

Product Data Transformation

Enabling Delightful Product Experiences



People matter, results count.

Product data quality is the key to optimizing the consumer journey

The flow of goods from the supplier to the customer through a retailer is no longer linear. In today's connected world, customers buy the right product anytime, anywhere, from any channel. They expect easy access to extensive product data beyond what exists on the label, packaging, or traditional sources of information such as radio, TV, and newspaper advertising. Their interest is fickle and wanes if product information is not accurate, up to date, reliable, and consistent across online retail sites, print catalogs, store displays, kiosks, and hand-held devices. Customers read crowd-sourced reviews, poll friends through social media, and indulge in comparison-shopping before making an informed purchase decision. Customers who are at the center of this cyclical and complex path to purchase expect a unified, trustworthy view of product information across the value chain.

Clear, consistent, reliable, and timely product information is critical in the customer journey from discovery to delight. However, both retailers and manufacturers are facing unique challenges to build this capability. At present, both consumers and business operations are exposed to a high volume of product data that is inaccurate, incomplete, inconsistent, or irrelevant. Often, some significant aspects of product data are simply not available. Over the years, retailers and consumer goods companies have not achieved the desired degree of success in making trusted data available for supply chain partners. The need for customer-oriented product data has contributed to this complexity. Companies cannot solve this issue by implementing Product Information Management (PIM) software alone. This requires a transformation that involves technology as well as people, and process.



Figure 1. Unified view of all customer-facing product information across organization and its value chain stakeholders

Capgemini's Product Data Transformation Solution

Capgemini recommends an end-to-end approach to transform product data so that it is useful for both business operations and customers. We have drawn upon our longstanding experience to develop two separate propositions tailored for retailers and for consumer packaged goods (CPG) manufacturers. While crafted for different entities, the two propositions are similar.

Our end-to-end approach focuses on the transformation of people, process, and technology. We start by developing the vision and strategy for product data management. It is

followed by the assessment of the company's current state, useful for defining the scope and roadmap for transformation. The key milestones of the roadmap include refining the product taxonomy, defining a data governance framework, defining rules and KPIs for product data quality monitoring, laying down the process for publishing "fit for purpose" product information across all touchpoints, and actively managing relations with trading partners. Table 1 outlines the detailed description of the phases and the deliverables of our comprehensive approach to product data transformation.

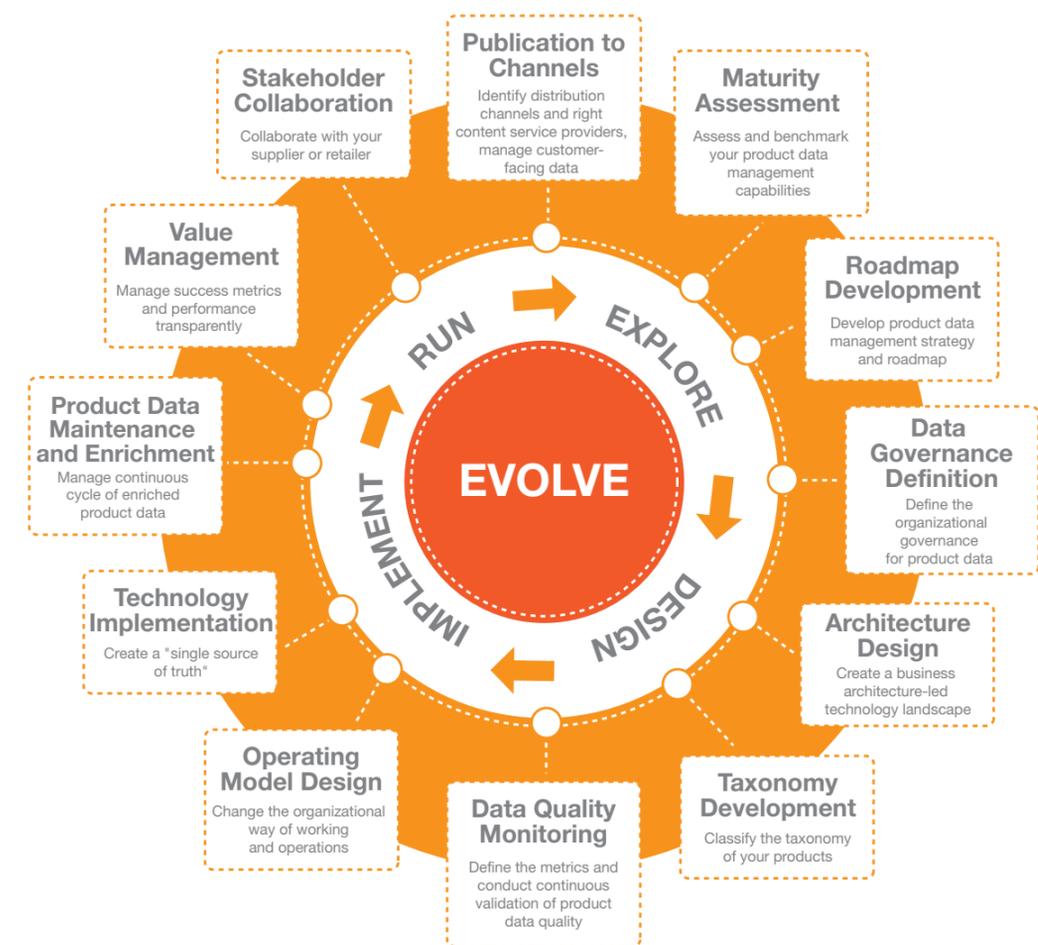


Figure 2. End-to-end approach for product data transformation

Our solution enables the shift to an effective and efficient product data management operations that is powered by

insights-driven reporting and analytics. Once fully established, we strive to continually improve the process.



Table 1. Detailed description of phases and deliverables of the end-to-end approach for product data transformation

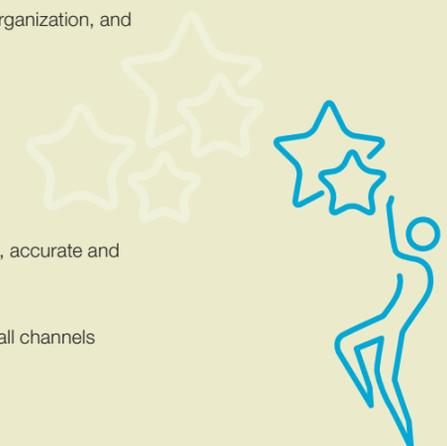
Why Capgemini?

We have the experience, expertise, and framework to help our clients achieve business results at each stage of the journey to product data transformation. Our industry-leading capabilities include:

- A proven end-to-end transformation method:** We have developed an integrated and adaptive approach that supports you on every step of the journey. We don't believe that there is a one-size-fits-all solution for transforming product data. Therefore, we offer a solution that is tailored to your unique needs.
- Global template deployment toolkit:** Through our experience delivering global programs to leading retailers and CPGs, we have developed a reusable toolkit for deploying solutions across different geographical regions.
- A tailored solution:** Capgemini is an active participant in the Consumer Goods Forum and has a deep understanding of the issues confronting the industry at the global level. However, due to its presence in multiple countries, it also understands local issues and can create solutions to meet the needs of any company irrespective of size.
- Retail and CPG capability:** Our experts have worked with leading global consumer products and retail companies to help them reap the benefits of advanced business information solutions. Using our extensive experience, we'll not only be keeping you up to speed with the fast-changing landscape, but pushing you ahead of the competition.

Key Client Successes

- A leading US retailer** partnered with Capgemini to eliminate data silos and heterogeneous systems to create an enterprise-wide product information repository. It provides a unified view of the product data pertaining to a total assortment of 9 million SKUs in stores and over 23 million SKUs on e-commerce sites, which are sourced from over a million suppliers. This resulted in:
 - A revenue uptick as product data online was significantly improved
 - An improved cycle time for item on-boarding down from 90 days to 33 days
 - A 75% reduction in acquisition and onboarding time for 3P suppliers
- Capgemini helped a Dutch retail company** to develop an end-to-end process flow for product data to integrate MDM business processes and systems across Belgium and the Netherlands. Capgemini created a roadmap to implement the desired processes, governance organization, and system. The initiative helped the retailer achieve the following objectives:
 - Adhere to their company strategy
 - Design a new centralized process supported by a new technology landscape
 - Fit in with an all-channel strategy
 - Improve efficiency by improving data quality and workflow
- A global innovation company** joined hands with Capgemini to create consistent, accurate and up-to-date product data for various end customer touchpoints. Capgemini helped:
 - Create a single source of truth that ensure consistent brand messaging across all channels
 - Accelerate time-to-market for catalogs and merchandizing strategies
 - Reduce data complexity, and increase transparency and ease of integration



Contact Us:

Contact us today to learn how Capgemini can help transform your data end-to-end to drive business results.

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About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

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