



Manufacturing leader's guide

to *business growth* from perfect product content

Contents

| | | | |
|--|----------|--|-----------|
| Introduction | 3 | | |
| 🔗 What is a product content journey? | 4 | | |
| 🔗 Why should manufacturing leaders care about creating perfect product journeys? | 4 | | |
| | | | |
| Step 1: Look beyond ERPs and PIMs for streamlined product content syndication | 5 | | |
| 🔗 Why expand beyond ERPs and PIMs? | 6 | | |
| 🔗 Embrace systems designed for complex syndication | 6 | | |
| 🔗 Benefits of using smart product content syndication tools | 6 | | |
| | | | |
| Step 2: Establish centralized product content journey processes | 7 | | |
| 🔗 Building a central data hub | 7 | | |
| 🔗 Challenges arising from diverse data requirements | 8 | | |
| 🔗 The need for clear ownership and precise processes | 8 | | |
| 🔗 The benefits of centralization | 9 | | |
| | | | |
| | | Step 3: Achieve real-time visibility and win optimization insights | 10 |
| | | 🔗 The benefits of real-time visibility | 10 |
| | | | |
| | | Step 4: Implement tools that provide autonomy to your marketing teams | 11 |
| | | 🔗 Problems related to heavy reliance on IT | 12 |
| | | 🔗 The benefits of implementing automation tools. | 12 |
| | | | |
| | | Conclusion | 13 |
| | | | |
| | | Meet our customers | 14 |
| | | | |
| | | Talk to us | 15 |

Introduction

Over the past few years at Productsup, we've had the privilege to collaborate with several global manufacturing giants. The most common complaint we heard was about the technical hurdles they have to overcome to seamlessly distribute product content to distributors, retailers, data pools, or other buying groups. All of these channels have their own unique data formats and requirements, such as ETIM, BMEcat, and FABDIS. This leads to repetitive tasks that reduce team productivity and motivation, resulting in lower growth and reduced market share.

This guide will give manufacturing leaders a roadmap to creating quick and efficient product content journeys regardless of the target channel.

2

3

4

5

6

7

8



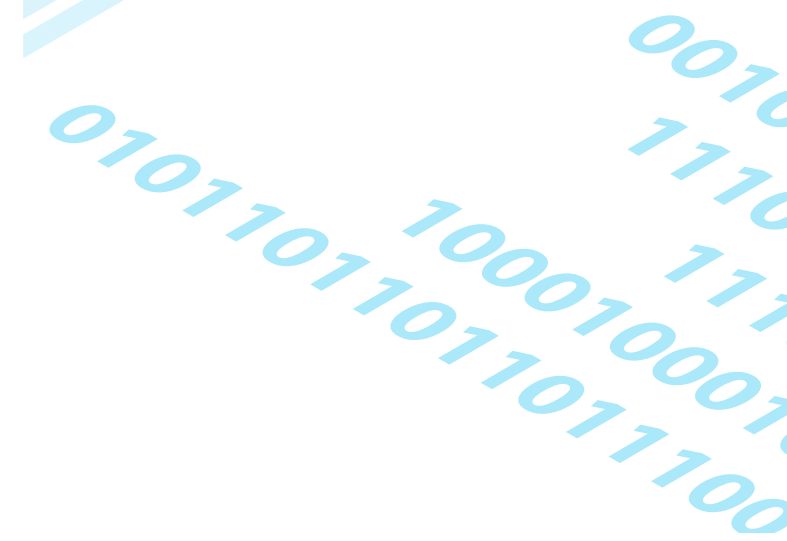
What is a product content journey?

Before we discuss the steps needed to create perfect product content journeys, let's take a closer look at these journeys themselves. A product content journey is a route that product content takes after an item has been manufactured. The content journey begins in an ERP or a PIM system and then continues as it moves to multi-format export to all global data pools and distributors.

Why should manufacturing leaders care about creating perfect product journeys?

- **More control over product content:** By optimizing product content journeys, leaders gain greater control over their raw product content and easily convert it to agile, commerce-ready data.
- **Accurate and rapid dissemination:** The ideal product content journey is rapidly disseminated, enabling leaders to achieve revenue goals and penetrate markets faster.
- **Improved performance:** Product content quality is directly tied to performance. Manufacturers with seamless content journeys experience better sales performance through accurate and tailored product content.
- **Increased market share:** Perfect product content journeys empower marketing teams to collect, structure, and optimize product data faster and better than competitors, enhancing overall efficiency and ensuring they maintain a competitive edge.

In this guide, we present four crucial steps for industrial manufacturing leaders looking to deliver perfect product content journeys. These steps are designed to create a seamless product content flow, enabling businesses to thrive in the increasingly competitive marketplace. Let's explore each step in detail as you begin to see the full potential hidden in your product content journeys.



Step 1

Look beyond ERPs and PIMs for streamlined product content syndication

In industrial manufacturing, leaders seeking to deliver perfect product content journeys must explore solutions beyond traditional ERPs – Enterprise Resource Planning systems – and PIMs – Product Information Management systems. ERPs are typically used for efficient data management in business operations and PIMs serve marketing purposes. Solely relying on these systems can present significant problems for efficient product content syndication.

3

Why expand beyond ERPs and PIMs?

Despite years of necessary efforts on their ERP, MDM, and PIMs, manufacturing companies experience a whole range of issues when they attempt to distribute product data to distributors and data pools in multiple data formats. Even if these systems address most requirements, they are centered on internal needs and aren't designed to adapt to dynamic market requirements and create tailored content for each channel. So, even with the best ERP and PIM systems, other factors will affect outcomes:

4

5

6

7

8

- **Data silos:** Product data is stored in multiple silos within the organization, making it difficult to create a centralized overview of all the data.
- **Unclear data overviews:** The complexity of content exchange formats leads to confusion and prevents the efficient distribution of product content.
- **Limited flexibility:** Generic ERPs and PIMs often lack the flexibility to adapt to diverse requirements stipulated by data pools and trade partners.
- **Inefficient syndication:** ERPs and PIMs aren't optimized for the complexities of data syndication, which slows down processes and prolongs time-sensitive operations.

The results:

- Inability to deliver data in the required formats.
- Inability to push price updates or launch new products on time.
- Huge investment in PIM customization and programming.
- Overuse of IT support or 3rd party integration partners, creating costs and delays.
- Repeatedly disapproved or rejected products, causing disruption to campaigns.

Embrace systems designed for complex syndication

To overcome these challenges, industrial manufacturing leaders must consider alternative systems purpose-built for streamlined product content syndication. These systems ensure product data is distributed in the exact format required by data pools, distributors, and trade partners while adhering to data standards such as ECLASS, ETIM, or UNSPSC.

hansgrohe

“Thanks to the Productsup P2C platform, we can now automatically deliver product data to our stakeholders in the right format at any time, guaranteeing excellent data quality along our product content journeys”

Maria Väth
Lead Content Management

Benefits of using smart product content syndication tools

By adopting the right approach to sophisticated content syndication, manufacturing leaders can reap many benefits, including:

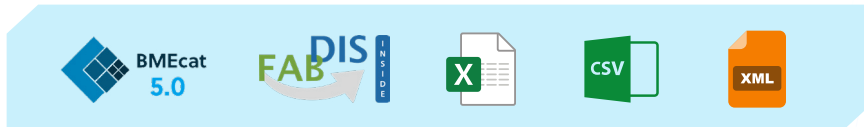
- **Agility and adaptability:** The ability to swiftly handle changes, capitalize on opportunities, and respond to market dynamics with agility. Tailored catalogs that align with the requirements and preferences of specific channels, enhancing the product content journey.
- **Rapid syndication and reliable integration:** Accelerated and efficient product content distribution to all relevant channels, ensuring up-to-date and consistent data. Seamless integration with multiple platforms and partners, guaranteeing smooth data exchange.
- **Consistent data across all channels:** Product data consistency across all distribution channels, reinforcing your brand's identity and their data's accessibility and accuracy with comprehensive and accurate product content.
- **Better resource allocation:** With your marketing teams operating the platform, the IT team can focus on technology-related projects, and the sales, marketing, and data teams can now focus on product data exchange.

When attempting to create the perfect product content journey, it's essential to explore systems beyond ERPs and PIMs. By investing in solutions designed to address the complexities of data distribution in today's digital landscape, manufacturing leaders can unlock new opportunities for growth, efficiency, and success.

Step 2

Establish a centralized product content journey process

For industrial manufacturing leaders looking to deliver perfect product content journeys, it's crucial to centralize the process to yield significant efficiency gains. The current processes for making product content available to distributors, trade partners, and data pools involve a lot of tedious, labor-intensive tasks. These systems require different export types like:



Moreover, data standards may vary based on the region, ranging from:



Regarding their segments and markets, industrial manufacturers generally list their products in the following data pools:



Building a central data hub

At the core of this process is the collection and merging of all product content into a central data hub. Manufacturing executives should consider products like Productsup's Distribution PX, which acts as a centralized hub for product data imported from multiple sources. This comprehensive and up-to-date product content hub becomes the single source of truth for further data syndication. Data centralization enables rapid access for syndication, minimizing errors, and providing consistent product experiences across all channels.

Challenges arising from diverse data requirements

Handling diverse data demands from various distributors, trade partners, and data pools presents considerable challenges that manufacturing leaders must address:

- **Export format variations:** With each data pool or partner requiring different export formats such as BMEcat, FAB-DIS, XLSX, CSV, or XML, the data preparation process becomes complex and time-consuming.
- **Regional data standard variations:** Adhering to diverse regional data standards like ECLASS, ETIM, or UNSPSC can lead to confusion and data inconsistencies if not managed effectively.



“Inconsistent standards across channels quickly lead to daily problems for companies, unconnected systems complicate things even more.”

Thomas Heuchert

Data Distribution & Publication Manager

- **Data accuracy and completeness:** Ensuring product content is accurate and complete for each partner's and data pool's specific requirements is crucial to avoid potential rejections or disapprovals.
- **Time-sensitive syndication:** Timely syndication of product content is paramount to meet revenue goals. With so many data import and export sources, the go-to-market timelines can take a hit.

The need for clear ownership and precise processes

To address complexities and ensure smooth product content journeys, manufacturing leaders need to establish clear ownership and precise processes for effective data management and dissemination:

- **Process mapping and optimization:** Leaders must proactively map out the end-to-end content journey process, identifying bottlenecks and inefficiencies. By optimizing each step, they can enhance overall process efficiency, reduce lead times, and guarantee data accuracy.
- **Defined roles and responsibilities:** Assigning clear roles and responsibilities to individuals involved in the content journey ensures accountability and fosters a sense of ownership within your marketing teams. This helps streamline communication, minimize errors, and maintain a cohesive content strategy.
- **IT architecture simplification:** Industrial manufacturing leaders should look into simplifying their IT architecture by providing a unique central syndication solution to all their departments or subsidiaries. Regionalized systems implemented for local issues create silos that affect the whole organization. This can increase technical costs, including license fees and maintenance costs. Simplifying your IT architecture frees your technical resources from maintaining connectors whenever a data classification or standard is updated. It also helps regain FTEs and lead time of the entire syndication process.

1

2

Step 2: Establish a centralized product content journey process

4

5

6

7

8

The benefits of centralization

Establishing a centralized product content journey process offers several key benefits that positively impact the overall performance of industrial manufacturing businesses:

- **Streamlined data syndication:** Centralization simplifies work processes and enables the efficient distribution of perfectly tailored product content to data pools and trade partners.
- **Data accuracy and consistency:** With data management under a centralized hub, marketing teams can ensure that product content remains accurate, consistent, and compliant with regional data standards, reducing the risk of errors and inaccuracies.
- **Faster go-to-market:** Centralization speeds up the go-to-market process, enabling industrial manufacturers to swiftly launch new products and seize market opportunities ahead of competitors.
- **Minimized errors and discrepancies:** Centralization helps minimize errors and discrepancies, fostering stronger business relationships and increasing sales performance as distributors and data pools receive consistent and accurate product content.

Industrial manufacturing leaders must recognize the immense value of centralizing their product content journey processes. By actively adopting this approach and creating a hub of accurate and standardized product data, businesses can set the foundation for an unparalleled product content journey that drives growth, boosts efficiency, and strengthens their market presence.



Step 3

Attain real-time visibility and win optimization insights

Real-time views of all product content journeys is vital for informed decision-making and for creating successful business outcomes. However, achieving this level of visibility is a complex task. With many SKUs spread across different product catalogs, industrial manufacturers often need help obtaining a cohesive overview of their content journey's performance. Collating data from import sources and in different formats requires significant human resources to work across multiple spreadsheets and databases, leading to inefficiencies and delayed insights.

The imperative for real-time visibility

Having their pulse on the product content journey is paramount for industrial manufacturing leaders to drive growth and success. Here are just some of the benefits of having a single source of truth:

- **Optimized decision-making:** To drive growth and success, executives and leaders need up-to-date insights to identify what aspects of their product content journeys are performing well and what needs improvement. Real-time visibility empowers them to make data-driven decisions promptly and steer teams toward areas that require optimization for maximum impact.
- **Efficient resource allocation:** With a comprehensive and real-time view, industrial manufacturing leaders can allocate resources effectively, focusing on channels and segments demonstrating high conversion rates and promising results. This optimized resource allocation maximizes efficiency and ROI for the organization.
- **Proactive error management:** Early detection of errors in product content across channels is crucial for maintaining brand reputation and customer trust. Real-time visibility allows leaders to proactively monitor for errors and swiftly address any discrepancies, reducing the risk of potential damage to the brand image.
- **Actionable insights for teams:** Executives must provide commercial teams with actionable insights and suggestions for optimization. A real-time view of key performance indicators, such as channel readiness and conversion rates, enables leaders to offer timely guidance for content improvements and more tailored strategies.

1

2

3

4

Step 4

Implement tools that provide autonomy to your marketing teams

Industrial manufacturing leaders face the challenge of their teams having to manage a vast catalog of products, each requiring adherence to different data formats and standards based on data pools, distributors, and trade partners. Product data managers often rely heavily on IT departments for all data-related queries. This reliance hinders a faster go-to-market, as even a single data set may require involvement from multiple departments for data collatzzion, data optimization, export generation, etc., resulting in significant delays.



“With Productsup, we are able to deliver our product information to all major trade, sales, and business channels. We can now implement constant changes quickly and efficiently with low engineering resources”.

Thomas Heuchert
Data Distribution & Publication Manager

Additionally, the dynamic nature of product content requirements because of constant changes to data formats and standards further exacerbates the time-consuming process of implementing changes across data pools and distributors. Industrial manufacturing leaders must leverage cutting-edge no-code software like Productsup's Distribution PX to overcome these challenges and achieve true autonomy in managing product content. This no-code software empowers commercial teams to work seamlessly with drag-and-drop logic and automated data mapping.

Step 4: Implement tools that provide autonomy to your marketing teams

6

7

8

1

2

3

4

Step 4: Implement tools that provide autonomy to your marketing teams

6

7

8

Problems related to heavy reliance on IT

Heavy reliance on IT presents various challenges. Time-consuming processes emerge when relying on IT departments for routine data-related tasks like data import and exports, transformations, and syndication. Lack of real-time responsiveness hinders quick updates and proactive marketing efforts, impacting competitiveness. Operational bottlenecks also arise due to collaboration among multiple teams, leading to inefficiencies and hindering scalability.

The benefits of implementing automation tools

Implementing tools that automate tasks has several benefits, including streamlining data management, accelerated time-to-market, and enhanced agility. With automation, marketing teams gain full control over their product content journeys, reduce manual labor, and minimize errors. This autonomy enables the teams to respond swiftly to market demands, achieve faster global expansion, and seamlessly syndicate content to all partners. Empowering commercial teams with a no-code software fosters autonomy and competitiveness, as they reduce reliance on IT for routine tasks, ultimately leading to increased sales and business growth.

Read our exclusive [Hansgrohe case study](#) to learn how creating perfect product content journeys significantly speeded up their time-to-market, and many other benefits. [Learn more!](#)

1

2

3

4

5

Conclusion

7

8

Conclusion

In the dynamic world of industrial manufacturing, achieving perfect product content journeys is paramount for success. Leaders in this industry must address the key challenges their marketing teams face:

- Accessing and consolidating product data efficiently.
- Reducing reliance on IT.
- Centralization of data.
- Attaining real-time visibility to inform decisions.

By embracing no-code software, industrial manufacturing leaders can help commercial teams streamline data management, enable them to optimize product content syndication and enhance overall market responsiveness.

With these strategic steps, they can drive growth, strengthen business relationships, and ensure compliance with industry standards, paving the way for transformative success in a fiercely competitive market.



1

2

3

4

5

6

Meet our customers

8

Meet our customers



Why choose Productsup?

With a presence in over 50 countries, Productsup has proven itself as the leading content syndication solution for industrial manufacturers. We enable you to efficiently collect, optimize, and distribute product data, ensuring your products are consistently well-described, no matter the sales channel or location. Strengthen your business relationships and drive higher conversions through high-quality product data.

From overcoming data consolidation challenges to empowering your marketing teams with real-time insights, Distribution PX offers the ideal solution for your content syndication needs. Elevate your product content journey, achieve transformative growth, and unlock the true potential of your industrial manufacturing business with Productsup. Embrace the power of Distribution PX today and step into a future of unmatched success.



[Talk to us](#)

Productsup³

Empowering commerce

Get in touch today!

hello@productsup.com

www.productsup.com



Productsup 2023, all rights reserved