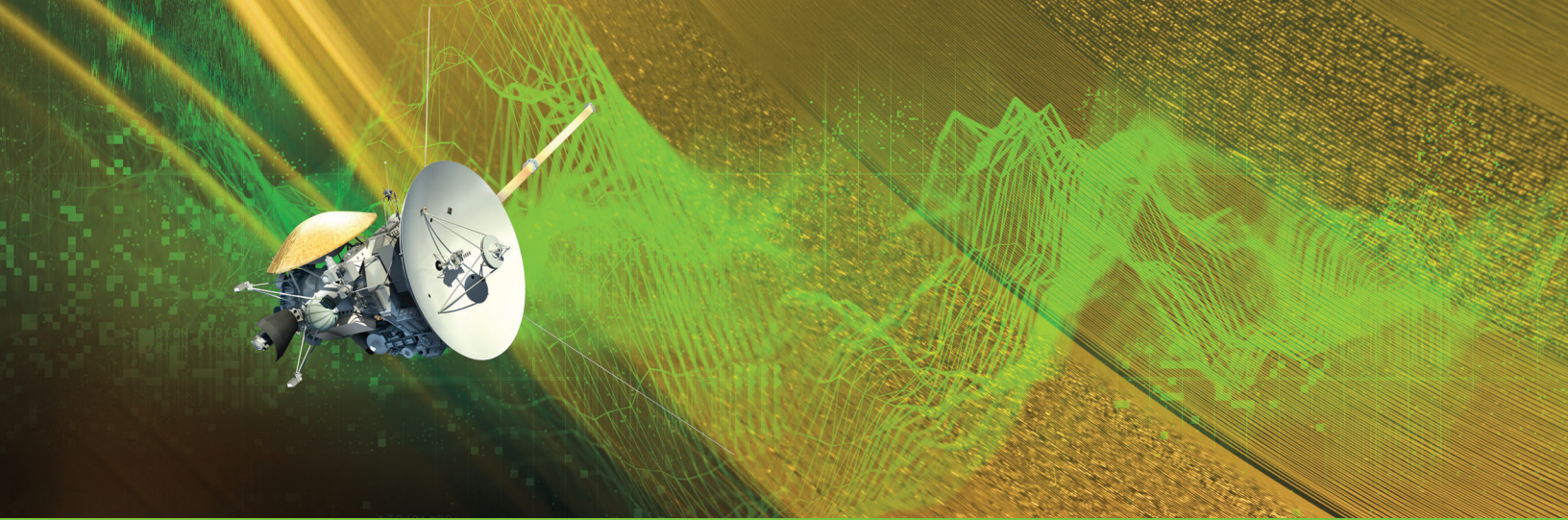# The Search for the Golden Product Content Record
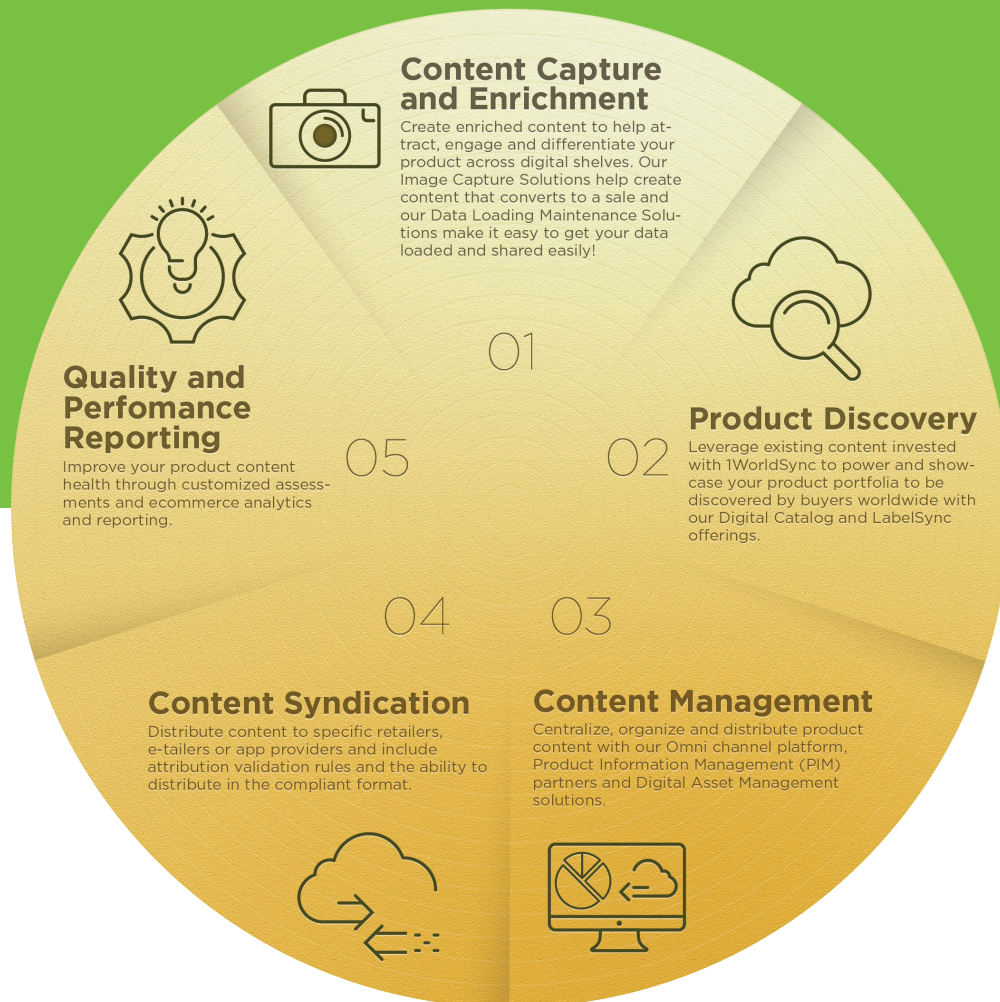
Digitization for Content Enablement from a Single Source of Truth

WORLD SYNC

What Is the Golden Record?

Around 45 years ago, two small capsules – the Voyager 1 and 2 – were launched into space. They contain information to portray the diversity of life and culture on Earth and are intended for any intelligent extraterrestrial life form, or for future humans. The idea was to create a holistic and meaningful record of society's fundamentals. In this white paper, we apply this approach to product content and delve into the golden record of product content.

Content Capture and Enrichment

Create enriched content to help attract, engage and differentiate your product across digital shelves. Our Image Capture Solutions help create content that converts to a sale and our Data Loading Maintenance Solutions make it easy to get your data loaded and shared easily!

01

Product Discovery

Leverage existing content invested with 1WorldSync to power and showcase your product portfolio to be discovered by buyers worldwide with our Digital Catalog and LabelSync offerings.

02

Quality and Perfomance Reporting

Improve your product content health through customized assessments and ecommerce analytics and reporting.

05

Content Syndication

Distribute content to specific retailers, e-tailers or app providers and include attribution validation rules and the ability to distribute in the compliant format.

04

Content Management

Centralize, organize and distribute product content with our Omni channel platform, Product Information Management (PIM) partners and Digital Asset Management solutions.

03

Consumers Demand Complete Trusted Brand Verified Product Content to Click BUY

In today's world of connected commerce, trusted product content powers every step of the consumer's path to purchase, and is at the root of every shopper's journey from discovery to delight. Compelling product content sells your products both online and in-store, creates an unparalleled customer experience, and guarantees brand loyalty.

The Search for the Golden Product Content Record

Master Data Management has always been important for the standardization of processes to increase efficiencies and lower operational costs.

The importance of product content has grown and become very complex for companies in recent years. Why?

1. Regulations like Unique Device Identification (UDI) and Nutrition Fact Paneling (NFP) are putting additional risk on companies to deliver product information that is compliant and validated.

2. Suppliers have multiple systems that house product content for individual departments.

3. Product content requirements change quickly and often.

Bridging Online and In-Store Product Content Can Be Challenging

Gartner states that poor data quality practices undermine digital initiatives, weaken organizations' competitive standing, and sow customer distrust.

All too often, product content across the organization can become fragmented and inaccurate, costing organizations more money and time to maintain. This fragmentation creates confusion, misunderstanding, ignorance, inefficiencies, double work, and high costs. The quality of the product content is usually poor – and poor product content will lead to a loss of sales!

There are a growing number of vendors offering various fragmented solutions. As product content management is not a core competence of suppliers and retailers, seeking out the best solution for their specific situation is a challenge.

Bad Product Content Costs Your Organization More Than You Think

According to CrowdAnalytix, inaccurate product data costs over $100B per year in online retail due to inaccurate product descriptions, mismatched color/size, and differences in product appearance compared to the image on the online store.

Welcome to the new era! Now the cost of poor data quality is derived not only from purchasing or logistics, but strictly from the cost of obtaining the content.

Costs to Suppliers:

• Suppliers face financial penalties from retailers due to poor product content management.

• Suppliers send their products to multiple different providers for the same service.

• Suppliers have multiple systems that house product content for individual departments.

Costs to Recipients:

• Recipients who don't want to burden suppliers in cleaning up their data take on the costs themselves and invest in third party content providers.

Win Consumers on the Path to Purchase with 1WorldSync

"Data is useful. High-quality, well-understood, auditable data is priceless." —Gartner

High quality product content is the foundation of a great customer experience that draws customers and drives conversion.

Companies targeting data quality as a top priority are on the right track – however, ultimately how and where an enterprise manages its content can make or break its endeavors.

As a supplier, you can publish complete and accurate product content to all recipients, all the time!

1WorldSync is the only product content solution provider that supports the entire product content journey.

"As the single enabler of trusted, brand-verified supply chain and e-commerce product content solutions, 1WorldSync has paved the way for us (among many others) regarding the successful synchronization of standardized product content in cross-functional industries and global markets."

—**Regan Van Tassel**, Platform Manager, Ecolab

VALIDATE	LEARN
Data & Image Capture: Deploy GS1 approved images to drive sales and improve perception. **Packaging Audit:** Validate the measurement attributes accuracy on your packages. **Curation:** Quickly provide recipient and consumer-ready product content.	**GDSN Essentials:** Bring your team up-to-speed on GS1 standards and eliminate product content quality issues before they start.

STRATEGY & REPORTING

Assessment Services: Know the root cause of product content quality issues and develop an action plan with our help.

Data Quality Diagnostic Report: Identify product content quality issues within the GDSN network & GTIN level:

- Attribute Completeness
- Description Accuracy
- E-commerce Readiness
- Recipient Specific Requirements
- Recipient Specific Guidance Image Accuracy

"Transparency is important for Kellogg. Thanks to 1WorldSync, we can deliver product information to our customers and consumers in a reliable and useful way. With this information, we are able to engage in more meaningful conversations with our consumers and delight them with the information they desire."

— **Todd Hufford**, Director, Global Digital Operations and Enablement, Kellogg Company

Power Every Step of the Product Content Journey with 1 Solution

Are you struggling to create, manage, enrich, and share all your product content from a single platform to all digital and in-store channels?

From content capture & enrichment to product discovery, 1WorldSync guides companies on their way to the perfect data set – the golden record. We enable 25,000 global brands to create, enrich, manage, and share product content via a single platform.

Embrace the power of one solution with 1WorldSync's well-rounded offering of solutions to ensure *trustworthy, authentic* product content along every step of your journey from start-up to completion.

Learn more: http://go.1worldsync.com/power-every-step-product-content-journey-1-solution.html