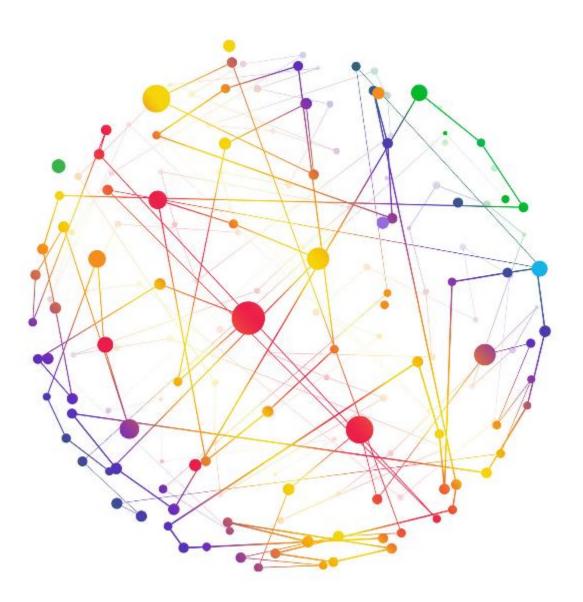
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Riversand Product and Offerings Positioning



What has Riversand been seeing lately?



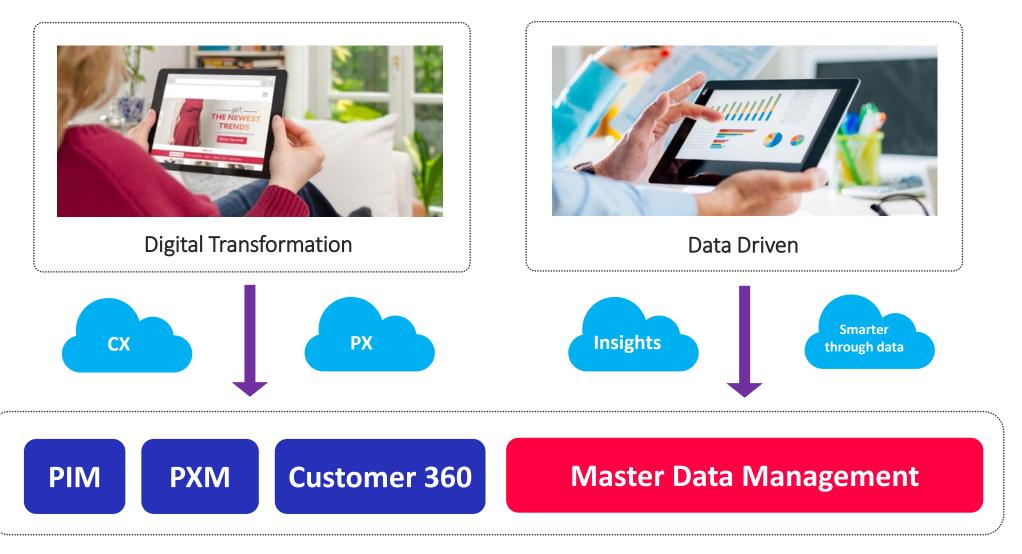


Resilience

Agility



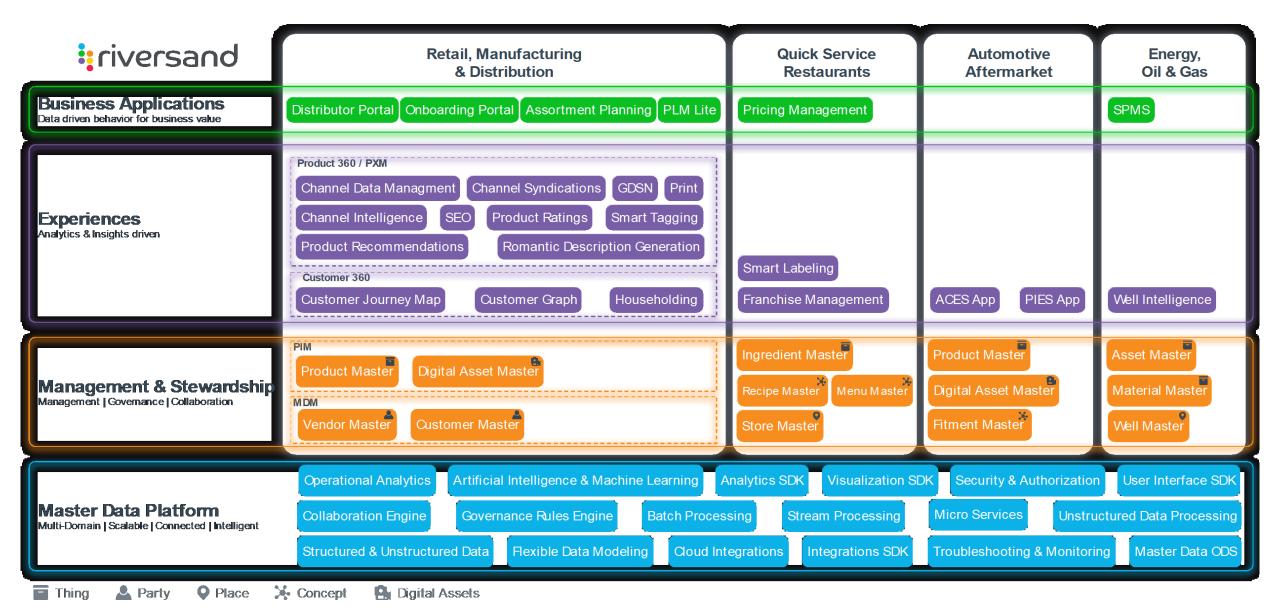
Industry Trends



Master-data-related industry solutions

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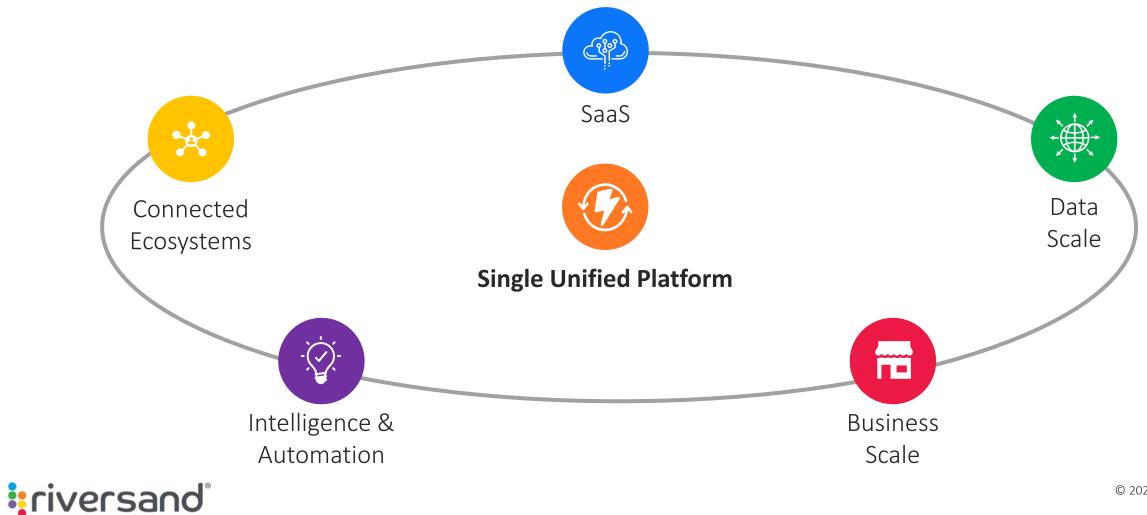
Riversand's Master Data Experience Platform





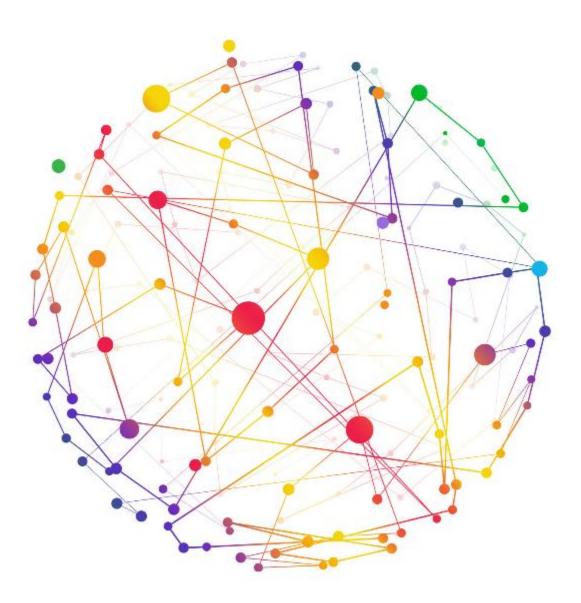


Multi-domain Master Data Experience Platform



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Platform and Product Roadmap



Riversand's Master Data Experience Platform

riversand	Retail, Manufacturing & Distribution	Quick Service Restaurants	Automotive Aftermarket	Energy, Oil & Gas
Business Applications Data driven behavior for business value	Distributor Portal Onboarding Portal Assortment Planning PLM Lite	Pricing Management		SPMS
Experiences Analytics & Insights driven	Product 360 / PXM Channel Data Managment Channel Syndications GDSN Print Channel Intelligence SEO Product Ratings Smart Tagging Product Recommendations Romantic Description Generation Customer 360 Customer Journey Map Customer Graph Householding	Smart Labeling Franchise Management	ACES App PIES App	Well Intelligence
Management & Stewardship Management Governance Collaboration	Product Master Digital Asset Master	Ingredient Master Recipe Master Menu Master Store Master	Product Master Digital Asset Master Fitment Master	Asset Master Material Master Well Master
Master Data Platform Multi-Domain Scalable Connected Intelligent	Operational Analytics Artificial Intelligence & Machine Learning A Collaboration Engine Governance Rules Engine Batch Process Structured & Unstructured Data Flexible Data Modeling Cloud Intelligence			ctured Data Processir

Riversand Master Data Experience Platform

Short Term Roadmap

Business Applications

- Energy Spare Parts Management Solution (SPMS)
- QSR Pricing Management

Experiences

- GDSN "Manufacturing" and "Retailer" Apps
- Marketplace and eCommerce connectors
- Channel Intelligence, AI based Enrichment, Smart Tagging, Customer Journey Mapping
- Automotive Aftermarket Apps (ACES & PIES)

Management & Stewardship

- Enhanced bulk data enrichment
- Focus on self-serviceability and user personalization
- Trend Insights

Master Data Platform

- SDKs for UI plugin, Connectors, Visualization and Analytics
- Deeper AI/ML capabilities
- Performance and scalability enhancements
- Operational enhancements for faster updates and shorter rollouts

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10%

55%

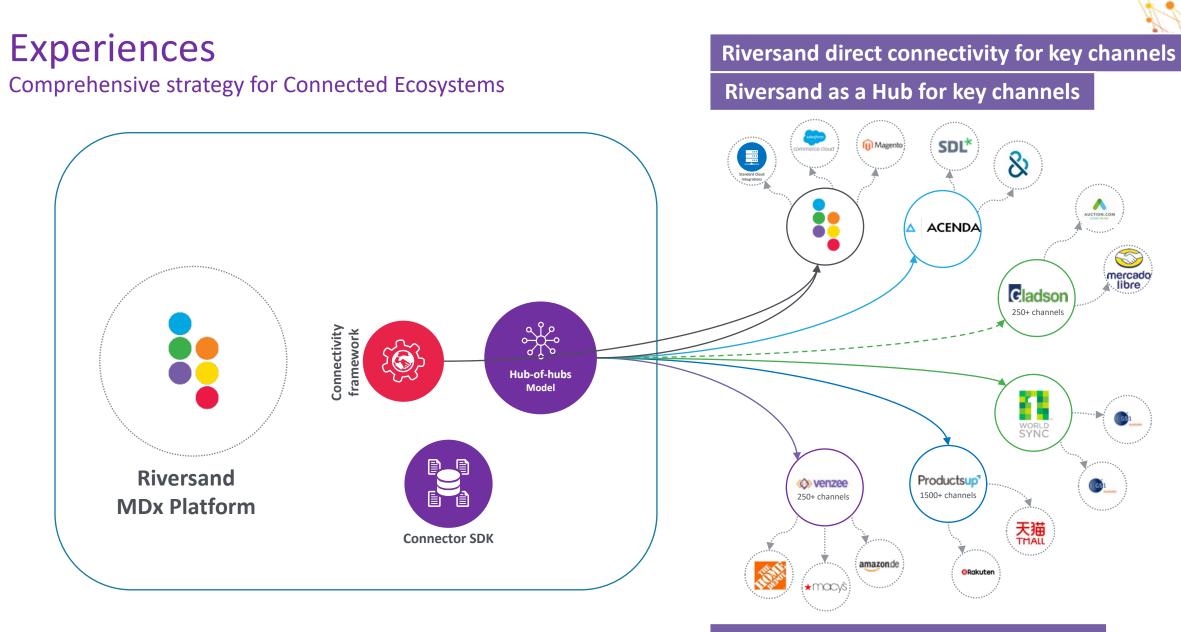
10%

25%



Experiences Product 360 & Customer 360 Focused – Driven by AI & Automation

Experience Apps	Key use-cases & capabilities		
Syndication & Channel experience	 Publish data to internal and external end points (ecommerce, marketplaces, GDSN) Intelligence and feedback from the channels on product performance 		
Compare and Improve (Content & Assortment)	 How do products behave in different channels? Recommendations for assortments and data enrichment Contextual positioning and promotional recommendations for cross-sells and up-sells Tone of voice recommendations to auto create romantic descriptions Extract metadata and content from images to further enrich the content 		
Content onboarding Portal	 Data onboarding from suppliers, data sources, data pools, etc. Industry and vertical specific data sources (CNet, Ingram Micro, Nutritionix, TecDoc, Polk) Match / Merge / Survivorship of content with automatic mapping of classification, attribute and values Auto identify kind of images as well as data within metadata and image 		
Content distribution portal	Ability for distributors / wholesalers to be able to self serve data consumption		
Customer Graphs and Insights	• Ability to map and infer customer graphs / households for B2B and eventually B2C customers		
Customer Journey mapping	 Based on historical customer data and age / timeline mapping, recommend next set of transactions 		



Grow exponentially with partners



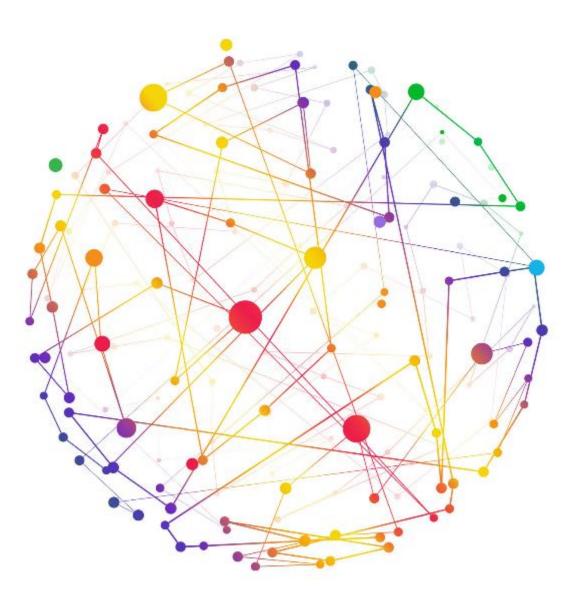
Experiences

eCommerce & Marketplace Connectors Roadmap



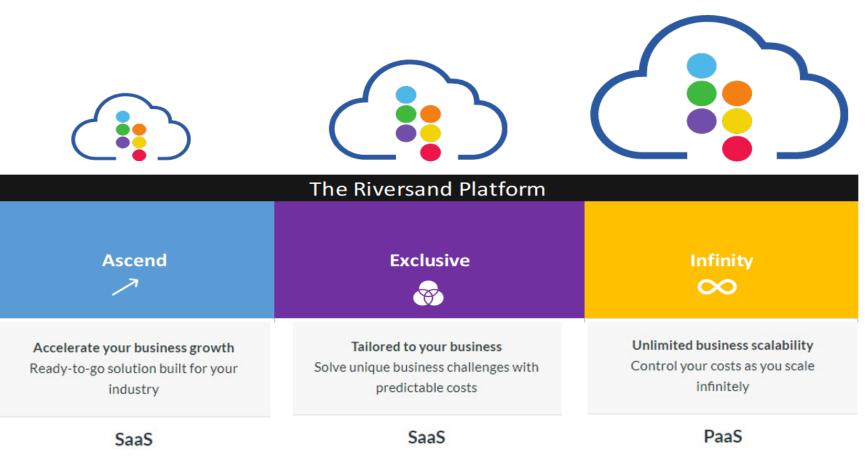


Offerings & GTM Positioning



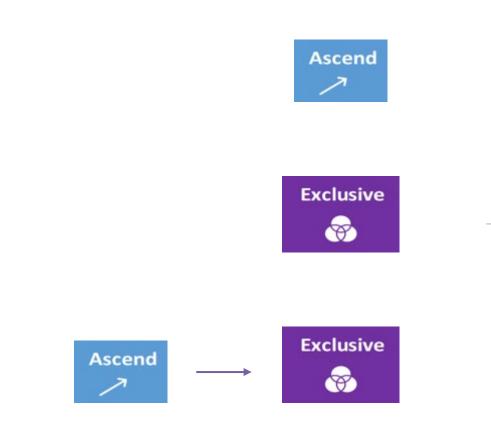
Go-to-market offerings

A single Multi-domain Cloud-native SAAS Platform with multiple Offerings. A platform that grows with you as your business evolves and scales.





Offering selection based on customer persona and needs...



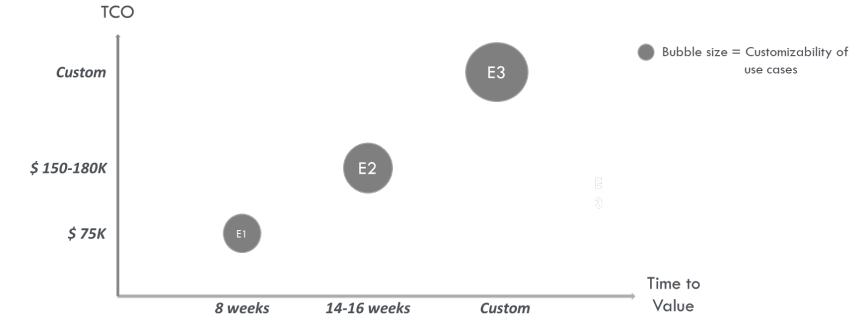
- Data domains and priority
- Uniqueness or complexity of use cases
- Business-readiness vs control
- Total cost of ownership
- POC to establish the value
- Competitive landscape



Implementation Strategy for Enterprise segment



Ascend Implementation – E1 (Offering: Start with Ascend)	Ascend-inspired Implementation – E2 (Offering: Exclusive)	Custom Implementation – E3 (Offering: Exclusive)
1. Standard use cases available in Ascend	1. Solve ~70% of use cases w/ Ascend	1. New industry or data domain
2. Lower customizability	2. Quick time to first value	2. Unclear requirements
3. No incremental use cases	3. Incremental use cases post initial phase	3. Higher degree of customizability



Ascend Packaged Solutions & Roadmap



Current

PIM for Manufacturers

PIM for Retail/Distribution

Material Master for Industrial Mfg./Dist.

Food master for Packaged food manufacturers

Store Master

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Enrich existing offerings with additional use cases

PIM for Automotive Aftermarket Manufacturers

PIM for Automotive Aftermarket Distributors

B2B Party Master (Vendor/Customer)

Food & Beverage Industry solutions

Ascend PIM – Retail & Distribution

An Experience Platform View

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