

IVIS Group Sonetto® PXM on Azure

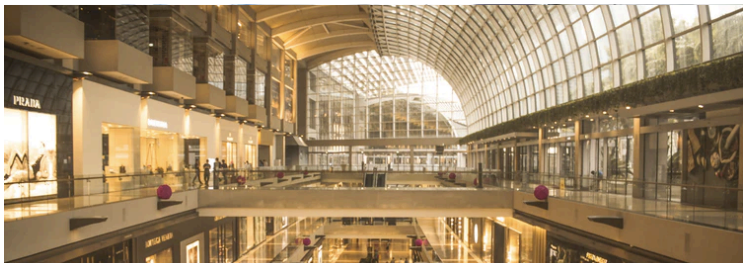


Retailers are challenged to evolve their product management to meet customer expectations against a backdrop of poor product data quality and increased IT cost and complexity

Challenges

Retailers strive to expand their market share across multiple categories, channels, regions, business models and segments. Challenges in adapting product information across a myriad of touch-points are increasing time-to-market and adding cost and complexity in making systems talk to each other.

- Inconsistent data quality from multiple suppliers
- Challenges to speak customer language as opposed to buyer language in defining and grouping products
- Every department creates/consumes different parts of the data (spreadsheet pandemic).



Ideal Solution

Retailers need to engage in a dialogue with customers in describing their products inline with customer expectations. Dialogue is also needed in engaging with suppliers and within internal departments. A step-change is needed to capture and harness knowledge and automate tasks across the organisation.

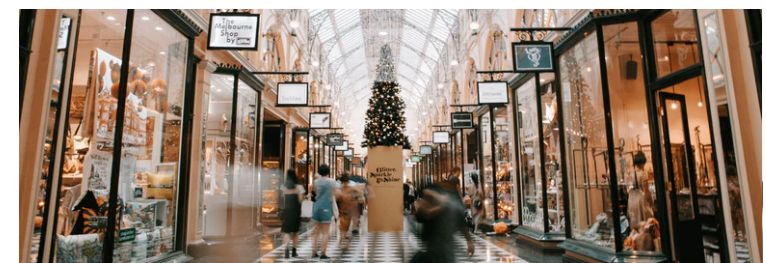
- Given change is the only constant, there is a need to enrich product definition easily for customer dialogue
- Given the integration complexity, there is a need an approach to 'learn' and 'automate' knowledge
- Given the number of recipients of product information, there is a need for centralised services on the cloud.



Desired Outcomes

Increased collaboration across the business to shorten time to market of product introduction. Increase sales and conversion and maximise customer retention through better product data accuracy, that is more customer-centric and lifestyle focused.

- Maximise customer retention and personalise experiences by creating customer-centric product information
- Increase sales and conversion by using rich merchandising tools
- Reduce time-to-market for new products and reduce costs for product introduction.



Sonetto® PXM building continuous dialogue and offering personalised experiences

Model: Central Repository

Infinite definition of products across touchpoints

- Maps product definition across categories, channels, business models, regions & segments
- Provides partners and departments the means to collaborate, add, maintain and publish product information from a shared repository
- Provides a single version of the truth maintained through a centralised governance process

Infer: Machine-automation

Automate product enrichment & merchandising

- Business users 'teach' the solution to automate product management using visual interface
- Extensive merchandising capabilities to enrich, categorise and cross-sell/up-sell products
- Reduce cost and time of product induction, minimise returns by providing rich product information

Deliver: On-demand Service

Scalable model that grows with your needs

- Competitive entry point with a “pay as you consume” model
- Simplified integration using standard interfaces (API) and out-of box-features
- Start small and scale seamlessly

Sonetto® PXM supporting retailers to speak customers' language across all touchpoints for higher sales, profitability and brand penetration. Sonetto® PXM provides an on-demand customer-centric solution with a competitive entry point. It centrally manages product data across channels, regions and segments building a continuous dialogue and offering personalised experiences

IVIS Group Sonetto® PXM on Azure



Sonetto® PXM on Azure enable retailers to manage customer-centric product information optimised for Omni-channel retail. Using a machine-automation engine with a visual interface, retailers can centrally automate activities including cleansing, enrichment, categorisation and merchandising to gain competitive advantage. With Microsoft Azure, retailers gain flexibility to pay only for what they use in addition to infinite scalability model.

Product Alignment

Infinite Scalability

Built-in auto-scaling capability that allows the application to scale based on load



Pay Per Use

Usage fees based on the number of products with tiered-pricing



Ubiquity of Use

Integration is simplified using standard interfaces (APIs) and access available from anywhere in the world



Customer Success Story

TAORAY WANG

taoray taoray

TAORAY WANG and its second line taoray toaray are new fashion brands that needed a full end-to-end Omni-channel trading solution that adapts and scale as their business model matures.

As part of the overall solution, Sonetto® PXM on Azure provided the business with solid foundations for managing product information effectively across all channels.

Using the solution, the business was able to start small in China then gradually expand to multiple business models and markets - managing product information in Chinese initially and including English for the international market.

Win Results

Omni-channel product information management right from the start - product information was managed centrally but published to fit for purpose for different business models, channels and languages

Microsoft Azure provided cross-regional scalability as the business grows to include more products and markets and made managing a global presence seamless and transparent

Collaboration between teams as each department contributed to a single version of the truth maintained through a centralised governance process



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Identity Retailing Partners