

In today's complex digital world, retailers and manufacturers are challenged with vanishing boundaries, shrinking time lines, razor thin margins, ever changing environments and an exponential growth of rich product data that needs to be managed. In a challenged economy, it is imperative to implement a disruptive breakthrough technology that will...

- **Cut operational costs globally by embracing Cloud Data Management and eliminating data silos**
- **Continually enhance e-commerce and channel sales with rich metadata & automated syndication**
- **Improve data quality governance and streamline gaps internally, externally with trading partners and between applications**
- **Gain market share by introducing new Series, Products and SKU's rapidly before the competition**

To address these initiatives, whether your business is located at a single site or geographically dispersed, you need a global single repository where your product information is accurate, streamlined, easily accessible and changeable both within the company and across the web with external retail partners. The absence of a single system of record results in bad data, data duplication and redundancies, isolated data silos, fragmented data in various applications and databases, and an overall data nightmare with an almost impossible methodology to enter and find real time information especially from anywhere.

SKUforce is a single global web repository for managing company assets and product information across the extended enterprise. SKUforce is a "must have" master data framework for increasing sales channel efficiency and web commerce. SKUforce empowers data compliance, data governance, data stewardship, data quality and data syndication initiatives among retail and manufacturing global 2000 companies and growing SMBs alike. Much as how multiple stakeholders in the real estate industry rely on the MLS, or how online banking provides real-time access to your finances, SKUforce bridges the gap in Product /SKU management, both old and new, in the retail and manufacturing extended enterprise.



NEW PRODUCT DEVELOPMENT

Issue: Geographically dispersed work-groups collaborate on New Product Development using obsolete tools, Excel and dysfunctional systems that cause chaos and delays.

Solution: You need a single global repository and cloud data management to streamline data, documents, processes and enforce compliance.

PRODUCT INFORMATION MGMT.:

Issue: Product information is scattered across departments and continents, in Excel and various disparate data silos without the inherent relationships that link data elements, resulting in poor data quality.

Solution: You need department specific data cards with built-in data linkages, validation and roles based permissioning that create a master system of records for all stakeholders.

Mastering Millions

Millions of Dollars

Millions of dollars hang in the balance as manufacturers race their product to be first to market. A key obstacle—employee inefficiency, especially of your best people—bleeds the bottom line far past initial delay costs, but also depletes crucial resources, time, and corporate presence. SKUforce streamlines this process, eradicating antiquated methodologies while instituting a new breed of best practices and data governance resulting in a tremendous 3x to 10x return on investment.

Millions of Data Types

Ensuring the critical data flows seamlessly from design through e-commerce, SKUforce overcomes the fragmentation of disparate systems to create inter-operable and highly integrated applications from the existing legacy systems.

Millions of Decisions

Directing actionable analysis from the separate systems into one intuitive interface, SKUforce equips mission-critical decision makers with a master system of record and reference providing real time access to the critical data without demanding users to be technical or knowledgeable.

Success in Opportunities

What if you could customize data cards right out of the box that capture and reflect your specific needs without compromise? What if your marketing, packaging, manufacturing, procurement, product management and design data cards and their data elements were dynamically shared, inter-related, inherited and synchronized automatically? What if all content was available with instant google-like access by the right people from anywhere within your organization?

Just imagine the speed at which your company could introduce new products to remain competitive, and the formidable reduction in product development, content management and syndication costs you could achieve. Now imagine at a fraction of the total cost of the dysfunctional multi-million dollar systems, the next generation master data framework that is quick to visualize value, easy to deploy and use, and designed for the inevitable changes in use case scenarios.

The obvious and far reaching hard and soft benefits include world-wide access to rich data, mobility and ease of data entry, visibility of off-calendar milestones, significant reduction in operational overhead due to shortened life cycles, increased reliability and deliverability of mission critical data,

WEB CONTENT MANAGEMENT:

Issue: Product Websites, Online and print catalogs are manual, inconsistent and disconnected with the various sources of this metadata and images, causing long delays between content changes and updates.

Solution: You need a master repository which dynamically syndicates consistent, rich data to e-commerce sites and product catalogs in real time.

CATALOG CONTENT MANAGEMENT:

Issue: Without a global framework to capture assets and domain knowledge, Company is forced to reinvent itself and creates outdated, error-prone catalogs and technical publications.

Solution: You need a master repository with built in automated processes and intellectual assets and data elements that are easily searchable and captured for reuse.

reduced data gathering gaps between departments and data syndication gaps between applications.

Unlike expensive proprietary alternatives or in house initiatives, the SKUforce custom framework offers quick and visible results, unparalleled ease of deployment, affordability, scalability and adaptability across any and all industry groups. SKUforce works the way you do, and deploys a unique Series/Product/SKU pyramid metadata architecture that reduces data elements by 80% while offering a very rich user experience in today's world of commerce driven by the internet.

Find out more today about what SKUforce can do for you. Visit our Web site at:

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