

**PRODEVIX DATA SOLUTIONS**



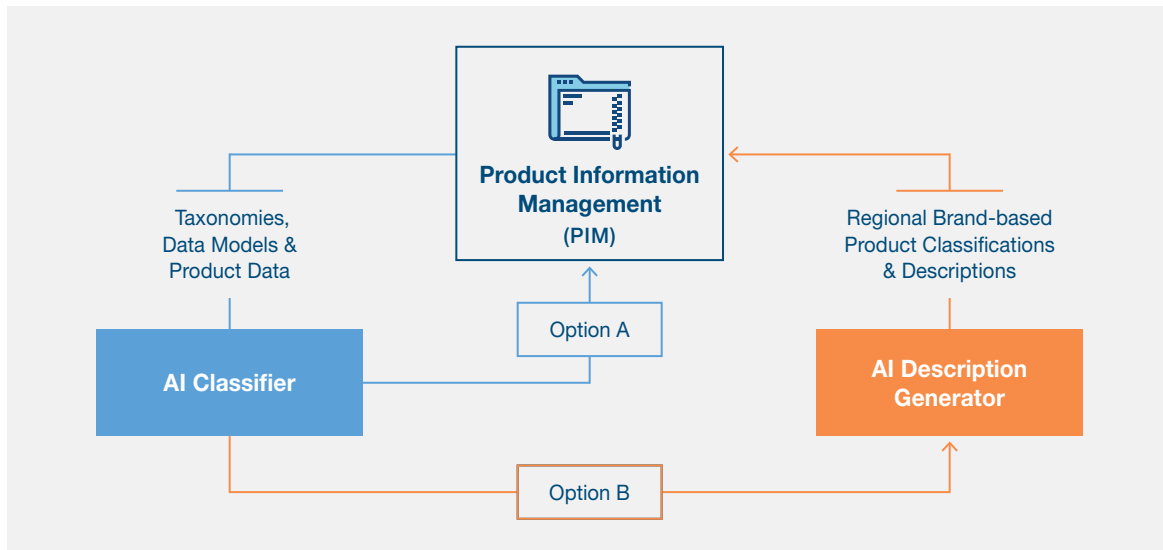
## Product Classifier & Description Generator (AI)

### Business Problem

- Spending too much time and people-power creating than managing product descriptions?
- Frequent changes of brand/voice/style requiring hours of tedious effort editing product descriptions?
- Need for more personalized or sales channel-specific product descriptions?

### Solution

Embedded access within your PIM, your team will classify existing and/or new product data. This will allow then to sync back to the PIM or generate regionalized, customer-specific product descriptions that fit the tone and style for any downstream IT systems.



### Features

- Integrated within your PIM
- No change for PIM end users
- Automatically updates as PIM updates
- Privately hosted within MS Azure including private, back-channel VPN connectivity, i.e., no public exposure

### Benefits

- Speed time-to-market and reduce costs for new product creation or when your brand changes
- Enables “dynamic descriptions” for use in multiple sales channels
- Improves customer experience by facilitating personalization and customization

**Questions? Email us at [info@infoverity.com](mailto:info@infoverity.com)**

## About Infoverity

Founded in 2011, Infoverity is a leading systems integrator and global professional services firm driven to simplify and maximize the value of their clients' information. Infoverity leans on deep enterprise data management experience to drive success across CDP, MDM, PIM, Data Governance, Analytics, Content Management, Data Integration, Data Warehousing, Organizational Change Management, Post Launch Support, and other solutions.

Our software division, Prodevix Data Solutions, offers lightweight, modular digital products that augment and enhance MDM implementations bringing additional business value and market differentiation for our clients. Infoverity is 100% employee-owned, with global headquarters in Dublin, Ohio. The EMEA headquarters and Global Development Center is in Valencia, Spain. Additional offices are located in Germany and India.

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