



Providing Rich and Accurate Product Attribute Content to Increase e-Commerce Sales Effectiveness

Cognizant's SKUView product attribute content management solution enables retailers to optimize merchandizing and online revenue growth.

Accelerating e-Commerce

As retailers grow their sales and channels, they are moving a larger SKU assortment online to increase revenues and retain customers. This includes hard-to-tap categories such as beauty and cosmetics, hard-lines, and food and beverage.

As categories and SKUs proliferate, retailers face numerous and sundry challenges:

- An urgent need to collect product attribute values for increased number of attributes per SKU (over 200-plus in most cases).
- A greater effort to collect and integrate attribute values from multiple sources.
- Integrating mixed media content – attribute values, images, video and social media content.
- Complex workflow requirement to create a single source of trusted product data between supplier systems and retailers' product information management (PIM) databases.

Current Product Content Challenges

To create a single source of product attribute content in their PIM or e-commerce systems, retailers typically undertake four steps:

1. **Content aggregation:** Stitching together attribute values from various sources, including supplier catalogs and trusted data networks, such as GS1.
2. **Content curation:** Filling in missing attribute values, Web-scraping data and formatting attribute value.
3. **Verification:** Adherence to brand and data integrity guidelines, verifying package information and ensuring regulatory compliance.
4. **SKU approval:** Signoff of the SKU package by supplier and merchandizing, integrating file output to PIM systems.

These processes are currently handled manually, with minimal technology intervention. This prevents retailers from reliably scaling these processes, while living within budget constraints. Figure 1 (next page) depicts key challenges.

Managed Solution for Trusted Product Attributes Data

Leveraging our deep retail merchandizing expertise and strong technology capabilities, we have developed SKUView, an end-to-end solution to help retailers optimize the product attribute content management process. Our solution

Content Aggregation	Content Curation	Verification	SKU Approval
<ul style="list-style-type: none"> Suppliers send data in their own formats. Repeated follow-up on suppliers for Incomplete and Inaccurate data. Data integration for feeds from third parties, such as GS1. 	<ul style="list-style-type: none"> Manual effort to fill up incomplete data. Mismatch of formats with images and videos. Limited editing and language skills. Increased pressure on turn-around times. 	<ul style="list-style-type: none"> Communication with suppliers for approval of SKU package. Verification of actual package information and various third-party feeds. Increased workloads for Item data teams. 	<ul style="list-style-type: none"> Repeated effort to integrate formats and supplier feeds. Increased workloads for Item data teams. Dependence on IT teams for integration.

Figure 1

is highly scalable and based on a proprietary cloud architecture. It is comprised of technology platform, data management services, infrastructure and connectivity.

Based on a modular functionality, SKUView provides a seamless interface between the retailer's PIM systems and various other systems, such as supplier catalogs and data networks. In addition, the platform is supported by a shared administration service team that handles all order fallouts and manual exceptions for management of SKU data. It consists of attribute values and a custom interfaces for content curation, verification and approvals and supports various input formats such as CSV, XML and EDI 832.

Figure 2 depicts SKUView's technical architecture.

Essential Value Proposition

SKUView enables retailers to focus on their core merchandising strategies and rely on a scalable and robust solution to handle their complex product attribute content management needs. Key differentiators of our solution include:

- Integrated solution:** End-to-end management of technology operations, administration, vendor support, with seamless integration across systems.
- Lower cost of operations:** Significantly lower cost of managing SKU content by leveraging content and technology across suppliers.

SKUView at a Glance

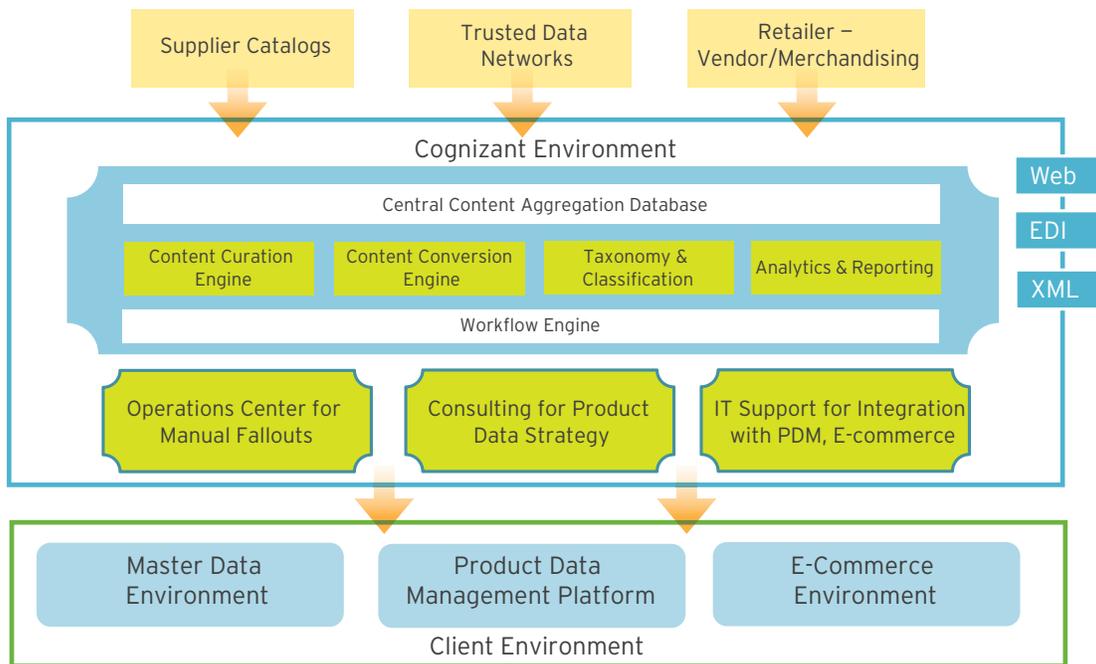


Figure 2

- **Complete and trusted content:** Integration with multiple catalogs and data networks; built-in best practices and service levels, supported by manual content curation and verification.
- **Format agnostic:** Supports various supplier and data network formats; can ingest data in XML, CSV and EDI 832 formats.
- **Flexible and scalable:** Pricing based on per SKU basis, with minimal upfront integration investment.

Contact Us

Contact Cognizant's Retail Practice today at retail@cognizant.com and gain insights and end-to-end solutions integral to managing online product attribute content.

About Cognizant's Retail Practice

Cognizant's Retail Practice leverages deep domain, consulting, and enterprise architecture expertise to deliver competitive advantage to supermarkets, department stores, specialty premium retailers, and large mass-merchandise discounters across the grocery, general merchandise, apparel, home and office, and consumer electronics segments. Working with 11 of the top 30 global retailers, the practice provides comprehensive business solutions in the areas of supply chain, merchandising, stores, e-commerce and retail analytics to enable retailers to transform their businesses, drive innovation, and address rapidly changing shopping needs, preferences, and methods of retail customers. The practice helps retailers embrace the future of shopping by applying innovative platforms such as IntelliPeak™ to better manage peak/holiday season sales, and IntelliSTORE,SM which leverages social, mobile analytics and cloud technologies (the SMAC Stack™) to deliver superior in-store customer experiences.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 164,300 employees as of June 30, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.



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