



SKUexpert

create, share, increase sales

Integrated Environment for Product Content Management

Warsaw, 2014

Experience in retail, marketing and technology



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Why was SKUexpert created?

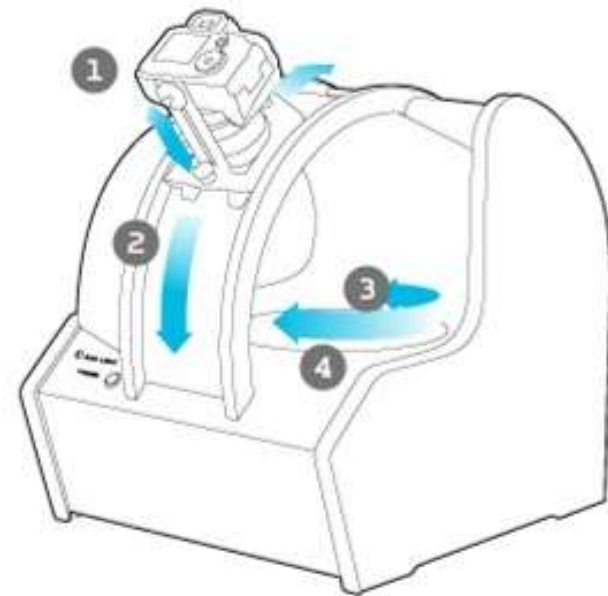
- **Rising** importance of **online** sale
- **Quality of product descriptions and images** impacts both **online and offline sales** (ROPO)
- EU imposes on manufacturers and retailers requirements regarding product information (**1169/2011**)
- Product **change dynamics** is significant and generates work on the manufacturer side
- Images and product data are used in multiple areas in an organization

Platform for the exchange and management of SKU data

SKU photography and description



www.skupexpert.com



Internet store



Planogram



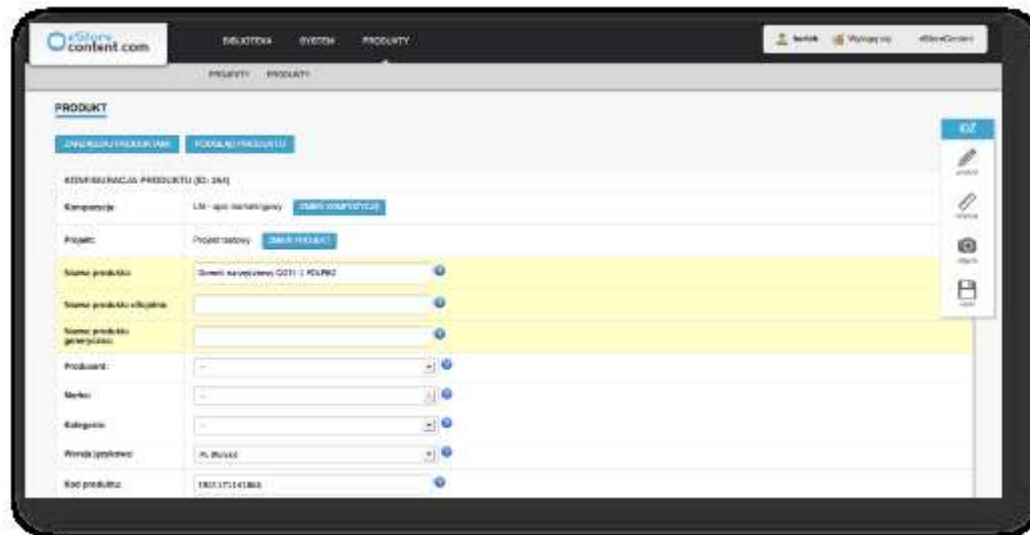
Mailers



Product Card



- **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**



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

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

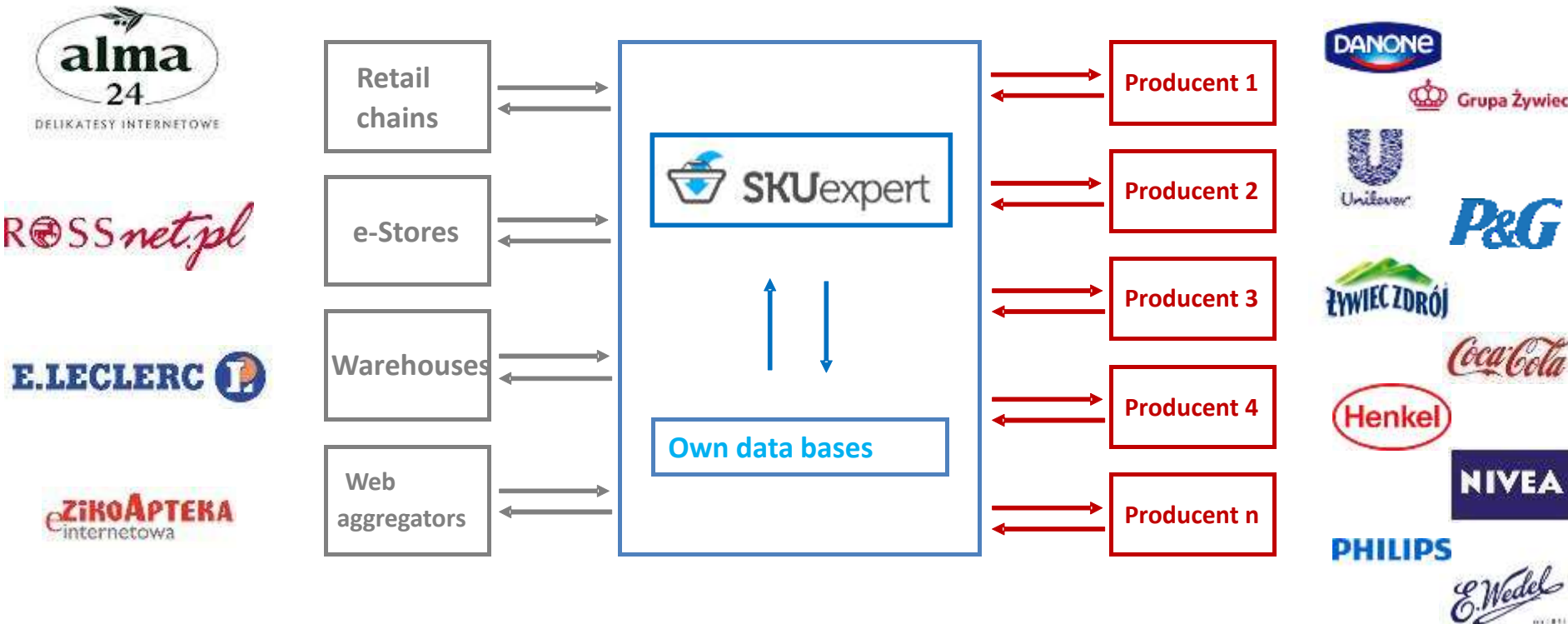
We offer pivot images (**360 degrees**) and spherical images (**3D**).

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.



SKUexpert

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!



From the Manufacturer

Is the information in this section helpful? Yes / No

Product Description

Designed to bring you optimal performance from either side of its unique cartridge, the Gillette Fusion redefines your expectations of what a shave can be. On the front of this razor blade, Gillette Fusion features 5 blades spaced closer together to achieve its advanced 5-Blade Shaving Technology surface. This design distributes the shaving force across the blades to help reduce pressure, with more comfort and less irritation than MACH3.

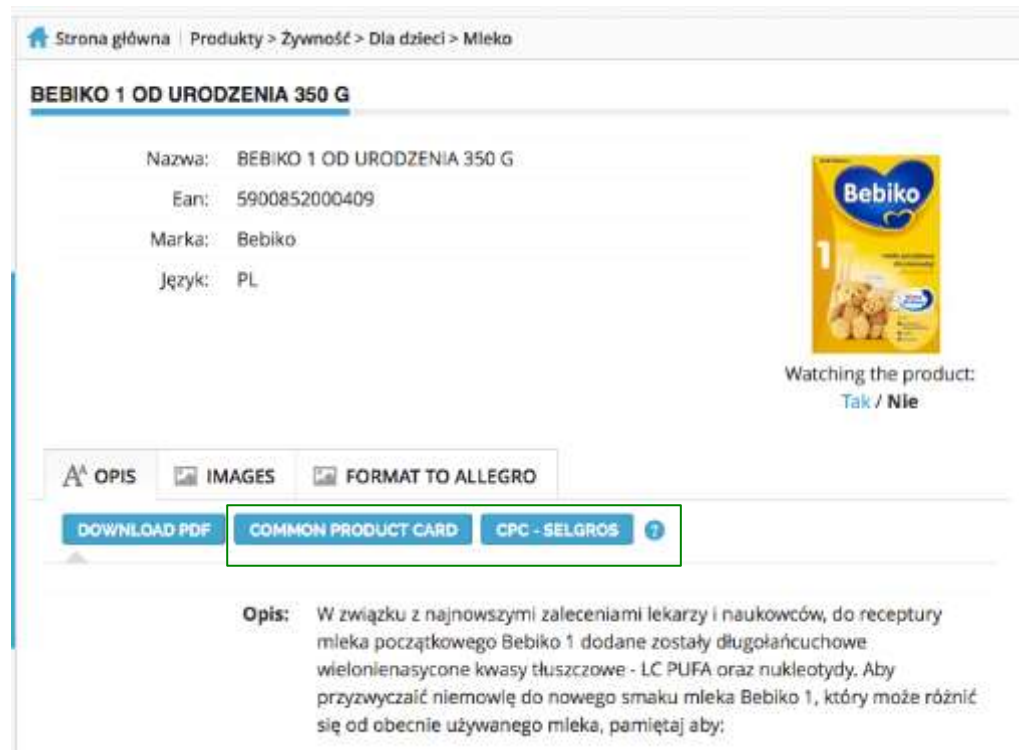
Additional Product Features



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

Automatic product card generator compliant with the requirements of selected retailers

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



The screenshot shows a web interface for generating product cards. At the top, there is a breadcrumb trail: [Strona główna](#) | [Produkty > Żywność > Dla dzieci > Mleko](#). The main heading is **BEBIKO 1 OD URODZENIA 350 G**. Below this, the product details are listed:

- Nazwa: BEBIKO 1 OD URODZENIA 350 G
- Ean: 5900852000409
- Marka: Bebiko
- Język: PL

To the right of the details is an image of the product packaging. Below the image, there is a text prompt: "Watching the product:" followed by two radio buttons labeled "Tak" and "Nie".

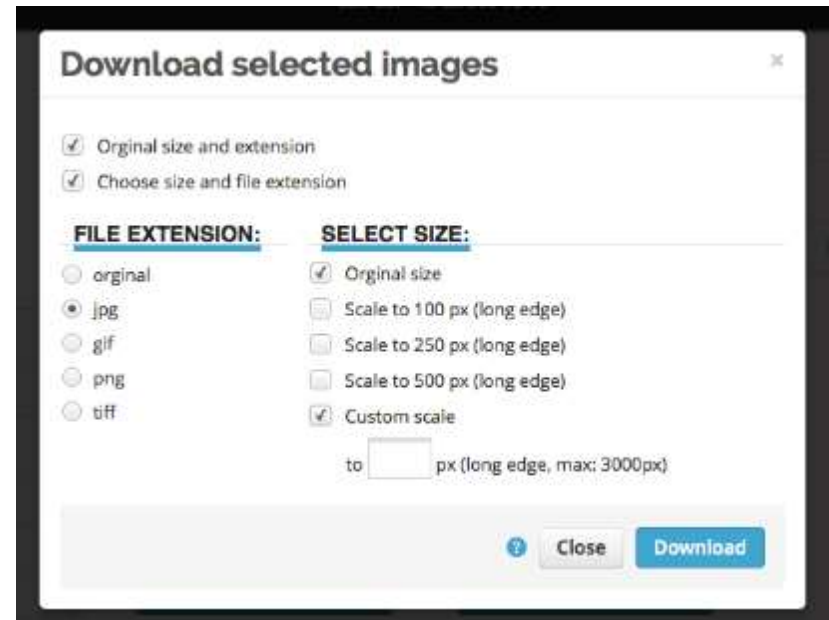
Below the product details, there are three tabs: "OPIS", "IMAGES", and "FORMAT TO ALLEGRO". Underneath these tabs, there are three buttons: "DOWNLOAD PDF", "COMMON PRODUCT CARD", and "CPC - SELGRÓS". The "COMMON PRODUCT CARD" button is highlighted with a green border.

At the bottom, there is a section for the product description:

Opis: W związku z najnowszymi zaleceniami lekarzy i naukowców, do receptury mleka początkowego Bebiko 1 dodane zostały długołańcuchowe wielonienasycone kwasy tłuszczowe - LC PUFA oraz nukleotydy. Aby przyzwyczaić niemowlę do nowego smaku mleka Bebiko 1, który może różnić się od obecnie używanego mleka, pamiętaj aby:

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

Possibility of creating **individual formats** for platform 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 description 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**



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



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 | | | | ✓ |

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:

- Discuss the current needs of manufacturers and retailers
- Demo & tests
- Pilot projects