SKUexpert

create, share, increase sales

Integrated Environment for Product Content Management

Warsaw, 2014

SKUexpert

Experience in retail, marketing and technology

ABR SESTA
Market Research & Consulting

&

estore media
ecommerce facilitator

Why was SKUexpert created?

- **Rising** importance of **online** sale

- **Quality of product descriptions and images** impacts both **online and offline sales** (ROPO)

- EU imposes on manufacturers and retailers requirements regarding product information **(1169/2011)**

- Product **change dynamics** is significant and generates work on the manufactuter side

- Images and product data are used in multiple areas in an organization

![SKUexpert]

Platform for the exchange and management of SKU data

www.skuexpert.com

SKU photography and description

SKUexpert
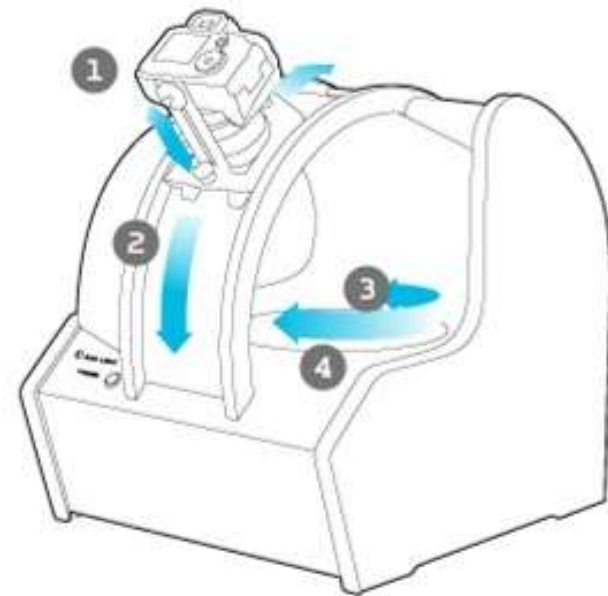
Internet store

Planogram

Mailers

Product Card

SKUexpert

- **Repository, editing and confirmation proces** of product data

- **Distribution** of product data among e-stores (API and files)

- **Exchange of logistic data**

- **Product card generator** (logistic data)

- **Image export** to various formats, sizes, uses (PDF/ ZIP)

- Tool for **cooperating with agencies** in the scope of content creation

- Ongoing **compliance audit** of product data scope in view of the **EU regulation no. 1169/2011**

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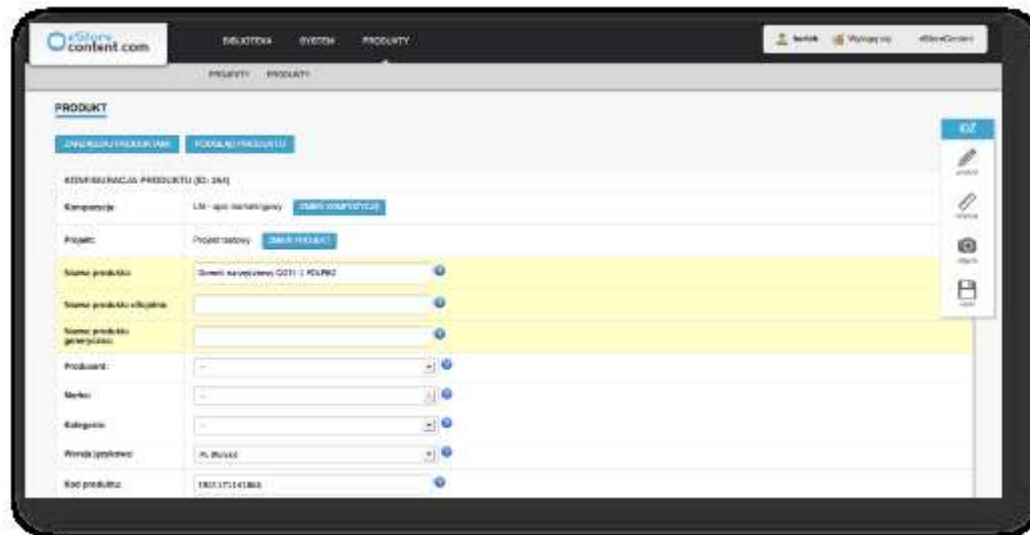
Product data

- Full product name (several names)

- EAN Code (one or several)

- Multidimensional categorization

- Name of manufacturer, brand and sub-brand (if applicable)

- Ingredients, nutritional value, alergens

- Additional product characteristics – eg. alcohol content, country of origin (including client's own fields)

- Marketing description

- Size of packiaging (weight), number of pieces per package

- Type and kind of packaging

- Measurements (height, width, depth) in cm

Additional logistic data (Master Data)

- Palletizing, joint packaging

Individual client data

Data scope audit is compliant with the EU regulation no. 1169/2011 on product descriptions

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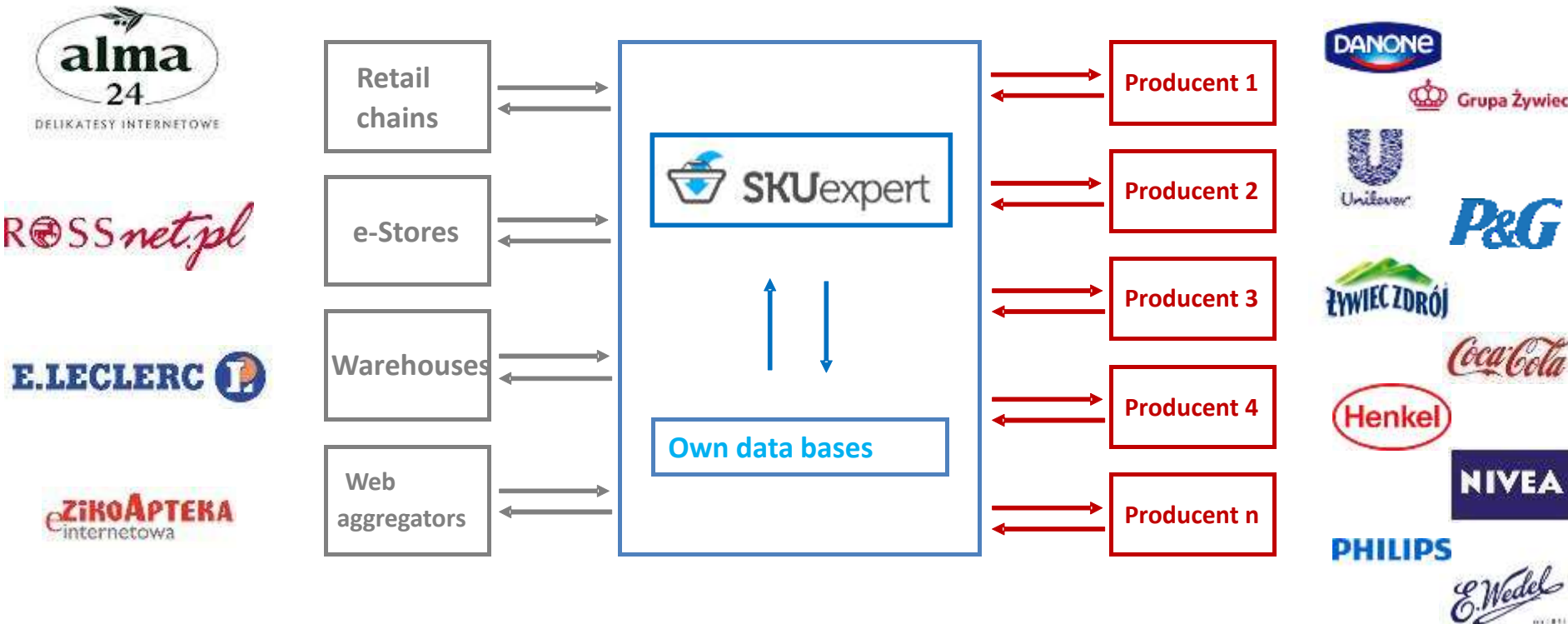The studio specializes in **product photography**. **Pivot photography** is our domain.

We offer pivot images (**360 degrees**) and spherical images (**3D**).

Our studio is mobile – possibility to use client rooms (no need to send products).

360° Mode

SKUexpert cooperates with more than **500 e-commerce stores.**

ABR SESTA and eStoreMedia work together to create image bases and marketing descriptions with, among others, the abovementioned entities.

SELECTED

FACTS

We serve all possible forms of data exchange to meet the needs of all entities on the market. API, www, product cards, HTML, pdf

It just doesn't get simpler!
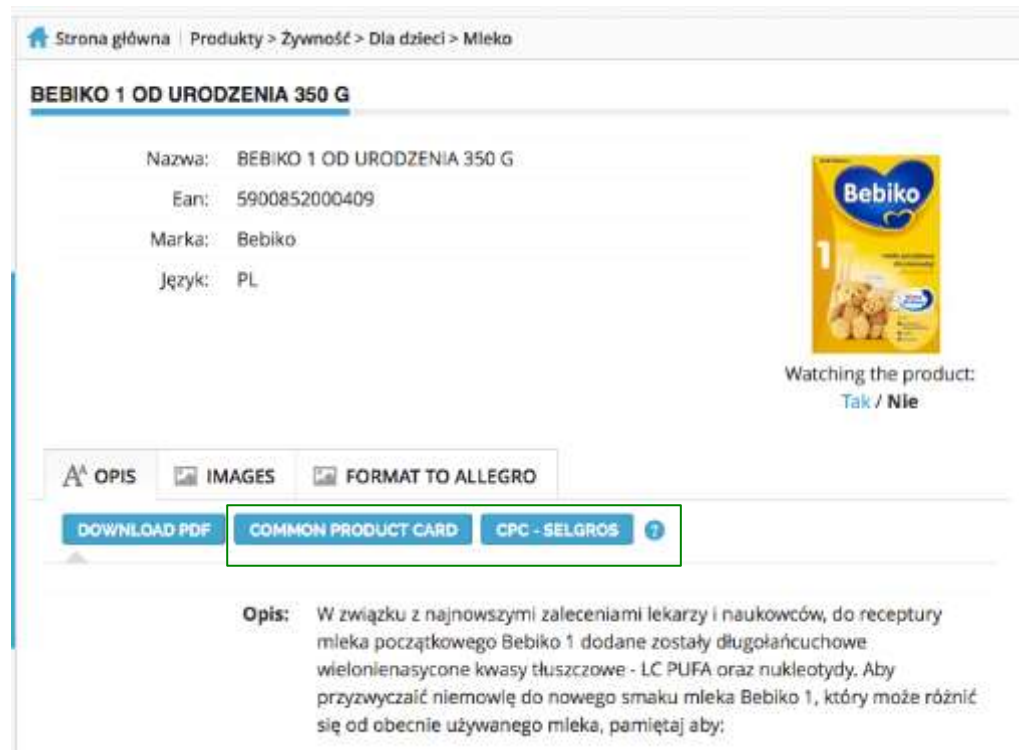

An example of producent's content automatic feed on Walmart's site.

Automactic product card generator compliant with the requirements of selected retailers

Possibility of masterdata import and export from SKUexpert also via direct connection

![SKUexpert logo]

Built-in **packshot** (and other multimedia) **converting** unit enables **on-the-fly** adjustment of image to its use.

Possibility of creating **individual formats** for platrorm partners.
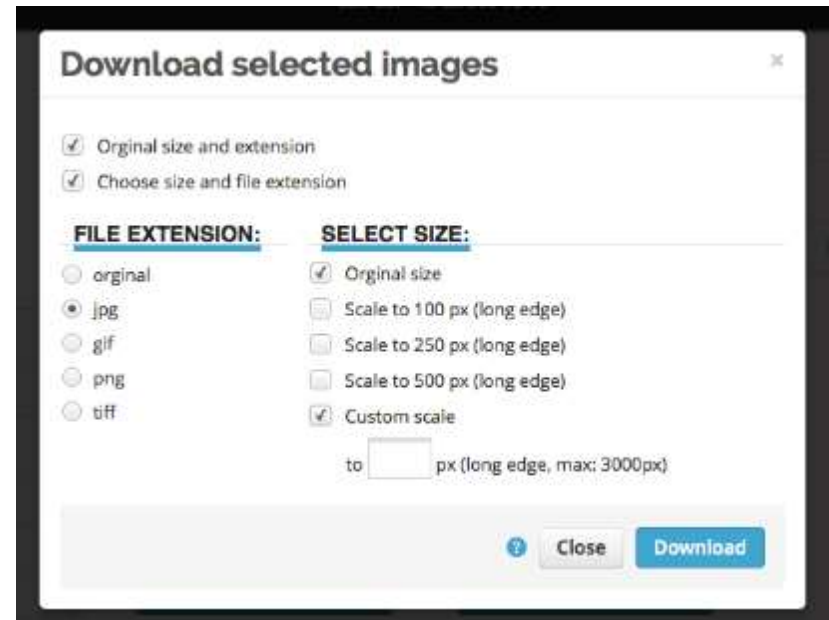
Online application for manufacturers, retailers and agencies which supports the creation of product descriptions:

- Role division (eg. copywriter, proofreader, end-user)
- Internal comment system protects from oversending of emails
- Flexible configuration of decsription structure meets individual needs
- Change management
- Direct publication to stores or private use
- Possible integration with ERP

THE MS WORD / EXCEL ERA
IN PRODUCT CONTENT EXCHANGE
IS COMMING TO AN END

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Data base infrastructure enabling the exchange of information about products in an **international environment**, minimalizing labor input for building content

Deal options

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Attractive price offer, smallest retailers get a range of services free of charge

Service scope and available deals	Free	Lite	Pro	Creative
Data repository	✔	✔	✔	✔
Access to product data management	✔	✔	✔	✔
Access to logistic data management	✔	✔	✔	✔
Verification of information scope in accordance with EU 1169/2011		✔	✔	✔
Export of image files and product data		✔	✔	✔
Product card generator		✔	✔	✔
Image capture (single, 360, 3D)			✔	✔
Filling in of basic and logistic data			✔	✔
Creation of marketing descriptions				✔
Product descriptions SEO optimization				✔

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Logistics departments

- Complete logistic data
- Flexible base structure – adjusted to individual needs
- Integration with inside systems

Sales and purchases departments

- Basic and extended descriptions for eCommerce
- Product cards, planograms, mailers
- 2D and 3D images
- Compliance with UE 1169

Marketing departments

- Product presentation in accordance with their line of communication
- Possibility of presenting extended multimedia
- Up-to-date

E-commerce departments

- Improvement in description creation (Composer)
- Improvement in description distribution (API, www, HTML, product cards)

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Please feel invited to meet up with us individually:

- Disscuss the current needs of manufacturers and retailers

- Demo & tests

- Pilot projects