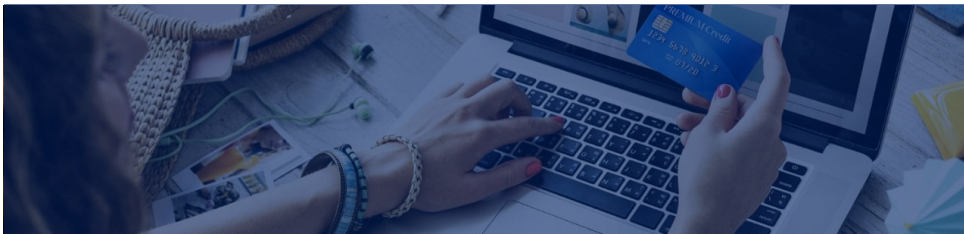


Speak your customers language across all touchpoints - a step-change in product experience management

Retailers need to speak the same language as customers who are expecting rich, accurate and consistent product information. A coherent dialogue is needed across all touchpoints despite typical poor data quality and increased IT costs and complexity.

What is Sonetto® PXM on Azure?

Sonetto® PXM on Azure is a customer-centric solution with a competitive entry point. It centrally manages product data across all channels, regions and segments. Sonetto® PXM powers global retailers by capturing business knowledge and using patented technology to automate tasks including data cleansing, product management, product categorising & merchandising.



Why Sonetto® PXM on Azure?

Sonetto® PXM building continuous dialogue and offering personalised experiences

- Simplifies ways of working and minimises time spent
- Increases findability of products and improve ranking
- Reduces rate of returns
- Improves customer journey: search –transact –share
- Maximises cross-functional collaboration by providing centralised repository
- Reduces time-to-market

Maximises Customer Retention

- Provides customer-centric lifestyle information
- Optimise product management per channel, region and segment
- Improves customer journey to find products easily and reduce

Substantial reduction in data inaccuracy

Increase Sales and Conversion

- Improves ranking and product findability
- Creates comprehensive, rich and accurate product information
- Increases basket size through cross-selling and upselling tools

Reduction of abandoned baskets and on returns

Accelerated time-to-market and cost reduction

- Shortens product induction time-to-market
- Uses machine-automation to streamline process and reduce cost
- Increases collaboration across the business and supply chain

Highly accelerated product refresh

With Sonetto® PXM on Azure, the commercial teams are able to 'teach' Sonetto® to automatically enrich product data, create categories and merchandise products in new and existing product data by providing examples:

<<if BRAND is "Giorgio Armani" then FITS= Small>> <<if FABRIC is "wrinkle free", then LIFESTYLE= travel>>