape. Increase saleable days without burdening IT teams. Deliver product information across channels and ecosystem from a single platform.

Automate manual tasks, eliminate silos, and increase productivity for a better customer experience.

engagement intelligence

Receive data-driven feedback and guidance to tap into new insights on customer interactions and make better decisions. Guesswork becomes a thing of the past. And use them to optimize everything. Guesswork becomes a thing of the past. No more stock-outs, missing product information, or poor performing content. Take control of the performance of the digital shelf.



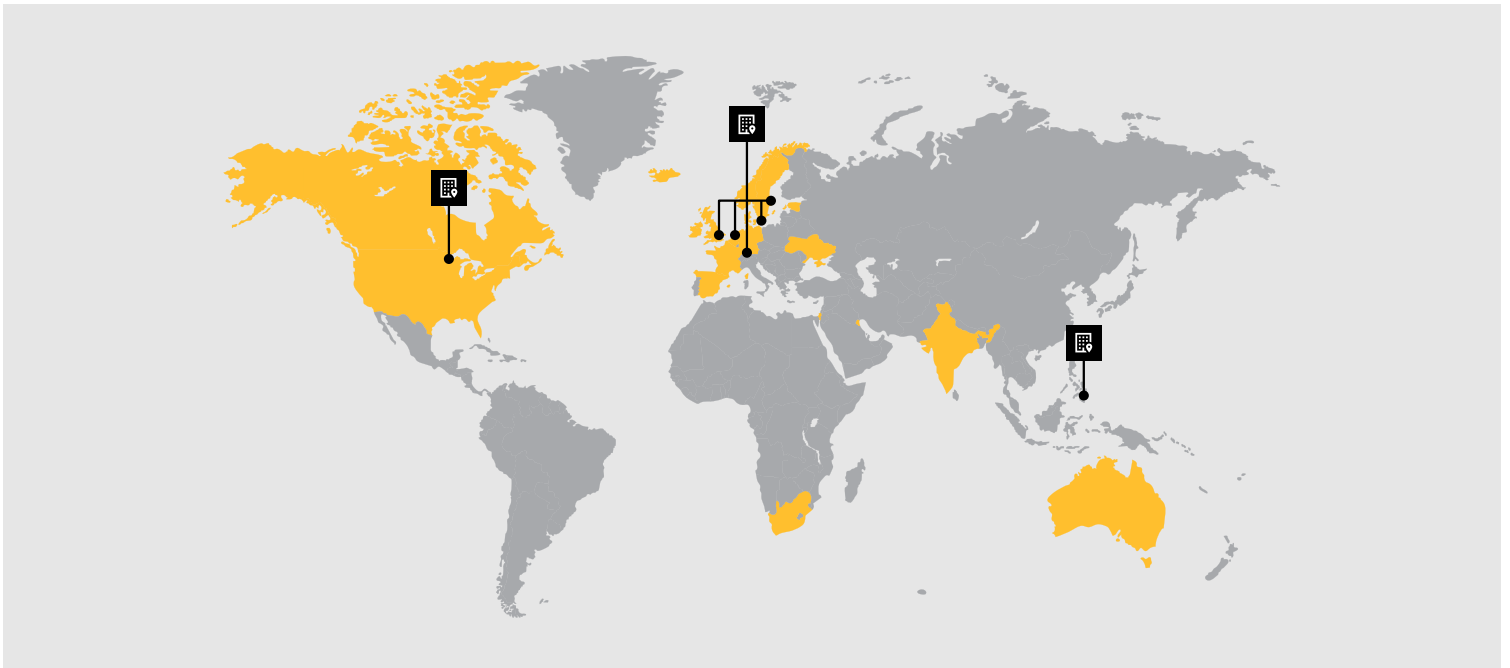
“Buyers should choose inriver if seeking a PIM that is designed for marketers and has embedded syndication capabilities.”

2021 IDC MarketScape

who is inriver?

We built the PIM market. With 15+ years of innovation, inriver is a trusted partner with 700 customers in 1,600 brands across every industry and in every vertical.

Customers including Cartier, New Balance, Office Depot, Prysmian Group, Vestas, Ethan Allen, Mercury Marine, Kawasaki and Oticon use inriver to open the digital front door and deliver better customer experiences across any channel or marketplace.



ACTUM Digital

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Want to see inriver Digital-first PIM in action? Contact us to arrange a demo or email sales@inriver.com for more information

get in touch

inriver facts

www.inriver.com

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