



Riversand PIM solution

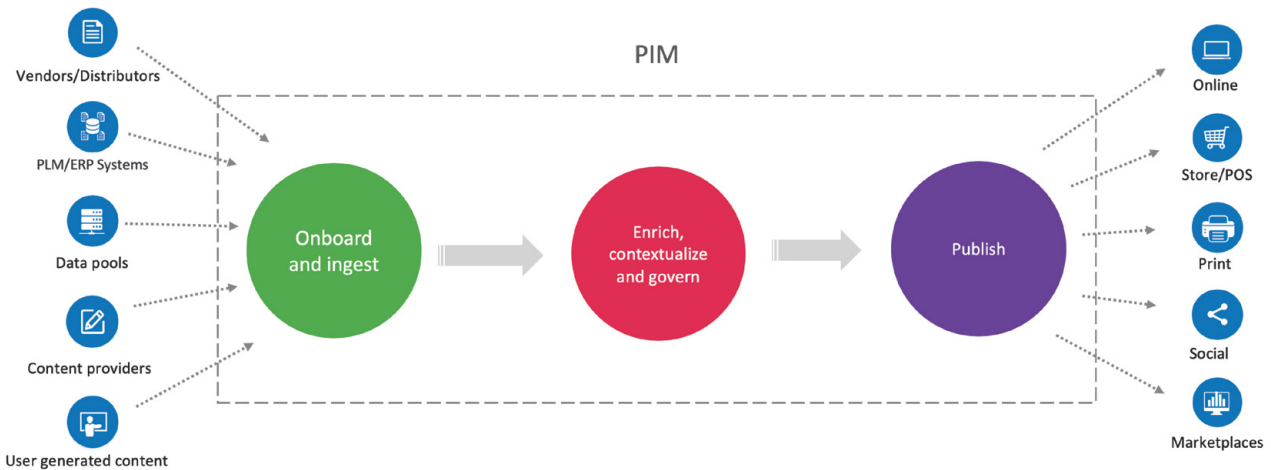
Riversand SaaS PIM is a highly scalable, enterprise-grade solution that equips businesses to manage, govern and analyze their product information.



What is PIM?

Product Information Management (PIM) is an application that provides trusted product content for unified commerce, relevant product information for micro-segments and product insights for improved customer loyalty. A PIM solution aligns the digital transformation imperatives of an enterprise by improving operational excellence and engaging with the customer throughout their purchase lifecycle.

What does PIM do?



A PIM solution manages, governs and analyzes product information across the information supply chain enabling an organization to develop highly collaborative and efficient digital supply chains, reduce manual processes, and move products to market faster. The ultimate business outcome of PIM is to deliver exceptional customer experiences.

Why SaaS?

A SaaS PIM solution will provide faster and easier onboarding, lower and more predictable costs, access to the latest version of the technology and continued vendor engagement.



Features of Riversand's PIM

Riversand's cloud-based PIM was designed with elastic scaling in mind. The platform+apps model removes all barriers to acceleration of an enterprise's growth. The integrated data model allows you to obtain intelligence that tells you not just what you *can* do, but what you *should* do.

A PIM solution

- ✓ Accelerates new product introduction
- ✓ Improves sales by providing the right product for the right customer at the right time
- ✓ Reduces supply chain costs and identifies bottlenecks through better reporting

With a PIM solution, you can

- ✓ Achieve strategic agility by using product data as an asset
- ✓ Focus on what matters most – drive revenue by customer obsessed product innovation
- ✓ Be ready to connect to other modern technologies and other data domains

You need a PIM solution if you want to:

- ✓ Simplify and automate aggregation of product information from multiple sources
- ✓ Trusted and rich product data throughout your enterprise
- ✓ Maintain consistent real-time data across your enterprise, marketplaces, and data pools with ease.

Essential Business Applications

Digital Asset Management

Digital asset management (DAM) is a business process for organizing, storing and retrieving rich media and managing digital rights and permissions. Rich media assets include photos, music, videos, animations, podcasts and other multimedia content.

Retail Connectors

Riversand's retail connectors are designed to overcome the complex challenges of first- and last-mile data syndication, by searching, acquiring and disseminating product content across disparate channels - marketplaces, e-commerce platforms, language translation agencies, customer sentiments, social feeds, etc.

Analytics

The analytics and reporting apps use machine learning algorithms to help find patterns and bring insights on the next maturity level of analysis from "What are my customers buying?" to "Why are they choosing a particular product over the other?" They also help in improving the product information and making it more search friendly for the end customers.

Vendor Portal

Riversand's Vendor Portal provides a simplified solution to allow your vendors to upload their product data simultaneously for easy on-boarding and new product introductions.

www.riversand.com

