

**inRiver PIM Suite™**

**Will you achieve your  
deadline for the  
next product launch...**

**...on all your markets?**

**The inRiver system delivers  
perfect product information**



**Benefits with inRiver PIM Suite™:**

Massive reduction in data set up and maintenance time

Slashes content volume

Launch new products and implement design changes faster

Faster execution of price increases

Reduction in publication errors

Reduction in time spent searching for product information

Enables collaboration between customers, partners and suppliers

Faster time to Market

**Economic globalization creates the need for product information to be more disseminated than ever before. The continuous demand for new products means that product information is constantly changing, and needs to be published in multiple languages.**

**About PIM**

Today’s enterprises are experiencing rapidly changing and more exacting demands upon the way they present product information to the stake holders in their supply chain. The market leaders have improved their competitive edge by reducing lead times and administrative costs and launching new products faster than the competition, at the same time improving the quality of their product information.

You can respond to these market challenges by using the inRiver PIM Suite™.

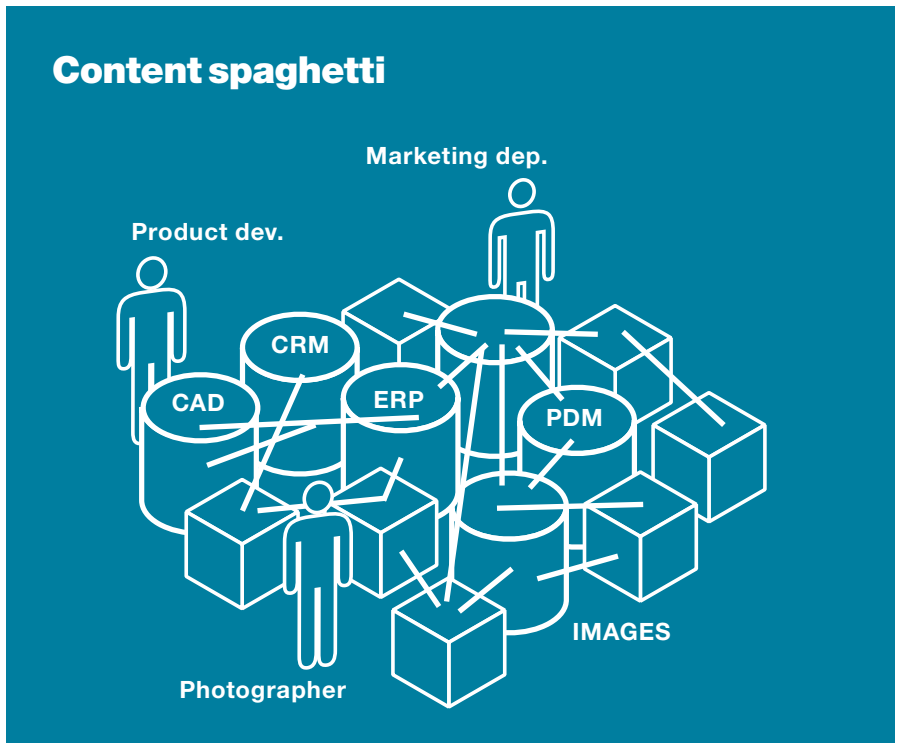
inRiver PIM Suite™ manages the creation and maintenance of product information and its distribution to both print-oriented and web-

based publishing systems, ensuring consistent product information quality throughout the enterprise. The strong and flexible workflow solution, incorporating best practice templates, ensures secure version and revision control, which is role-based and audited.

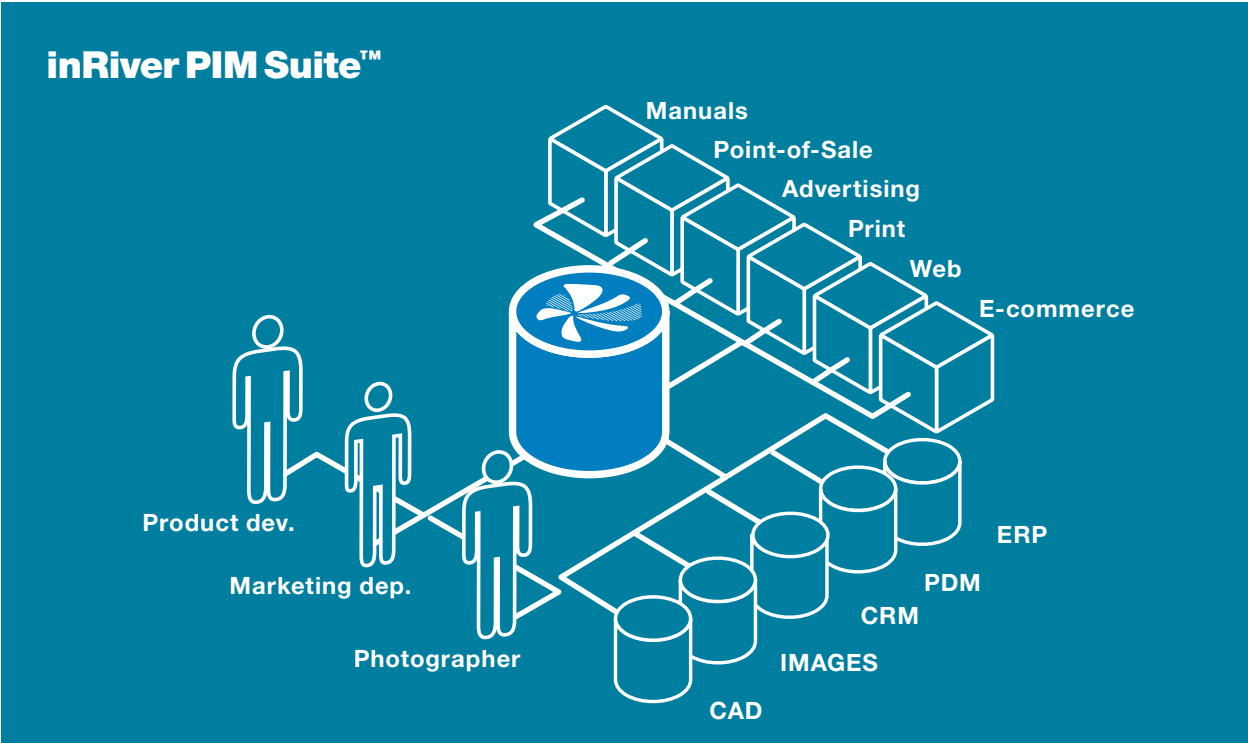
**Why PIM?**

Typically 80% of an enterprise’s product information is stored in an unstructured way as documents, translations, drawings, videos, images and text on individual PCs, departmental file servers, or with third party agencies. There is a great deal of duplicated, but unsynchronised data, and most organisations greatly depend on information stored in the brains of key employees.

This results in “content spaghetti”, which results in employees working with product information spending 40% of their working day searching for the information, checking it’s the correct version, and formatting it into the required delivery format.

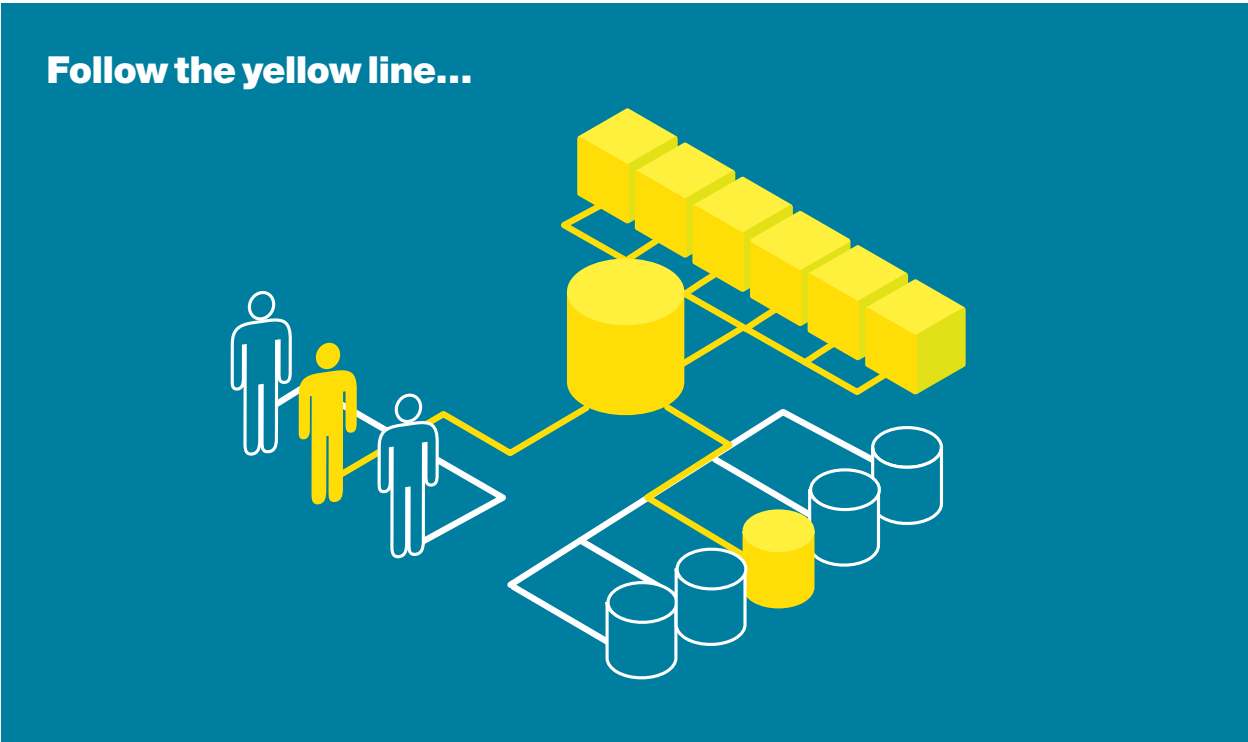


**Our customers who have addressed the above issues, by implementing inRiver’s PIM Suite™, experience rapid and significant Returns On Investment, as well as dramatic improvements in their competitiveness.**



**inRiver PIM Suite™ enables companies to manage their product information in a single repository – “a single version of the truth”.** This information can then be automatically distributed to the multiple channels within the supply chain e.g. e-commerce, printed catalogues, websites, technical manuals, and in the language required.

**Changes can be made just once and automatically applied everywhere they are needed, dramatically reducing the time for product revisions to be implemented or new products to be launched.**



inRiver PIM Suite™ Main features	Benefits
<p><b>One central repository and metadata management</b> Controls all product images, and documents in multiple languages.</p>	<ul style="list-style-type: none"> <li>+ Streamlines information process &amp; slashes content volume.</li> <li>+ Launch new products &amp; implement design changes faster.</li> <li>+ Faster Execution of Price increases.</li> <li>+ Massive reduction in data creation &amp; maintenance time.</li> </ul>
<p><b>Synchronises corporate product information wherever it is stored</b></p>	<ul style="list-style-type: none"> <li>+ Quickly find, transform, &amp; re-use digital assets, company-wide.</li> <li>+ Supports faster M &amp; A activities regardless of IT systems.</li> </ul>
<p><b>Historical data and data control</b></p>	<ul style="list-style-type: none"> <li>+ Version &amp; revision control on all content.</li> <li>+ Secure, role-based control &amp; audit trail.</li> </ul>
<p><b>Adobe CS3 Integration</b></p>	<ul style="list-style-type: none"> <li>+ Cuts costs &amp; saves time in producing marketing material.</li> <li>+ Customers confident &amp; secure through consistent brand &amp; image.</li> <li>+ Reduction in publication errors.</li> </ul>

**inRiver PIM Suite™ customers:**

**The New Wave Group** a retail and profiling company with offices in 18 countries and with a total turnover of 450 million euro has implemented the inRiver PIM Suite™. [ [www.nwg.se](http://www.nwg.se) ]

**Stadium** is Swedens biggest sports retailer chain with over 100 stores within Scandinavia. [ [www.stadium.se](http://www.stadium.se) ]

**Manfrotto** is the world leader in designing, producing and distributing professional supports, bags and protective gear for the photographic, video and entertainment market. [ [www.manfrotto.com](http://www.manfrotto.com) ]

**inRiver Sales Partners:**



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