AGILITY® PIM and ADOBE EXPERIENCE MANAGER

Light up your products for Commerce

AGILITY®
MultiChannel
BY MAGNITUDE

agilitymultichannel.com

RIGHT *CONTENT,* RIGHT *CONTEXT,* RIGHT *TIME*

With Agility® PIM at the heart of an end-to-end omnichannel strategy, your products will captivate and convert.

Any company selling products or services today needs to excel at delivering contextual, comprehensive and flawlessly consistent product information to today's ever-evolving and always-connected customer. In a world where the number of channels, touchpoints, versions, and profiles is infinite, protecting and enriching customer relationships means anticipating every need and satisfying every want in a competitive climate where introduction times for new products have virtually vanished.

The time for Agility is now.

PRODUCT INFORMATION & THE CUSTOMER JOURNEY

NO TWO BUYING JOURNEYS ARE IDENTICAL.

Whether you're offering commercial or consumer goods, the challenge is the same. To compete for mindshare today, you have to grab your customers' attention at the moment when they become aware of a need or want, and then you have to hold it through all the inevitable detours, sidetracks and u-turns until they resolve not merely to buy, but to recommend you to someone else and buy again.

In today's marketplace, every channel is an opening for you to interact with the customer and promote loyalty to your brand and company. But, entrances are also exits. Without an arresting, searchable and persuasive message, you can't keep your prospects on course, provide the best possible service or build long-term relationships.

The key: granular, elastic and up-sellable product marketing content, delivered where and when your customer wants it. That's the province of Agility.

Agility gives every department and vendors a single trustworthy repository for authoring, enriching, approving and promoting product information, and then measuring its effectiveness. It makes your entire workforce, including sales associates, conduits to your endless aisle. It eliminates errors and redundancies and ensures with absolute certainty that your customers will see the right message at the right time in the right channel — online or offline, in multiple versions and languages — so that wherever their journey takes them, their final destination is you.

THE 4 C'S OF AGILITY: CONNECT CREATIVE WITH CONTENT FOR COMMERCE

Commerce today demands connected processes and people. Little wonder that Product Information Management (PIM) is fast becoming a must-have technology in the Digital Commerce space.

Agility isn't just a best-of-breed PIM. It's the only PIM engineered to unify the people, processes and technologies behind the management as well as the creation and delivery of product marketing content so that it will delight your customer at every stage of the buying journey.

Our unique integration with Adobe Experience Manager marries structured and creative content, providing the perfect authoring and approval environment and enabling you to deliver to every commerce channel and touchpoint.

"When considering a purchase, 71% of prospective online buyers rely on product information."

FORRESTER RESEARCH
Polishing Up Your Products —
Why PIM Really Matters

To help them along their buying journey, customers depend on a broad set of product data and related information, including reviews, digital assets, and editorial content from the manufacturer or retailer. How you organize, curate and deliver it makes all the difference.

The numbers of touchpoints and demands from distribution partners are ever-increasing. The pressures to scale ranges and assortments while meeting tightening launch deadlines are relentless. The old siloed ways of working can't continue. A central, stabilizing PIM is essential.

It's remarkable, then, that most companies today still manage and syndicate their most valuable product information and assets using antiquated processes and isolated systems.

Amazingly, archaic, disconnected tools like these are still the rule rather than the exception:

- homegrown solutions for onboarding supplier information
- manual data quality checking
- error-plagued spreadsheets
- custom-built workflow and reporting tools
- siloed systems and channels for authoring, approving and delivering product content

"Over ¼ of companies have more than 11 or more sources of product information that they must integrate and manage efficiently ...

Yet only one in ten companies say they can synchronize data from all sources."

VENTANA RESEARCH
The Next-Generation of Product Information
Management Benchmark Research

ADOBE & AGILITY: CONTEXTUAL, COMPELLING CONTENT EVERYWHERE

In any retail or B2B environment, successfully developing a product or offer from conception through delivery into commerce entails myriad, complex interactions between numerous departments and systems within an organization and throughout the supply chain. End-to-end collaboration is essential for success.

Agility PIM works seamlessly with Adobe Experience Manager to ensure that factual, granular data from merchants and suppliers is perfectly synchronized with creative content from web designers and marketers. Indeed, every stakeholder can now have an integral role in enriching data, delivering content to every channel and bringing products to life.

Agility PIM fully complements Adobe Experience Manager, providing additional core capabilities to:

- build out granular, searchable attributes for rich, accurate, relevant product data

- define relationships for up-sells, cross-sells and product assortments

- handle complex data models and taxonomies

- consolidate Business Intelligence on products from multiple sources

- ensure strict data quality and governance

- directly involve suppliers in the on-boarding process

- integrate with other enterprise systems

- syndicate contextual content to every channel

With the combined solution's unique sync capabilities, content is managed once, in Agility and can be immediately synchronized to Adobe Experience Manager. Our AssetSync feature allows for assets managed in either system to be synchronized to the other.

The separate processes of building structured and creative content are coalesced, with direct benefits to productivity, data quality and customer experience.

Together, Adobe Experience Manager and Agility PIM let you syndicate enriched, delightful and flawlessly consistent content to your customers, no matter where they are in their buying journey, leading to successful transactions and lasting brand loyalty.

Product Manager · Content Manager · Translator · Asset Manager · Vendor · Data Steward

ERP Systems · Other Enterprise Systems · External Contributors & Processes

INTEGRATE

Presentation Management – Unstructured Content
Personalization –Web Structures – Landing Pages
Site Navigation – Authoring – Assets

Adobe Experience Manager

ASSETSYNC – DATASYNC – LIVEVIEW

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Attribute Management – Product Taxonomy – Relationships
Content Authoring Assets – Languages – Data Quality
Governance – Onboarding –Syndication

SYNDICATE

eCommerce & Websites · Marketplaces · Data Exchanges · Creative & Catalogs · Store · Sales & Call Center

POWER UP YOUR PRODUCTS FOR COMMERCE WITH ADOBE & AGILITY MULTICHANNEL

WHO NEEDS THE AGILITY/ADOBE SOLUTION?

CALCULATING YOUR COMPLEXITY FACTOR

Any global brand manufacturer, distributor or retailer providing great numbers of products and/or services will achieve dramatic results when they implement a combined Agility PIM/Adobe Experience Manager solution. But as the complexity increases, so do the benefits.

In calculating your Complexity Factor and the urgency of your need for Agility PIM you will want to multiply:

Products
- attributes & assets
- bundled product offers
- descriptive copy variants
- related up-sells & alternatives
- languages & localizations
- touchpoints & channels
- promotions & campaigns per year

Even though the Complexity Factor for just about every successful company is exploding, rest assured that with Agility PIM and Adobe Experience Manager providing the backbone for your end-to-end digital suite, you'll be delivering consistent and continuous brand experience, everywhere.

GLOBAL BRANDS

B2B

RETAIL

KEY BENEFITS

✓ product marketing content that is consistent, continuous and absolutely compelling

✓ unified processes and workflows for integrating, managing and approving structured and unstructured content

✓ ability to consolidate product data from multiple sources and report on completeness and performance

✓ tag cross-sells, up-sells and assortments and enable an endless aisle to maximize revenue opportunities

✓ improved customer loyalty, conversions and retention

✓ dramatically reduced time-to-market and increased productivity

✓ delivery to every channel and touchpoint, creating the best possible experience for the always-connected customer

THE AGILITY PEDIGREE

AGILITY, A MAGNITUDE COMPANY, HAS BEEN RANKED #1 FOR CUSTOMER SATISFACTION FIVE YEARS IN A ROW IN THE MDM LANDSCAPE REPORT.

To rank #1 for customer satisfaction in a survey based on a large sample of references speaks volumes. To do it five years in a row is an incredible achievement made even more impressive that now for the first time, it's earned in conjunction with Magnitude MDM and DIW products.

Customers scored Agility particularly highly on the questions 'Did the software represent value for money?' and 'Did the software deliver to your expectations?' – which are clearly important criteria.

ANDY HAYLER
CEO & President of The Information Difference
Author of the 2018 MDM Landscape Report

The Information Difference

ABOUT US

Agility® is a simple-to-use but highly sophisticated Product Information Management (PIM) solution that puts your most valuable product data at the stable core of a go-anywhere commerce strategy. We're the only major PIM vendor focused on fully integrating Product Management, Experience Management and Commerce. Agility® Multichannel is a Magnitude company. Visit **www.agilitymultichannel.com** for open access to screenshots, research, videos, customer use cases and more.