QLIKTAG

Product Data
Aggregation & Delivery for Omni-Channel Retail

A white paper by

Qliktag Software Inc.

Product Data Aggregation & Delivery
An Overview

Product data & product content today, is playing a more critical role in the purchase decisions of consumers as well as the way retail is done. In previous decades, marketing, media, branding & positioning played key roles in influencing of consumers. With Generation X and the Millennial generation making up a large portion of the consumer base, the availability of trusted, consistent product data is driving those decisions in an unprecedented way.

For a retail organization today, in order to provide seamless omni-channel experience across stores, online or via mobile with trusted, accurate and consistent product data, the right solution to aggregation & controlled syndication of this data is going to be essential.

THE CHALLENGE RETAIL FACES TODAY

Whether product data is needed by the consumer to make purchase decisions, needed by government regulators for consumer transparency requirements, required within the retail organization by departments or any other entity, the data is often supplied by multiple sources, not standardized, inconsistent, not in a digitally usable format, incomplete and fragmented making it unreliable. From a consumers point of view, often what they read off a package could be different from what they read on social media, a review site, a mobile application or within the store.
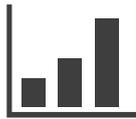
74%

74% of consumers consider it important that product information is trustworthy.

71%

71% of shoppers expect to view their in-store inventory online.

(Grocery, Heath & Beauty and Personal Care are the top 3 categories scanned using mobile apps - Accenture & Hybris)

53%

53% of consumers state that they are very unlikely to buy from a brand again after an experience with inaccurate product information

" *The consumer products industry is going through unprecedented change & at the heart of it lies the need for trusted, consistent & complete product data.* "

The Retailer Driven
Product Content Hub

DATA PUBLISHERS

Brand / Suppliers

Manufacturers

3RD Party Information Providers

Product Data

Retailers

B2B Apps

3RD Party Mobile Apps

AGGREGATOR
GS1 Source Product Content Hub

Government & Regulators

End Consumers

ENGINE

Labeling & Packaging Printers

Marketing Agencies

Ecommerce Platforms

DATA RECIPIENTS
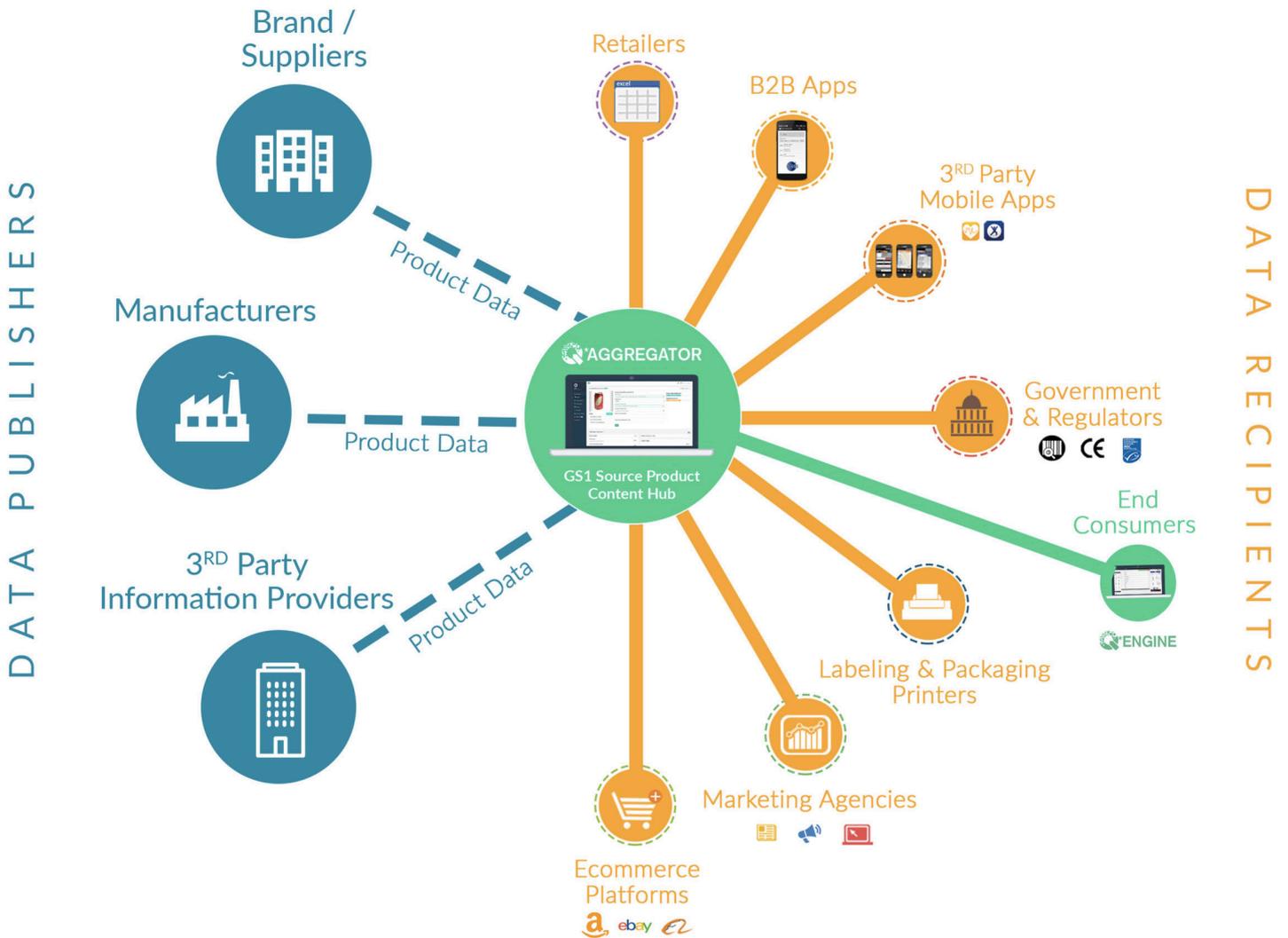
An Aggregator Enables

- ✓ Delivery of trusted, consistent & accurate product data to consumers when they need it

- ✓ Faster product setup cycles in-store as data is readily available at a centralized source

- ✓ Supplying e-commerce requirements, enterprise applications, web applications, mobile applications that require product data in a digitally standardized format they can consume via API

- ✓ Interfacing between other standards based information systems like GDSN or other GS1 standard data pools or existing P.I.M.

- ✓ Meeting consumer transparency regulations such as the GMO labeling law, SmartLabel initiative, new FDA nutrition labeling requirements,

- ✓ Powering present & upcoming omni-channel retail technologies such as SmartShelves, Virtual Reality Stores, SmartSearch, iBeacon triggered offers, Geo Location based push notifications, mobile shopping lists, kiosks and more.

- ✓ The building of more powerful applications for inventory management, big data analytics, spoil detection for food & beverage products, coupon pool & offer management, product audit applications and other innovative applications

Why it's Important to Have
The Right Solution
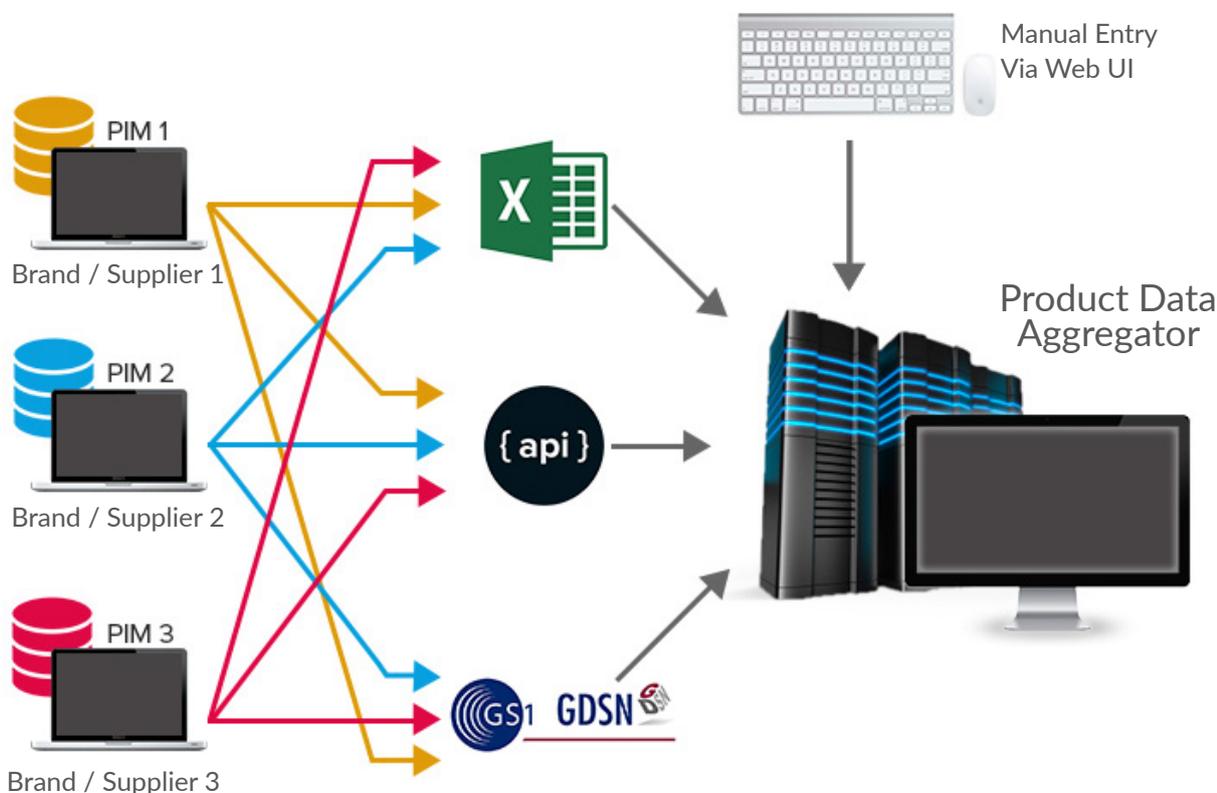
Data Aggregator Over PIM System

Presently, product information within the organization is stored and collected in various ways. Sometimes physically as packaging flats, at times in spreadsheets, in text documents, GDSN or even a PIM system. It brings up the question "why not a PIM system?" to manage product information.

The data model in PIM solutions is designed & driven by brands and then it is up to each brand to provide data to the Retailer in their prescribed format typically in a spreadsheet with no validation or checks to ensure its completeness of accuracy.

The right solution allows the Retailer to define the data model and attributes to ensure each brand provides & supplies the same consistent information. In effect, what is needed is a solution that turns the traditional PIM solution on its head.

It would allow for a central organization to control not just the data model but also define and regulate who has access to what data.

What is Needed?

Enterprise scale product data aggregtor based on industry standards such as GS1 Source

Ability to add unlimited custom attributes & extend the data model

Integrate digital assets -pictures/videos

Aggregate data using the user friendly web interface, upload of Excel Spreadsheets, interface to GDSN (MR3 compliant) or bring data in from other systems via a publishing API

Robust API for accessing data with support for XML & Json. Enables the system controller as well as data owners/brands to restrict at a granular level what products & data are available to the recipients connected to the system.

Movement Within the
Retail Industry

As the momentum around consumer transparency initiatives grows and industry experts publish more findings on the demand for better product information, key retail players are moving in quickly on the opportunity to be in control of the supply of this data and lead the charge.

Perhaps one of the best case studies in the industry is Walmart who took on the initiative to develop a product content hub branded Walmart Supplier Center based on GS1 standards and worked with suppliers, brands and information providers to bring in quality product content. The system has provided Walmart with a strong foundation not just for their online sales and web portal, but also to work with application developers and build future applications on top of the collected data and offer customers a richer retail experience.

Another initiative by some of the regional Duty Free Shopping organizations to aggregate product data will allow the organization make product information in over 20 languages at their various airport outlets catering to various nationalities of shoppers.

With the growth of omni-channel retail, internet penetration, mobile usage in-stores & while shopping, the urgency to build a solid foundation with high quality product data will only increase in order to stay

Contact Us

Qliktag Software Inc.
4590 MacArthur Blvd.,
Suite 500,
Newport Beach, CA 92660

+1 949-760-3888

info@qliktag.com
www.qliktag.com

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