



ORIGIN

Overview

Retail247

Technology Enablement For Retail

Origin is our Product Platform (PIM) and addresses your product data needs end to end. From product creation to enrichment, digital asset management and data syndication, Origin is the complete product data solution.

The Journey to Sustainable Change

In the world of retail, years of reactive technology decision making have led to legacy solutions that inhibit rather than enable. This is not a criticism; these decisions were made with the very best of intentions, dealing with many and varied challenges and opportunities at any point in time. It is the very nature of retail to follow the next shiny opportunity, full of the promise of ever-increasing sales and profit. Today though, we see the pace of technology change accelerating beyond anybody's imagination and, for established retailers, we see their legacy architecture and fragmented data unable to cope. Systems and processes have often become a daily chore rather than a benefit and have often ceased to be a driver of opportunity.

At Retail247 we believe that it is time to refocus on the basics and to acknowledge two distinct styles of solution. Centralised 'engines' that are careful custodians of the fundamental data we need as retailers and 'opportunity solutions' that make use of these engines to deliver rapid, tactical, even disposable benefit.

"Origin Product Management gives our users the ability to build their own data translation logic, adapting our own business data to multiple host partner needs."

Ian James, CIO Reiss

Core engines addressing the basics of product, stock and customer, must be reliable, scalable, visible and as real time as possible. They must represent the single version of the truth. Developments must be considered, planned and obsessively tested. To embrace opportunities, your systems should enable agility and be able to respond rapidly.

Retail247's Product Information Management platform, Origin, delivers a robust and scalable single view of product data to enable modern retailing.



Key Benefits

- Single version of the truth for all product data and digital assets
- Flexible product schema and hierarchies to meet the needs of your business
- Manage multiple product times
- Highly scalable, cloud based platform

Origin for Product Syndication

At the heart of Origin is the concept of data repurposing. Data Mapping and Validation Gateways combine with monitored Outbound Data Channels to provide product data in the format and frequency required by external trading partners. We understand that these formats are varied and fluid, so Origin has been designed to remove the pain of channel integration. We already have a number of existing interfaced formats, such as John Lewis, Next, Selfridges and Zalando, and this list is expanding all the time. If we don't have the format you need, we'll create it for you.

Key Benefits

- Manage complex data mapping to meet the needs of trading partners
- Managed service ensuring data delivery success

Origin for Product Enrichment and Asset Management

Logically, product data should all be in once place, with only one version of the truth. Origin is designed as the single repository for everything related to the product, including Digital Asset Management, attribution and pricing. Used as a point of consolidation or as a point of creation, Origin can be used for data enrichment and control.

Key Benefits

- Manage and store all digital assets
- Rich management of product descriptions
- Manage complex product attribution
- Manage product pricing across multiple channels



Origin for Price Change Management

Consistent and visible pricing control across multiple channels, zones, countries and currencies is key to margin management. Origin allows definition of price changes at a variety of levels and rules to control inter zone relationships as well as price points.

Key Benefits

- Management of all price change activity
- Flexible control of multiple channels, zones, countries and currencies
- Inter zone and price point rules

Origin for Product Workflow

Product information evolves over time and the creation of a complete product data set goes through a number of stages. Workflow can be defined within the Origin Product Information Platform to control these stages. Whether for the basics of creating descriptions and prices or the workflow through a Photo Studio, Origin tracks all changes, enabling complete visibility.

Key Benefits

- Workflow to manage stages of product build and enrichment
- User definable alerts and warnings

Origin for Product Visibility

Definable 'Insight Cards' give clear and real time visibility of product state and syndication status. Cards can be defined to monitor workflow or can be based for any other element of the product schema.

Key Benefits

- User definable Insight Cards
- User definable alerts and warnings

Find out how we enable technology for retail at

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