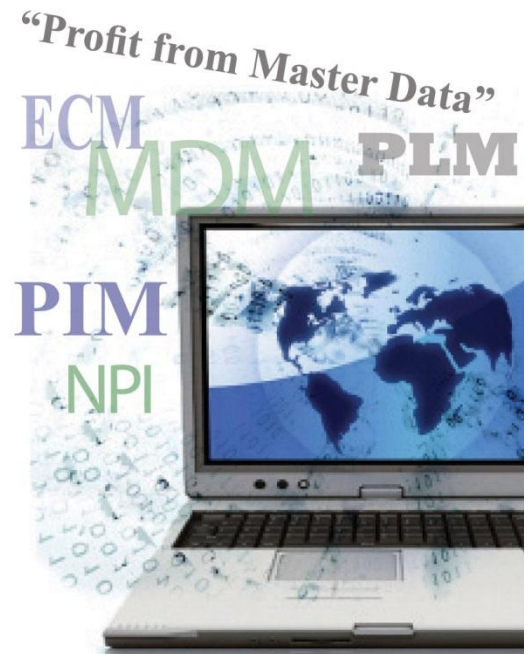


In today's complex digital world, retailers, distributors and manufacturers are challenged with vanishing boundaries, shrinking time lines, razor thin margins, ever changing environments and an **exponential growth of rich product content** that needs to be managed. In an agile economy, it is imperative to implement a 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 data, specs, images & content that convert**
- **Improve data governance and close application gaps internally and externally with trading partners**
- **Gain market share by introducing new 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, distribution 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 workgroups collaborate on New Product Development using obsolete tools, Excel and outgrown in-house systems that cause chaos and delays.

**Solution:** You need a single global repository and web data application that streamlines data, documents, processes and enforces 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 collaboration and department specific data cards with built-in data linkages, validation and roles based access that create a master system of records for all stakeholders.

# Mastering Millions



## Millions of Dollars & Millions of Decisions

Millions of dollars hang in the balance as brands 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 **ROI** and improved **ROA**.

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 existing legacy systems.

## Success in Opportunities

What if you could customize a web application, right out of the box that captures and addresses your specific needs? What if marketing, packaging, manufacturing, procurement, product management and design data elements were dynamically shared, inter-related, inherited and synchronized automatically? What if role based content was available with instant web access from anywhere, anytime?

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 application that is quick to visualize value, easy to deploy and use, and designed for the inevitable changes in use case scenarios.

**Benefits** The obvious and far reaching benefits include worldwide access to rich data, collaboration, shortened lifecycles, visibility of off-calendar milestones, control and governance, reduced overhead, increased reliability and deliverability of mission critical data and most importantly, reduced content gaps between departments and applications.

## COMMERCE CONTENT MGMT:

**Issue:** Product Websites, Online, mobile and print catalogs are manual, inconsistent and disconnected with the various sources of data 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 from a single source.

## CATALOG CONTENT MGMT:

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

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

**Options** Unlike expensive proprietary alternatives or home grown systems, SKUforce custom application 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 Product/SKU pyramid architecture that dramatically reduces data elements while offering a very rich content experience and higher conversions in today's multichannel commerce world.

Call 866-443-2058, Novato, CA

Kindly visit our Websites at:

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