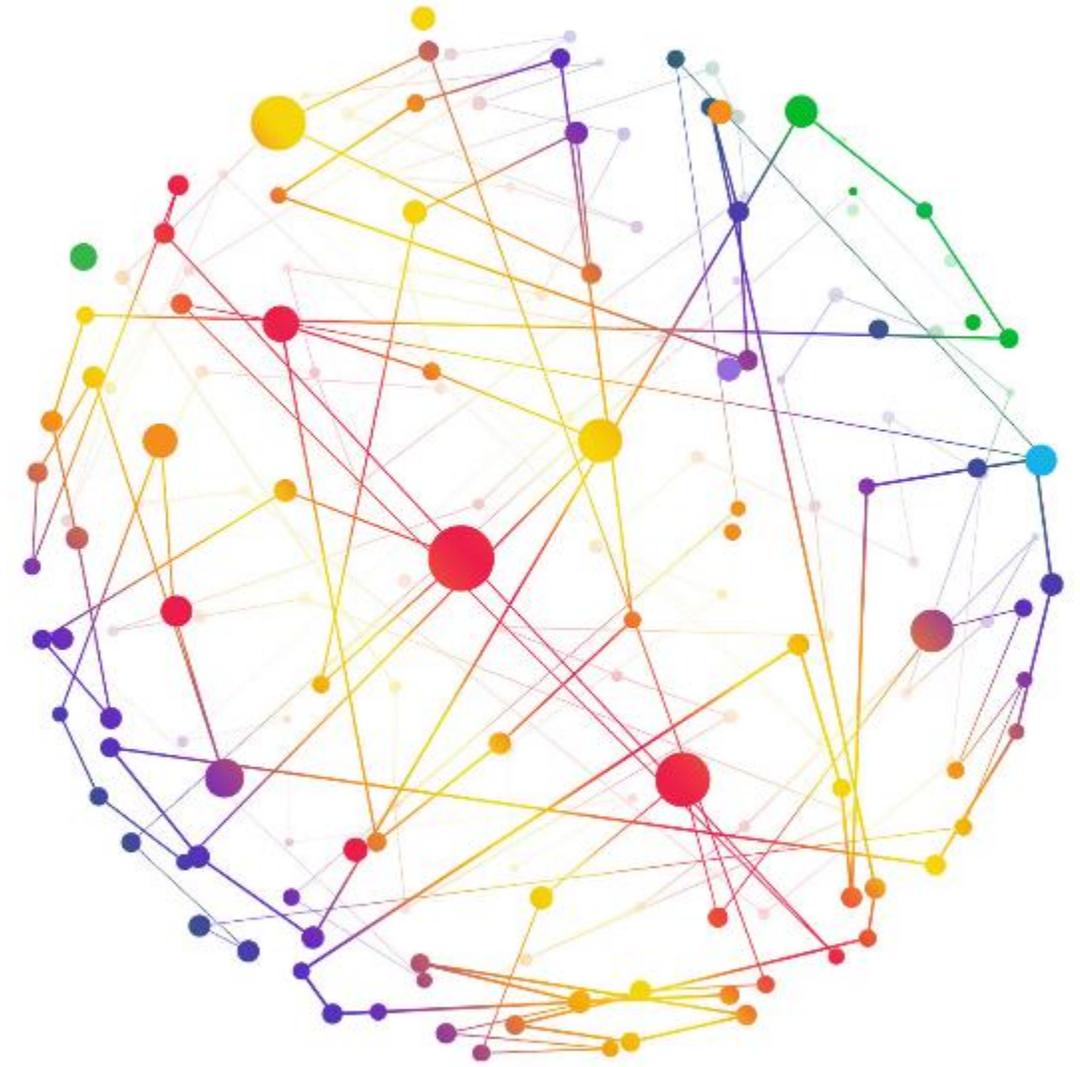




## Riversand Product and Offerings Positioning



What has Riversand been seeing lately?



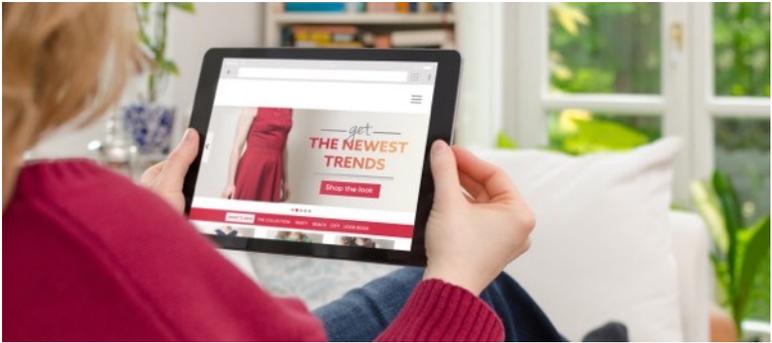
Contact-free economy

Resilience

Agility



# Industry Trends



Digital Transformation



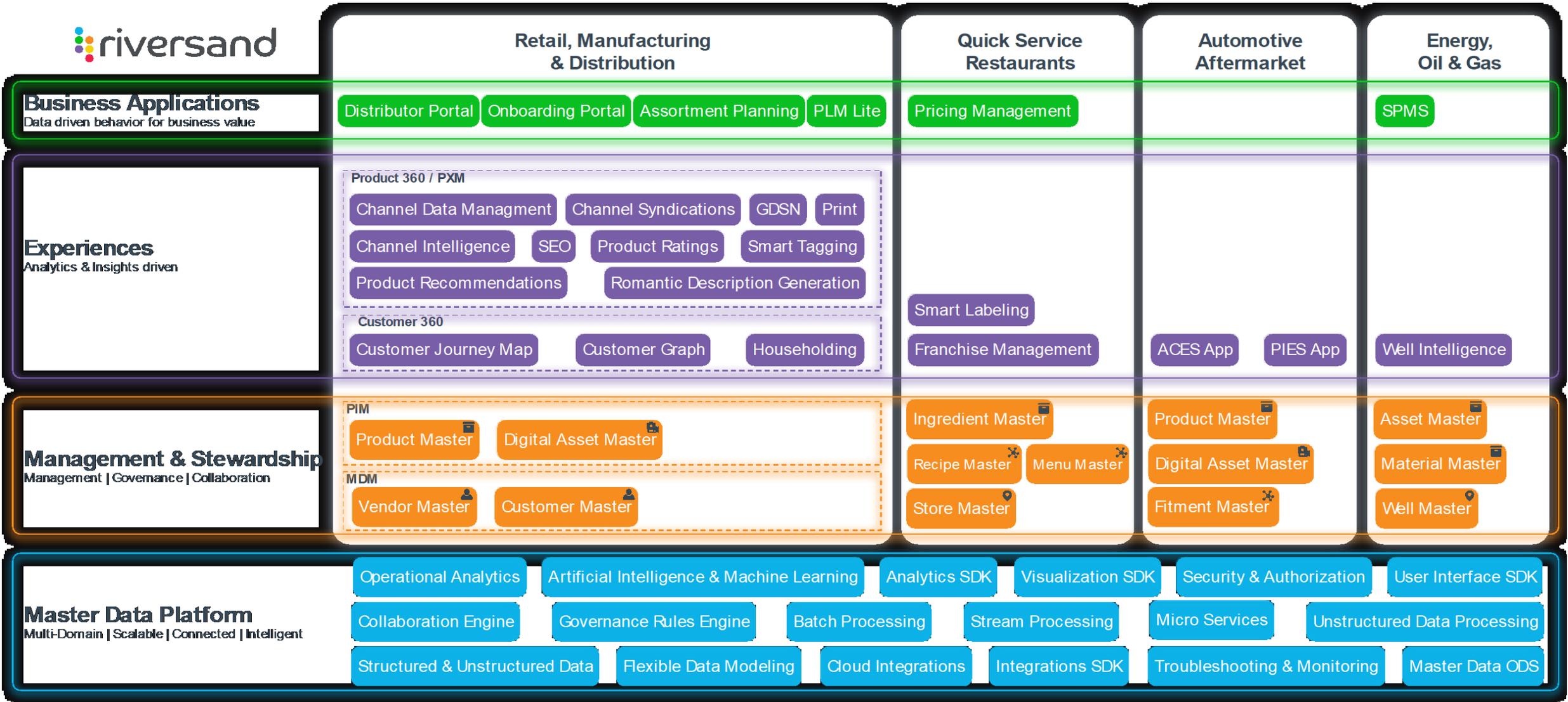
Data Driven



PIM   PXM   Customer 360   **Master Data Management**

Master-data-related industry solutions

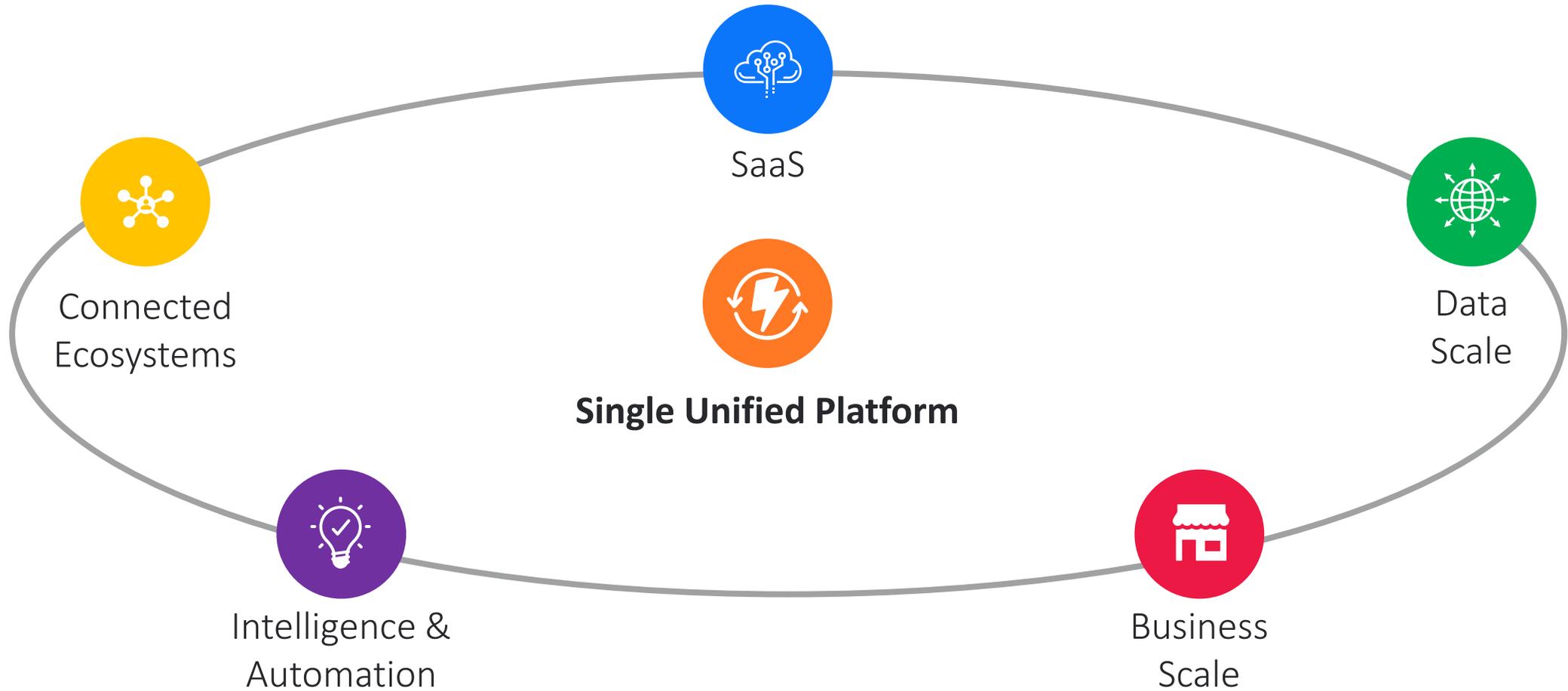
# Riversand's Master Data Experience Platform



Thing Party Place Concept Digital Assets

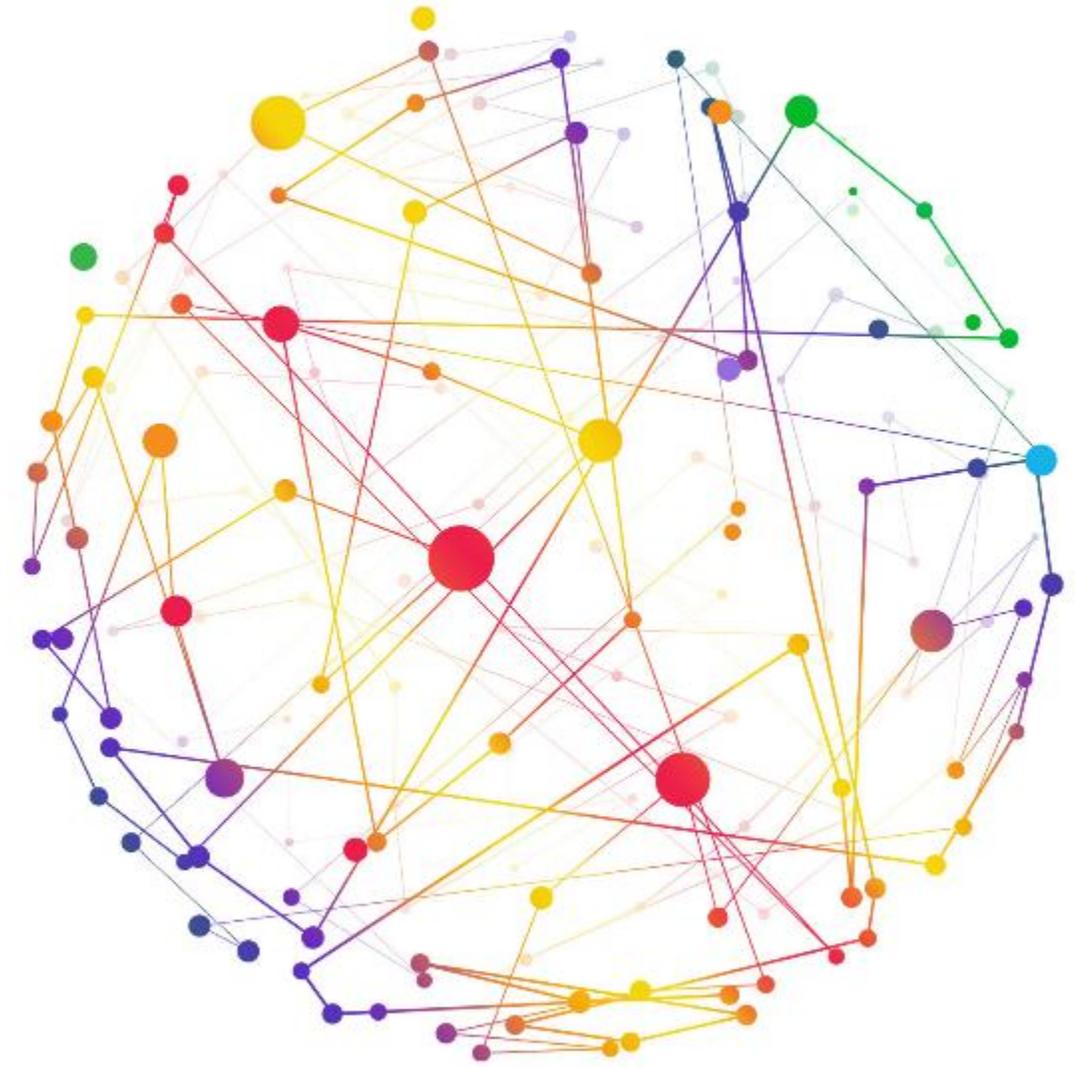


# Multi-domain Master Data Experience Platform



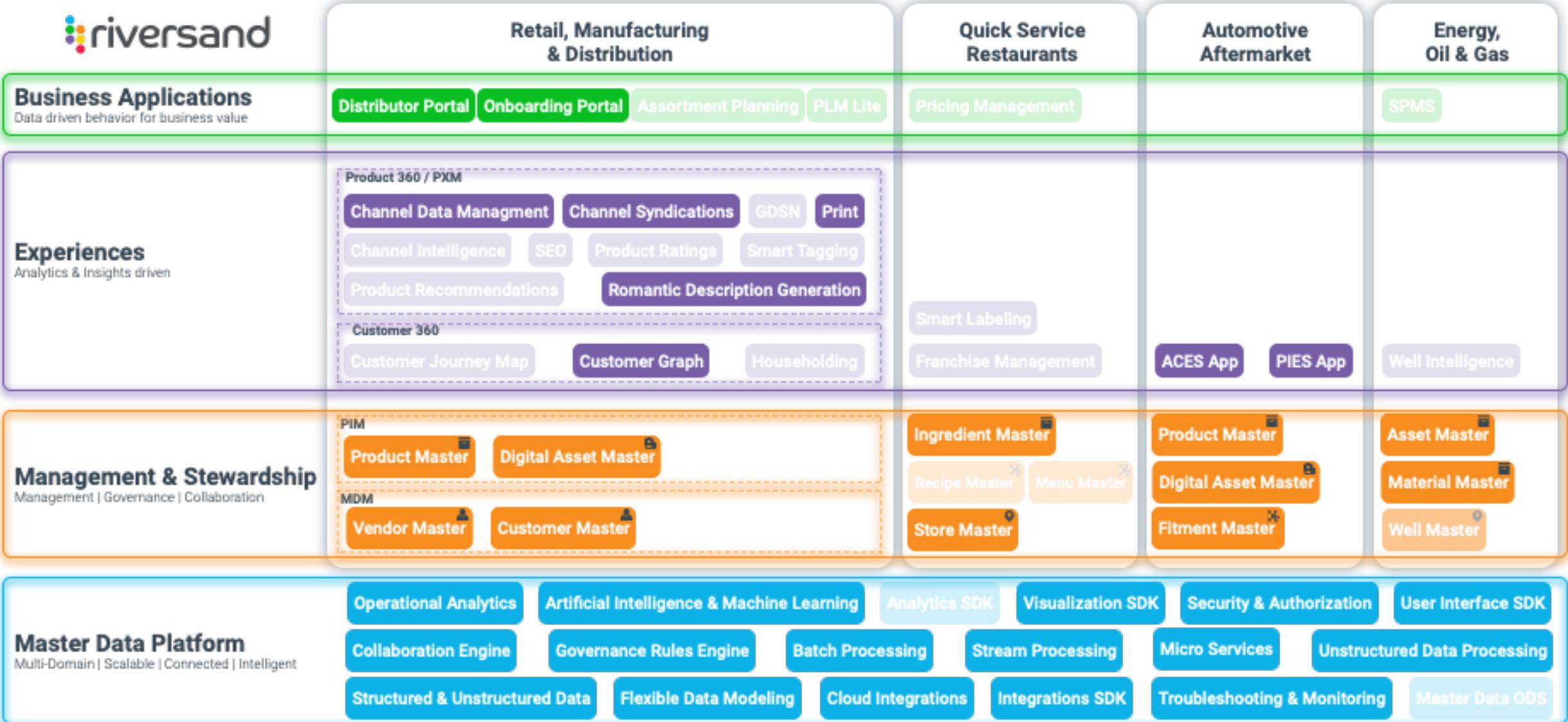


# Platform and Product Roadmap



# Riversand's Master Data Experience Platform

Current State



Thing
 Party
 Place
 Concept
 Digital Assets

# Riversand Master Data Experience Platform

## Short Term Roadmap



### Business Applications

10%

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

### Experiences

55%

- 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

10%

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

### Master Data Platform

25%

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

# Experiences

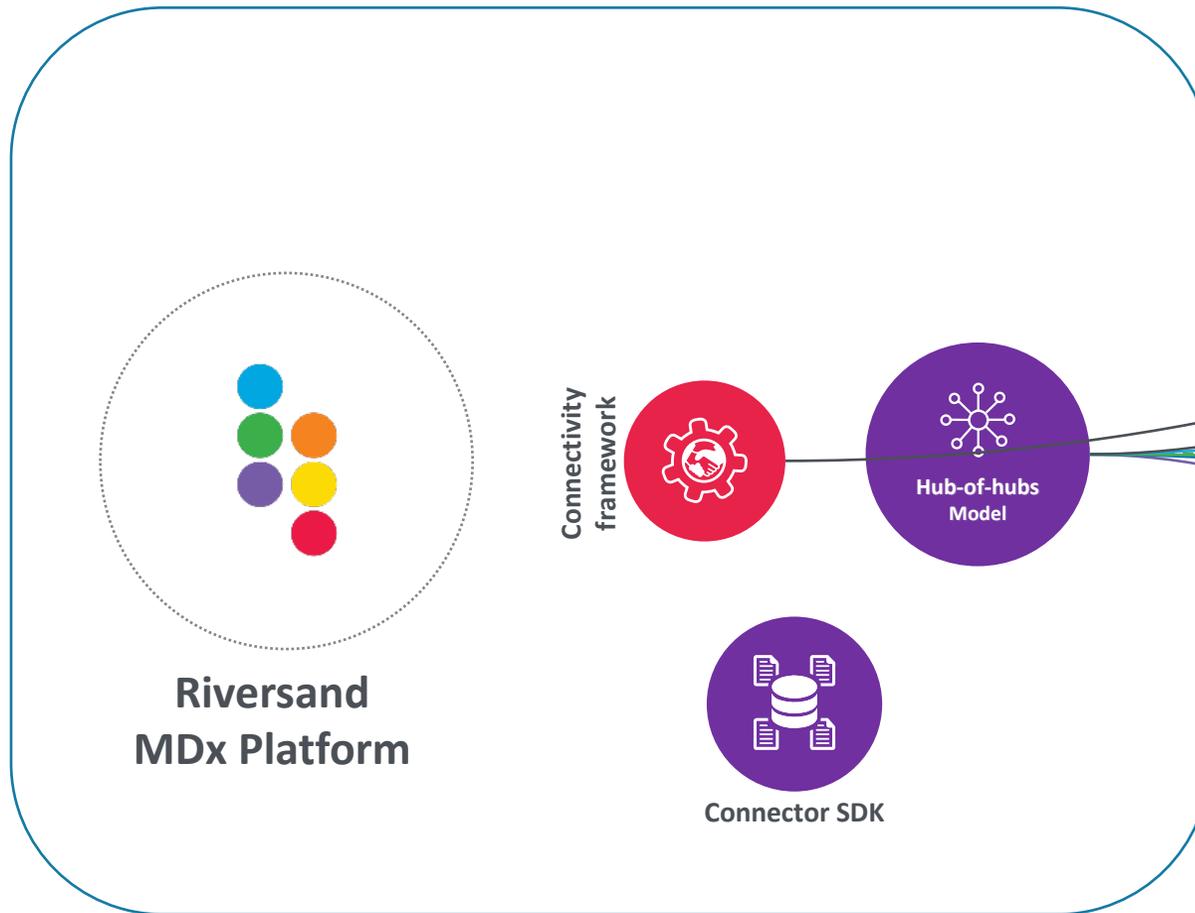
Product 360 & Customer 360 Focused – Driven by AI & Automation



Experience Apps	Key use-cases & capabilities
Syndication & Channel experience	<ul style="list-style-type: none"><li>• Publish data to internal and external end points (ecommerce, marketplaces, GDSN)</li><li>• Intelligence and feedback from the channels on product performance</li></ul>
Compare and Improve (Content & Assortment)	<ul style="list-style-type: none"><li>• How do products behave in different channels?</li><li>• Recommendations for assortments and data enrichment</li><li>• Contextual positioning and promotional recommendations for cross-sells and up-sells</li><li>• Tone of voice recommendations to auto create romantic descriptions</li><li>• Extract metadata and content from images to further enrich the content</li></ul>
Content onboarding Portal	<ul style="list-style-type: none"><li>• Data onboarding from suppliers, data sources, data pools, etc.</li><li>• Industry and vertical specific data sources (CNet, Ingram Micro, Nutritionix, TecDoc, Polk)</li><li>• Match / Merge / Survivorship of content with automatic mapping of classification, attribute and values</li><li>• Auto identify kind of images as well as data within metadata and image</li></ul>
Content distribution portal	<ul style="list-style-type: none"><li>• Ability for distributors / wholesalers to be able to self serve data consumption</li></ul>
Customer Graphs and Insights	<ul style="list-style-type: none"><li>• Ability to map and infer customer graphs / households for B2B and eventually B2C customers</li></ul>
Customer Journey mapping	<ul style="list-style-type: none"><li>• Based on historical customer data and age / timeline mapping, recommend next set of transactions</li></ul>

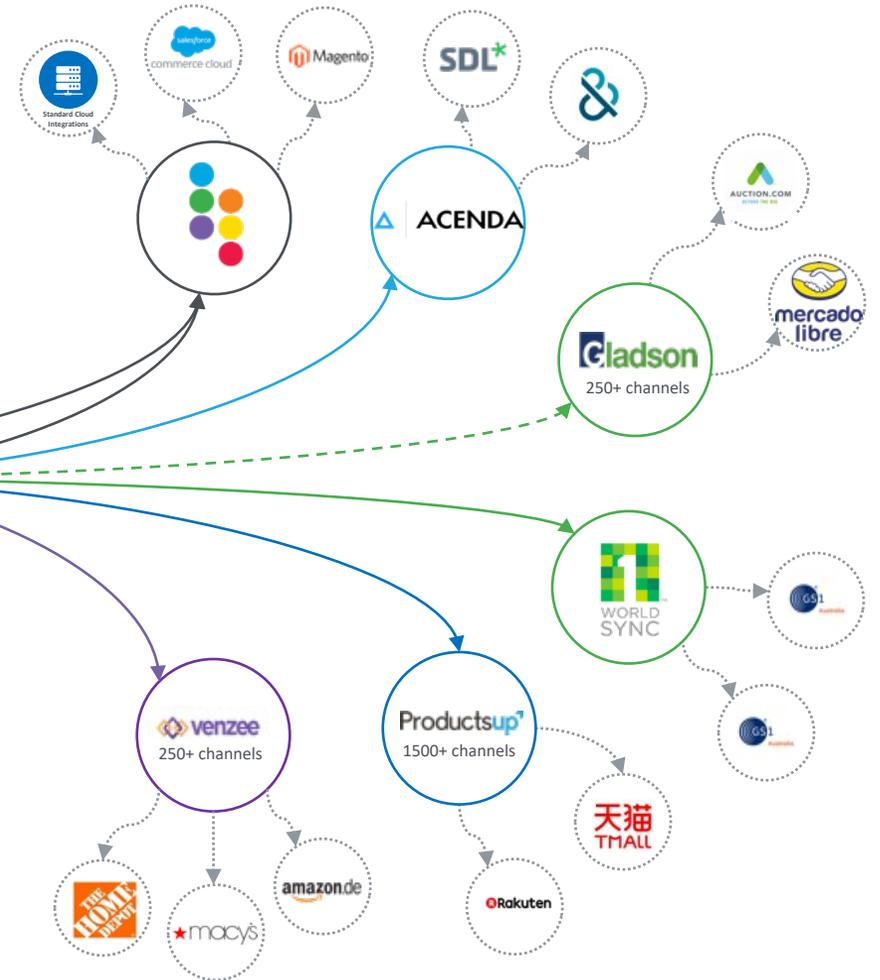
# Experiences

Comprehensive strategy for Connected Ecosystems



Riversand direct connectivity for key channels

Riversand as a Hub for key channels



Grow exponentially with partners

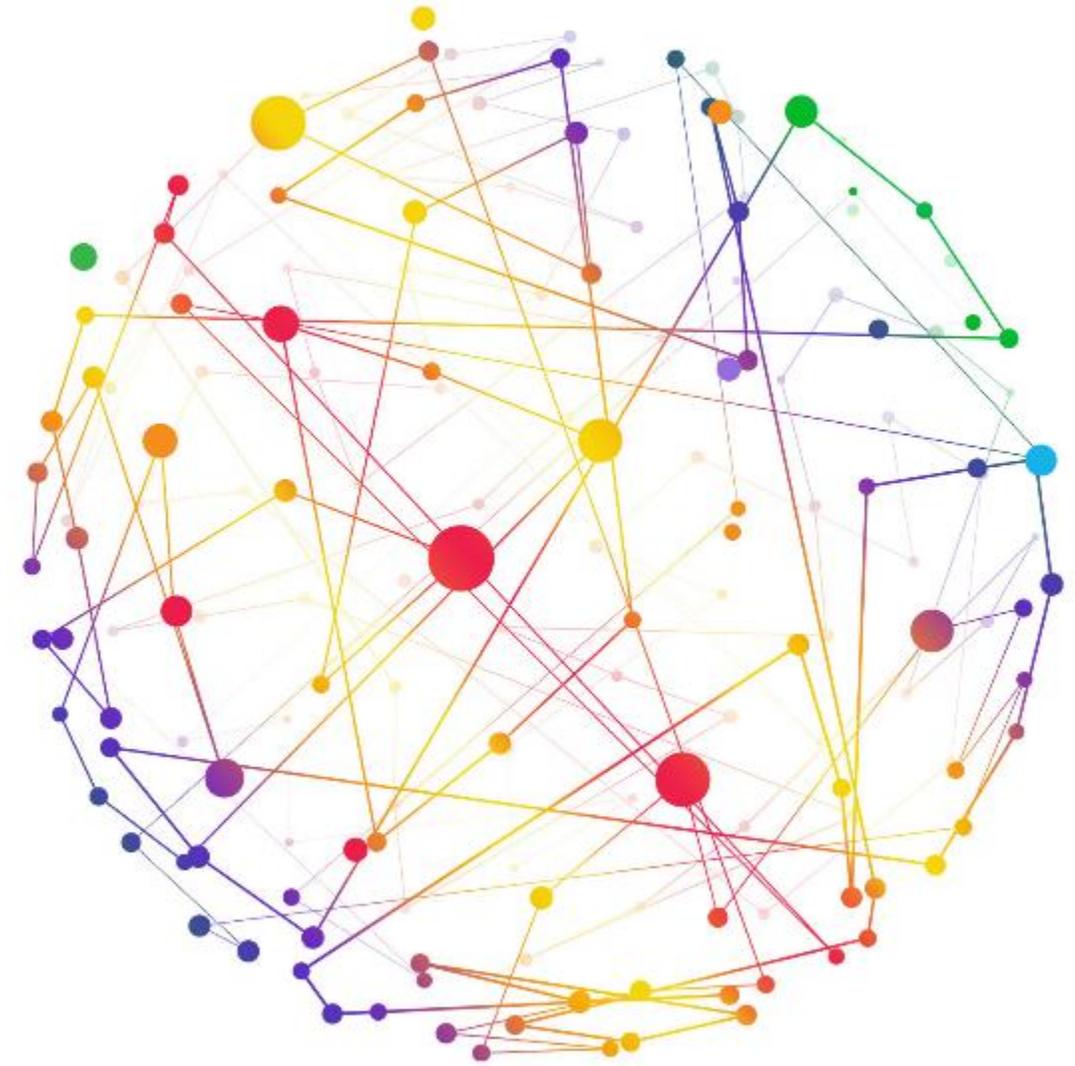
# Experiences

## eCommerce & Marketplace Connectors Roadmap



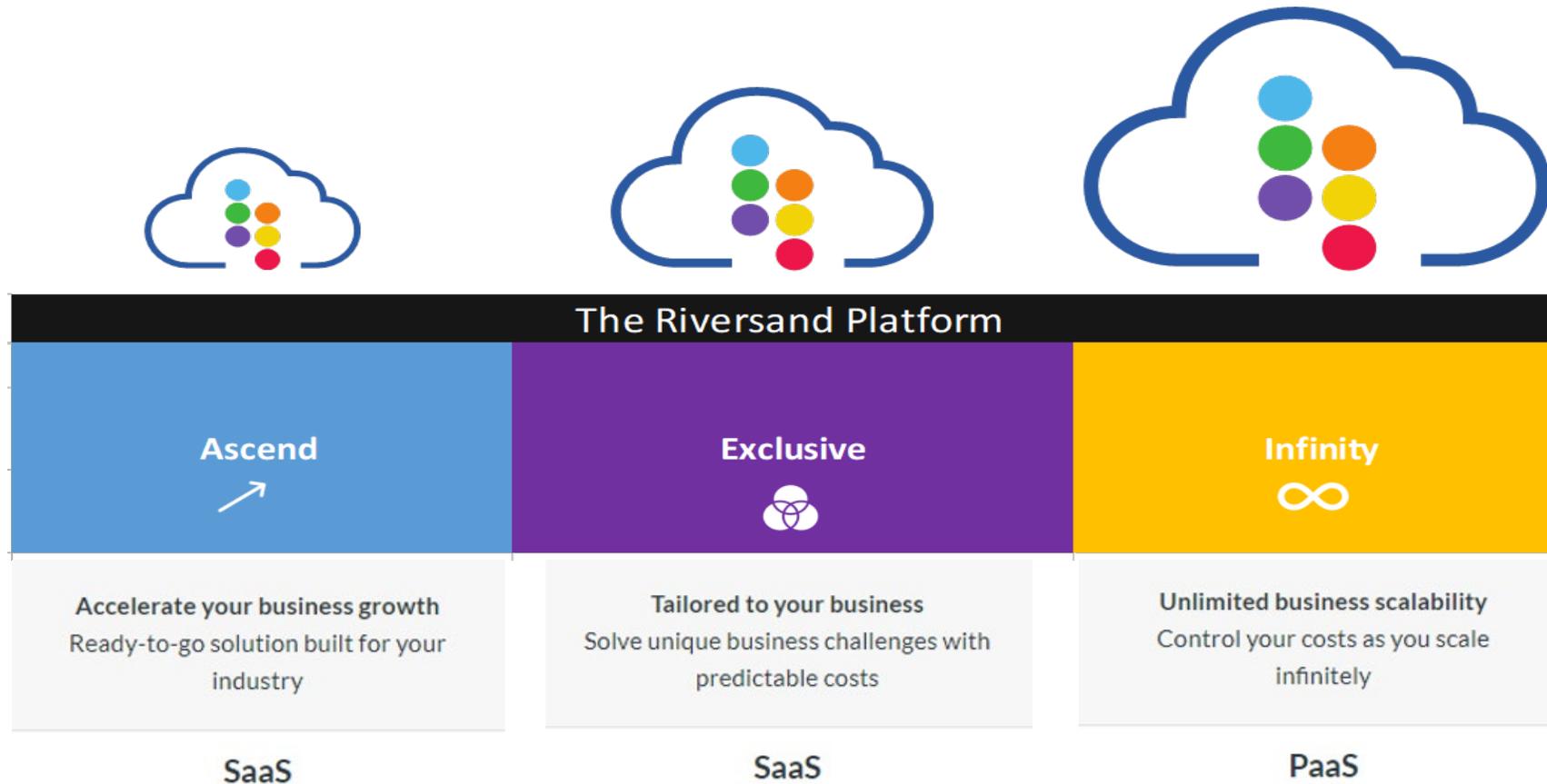


## Offerings & GTM Positioning

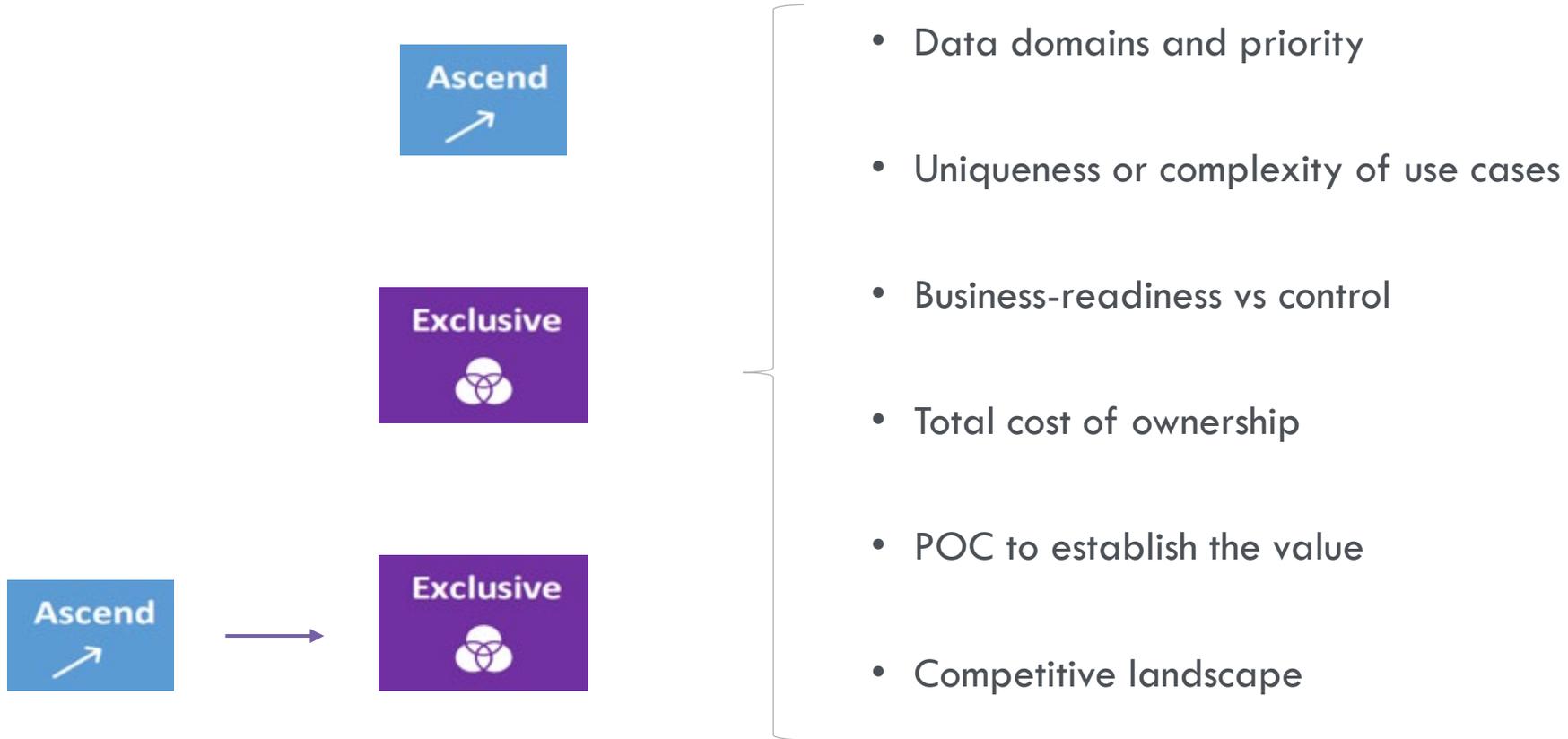


# Go-to-market offerings

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



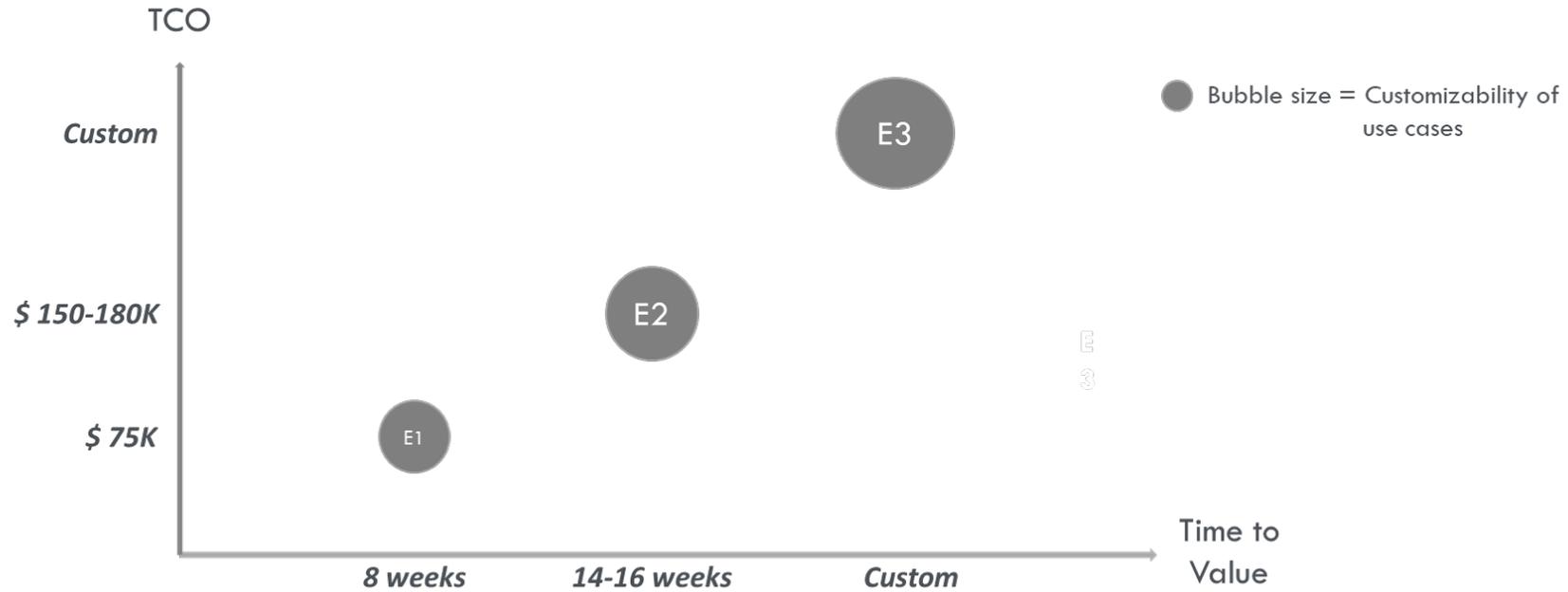
# Offering selection based on customer persona and needs...



# Implementation Strategy for Enterprise segment



<b>Ascend Implementation – E1</b> <b>(Offering: Start with Ascend)</b>	<b>Ascend-inspired Implementation – E2</b> <b>(Offering: Exclusive)</b>	<b>Custom Implementation – E3</b> <b>(Offering: Exclusive)</b>
<ol style="list-style-type: none"> <li>1. Standard use cases available in Ascend</li> <li>2. Lower customizability</li> <li>3. No incremental use cases</li> </ol>	<ol style="list-style-type: none"> <li>1. Solve ~70% of use cases w/ Ascend</li> <li>2. Quick time to first value</li> <li>3. Incremental use cases post initial phase</li> </ol>	<ol style="list-style-type: none"> <li>1. New industry or data domain</li> <li>2. Unclear requirements</li> <li>3. Higher degree of customizability</li> </ol>



# 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

## Roadmap

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

