

# Ram Rampalli

Walmart

# Product Content for Omni-Channel Retail

**Ram Rampalli**  
**Global Head of Content Acquisition**  
**@WalmartLabs**

# A BIT ABOUT ME

- Leading Walmart Global content acquisition program
- Teamed with eBay to launch the Simple Product Listing Initiative with GS1 US
- Worked for eBay and established the crowdsourcing program for the selling & catalog team.
- Holds or filed for over fifteen patents in classification, cataloging and crowdsourcing.
- Masters in Engineering Management from Santa Clara University
- Masters in Software Systems, Mathematics from BITS, Pilani, India
- Undergraduate in Civil Engineering, BITS, Pilani, India



## WHAT are we discussing today?

- Why do we need Content?
- What is Content?
- How do we get Content?

Product Content for Omni-Channel Retail

# WHY DO WE NEED CONTENT?

# WALMART: WHO ARE WE?



- **We are the World's Largest retailer**
- **Key Stats Include:**
  - 2.2 M Employees (2013)
  - \$476B Revenues (2014)
  - Over 11K locations worldwide (July 2014)
- **Our Brands Include**
  - Walmart Stores
  - Sam's Club
  - Walmex
  - @WalmartLabs
  - [www.walmart.com](http://www.walmart.com)
  - VUDU
  - ASDA
  - ...

# WHAT IS OUR GOAL?



**“As we continue to create a seamless shopping experience across online, mobile and stores, we rely on accurate and consistent product information.”**

**- Jeremy King, SVP & CTO, Walmart GeC**

# WHAT IS THIS?





# WHAT IS THIS?



Products without labels are defective...

Digital assets should be treated like physical products



Good Products  
+  
Bad Or Missing  
Data  
=  
Bad Products

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# WHAT IS CONTENT?

# WHAT IS CONTENT?

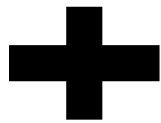
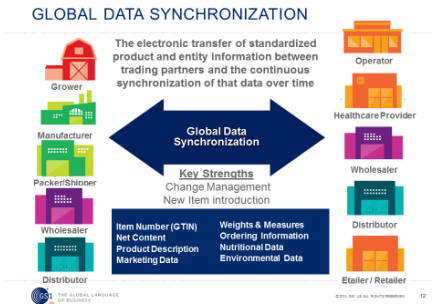


Product Type

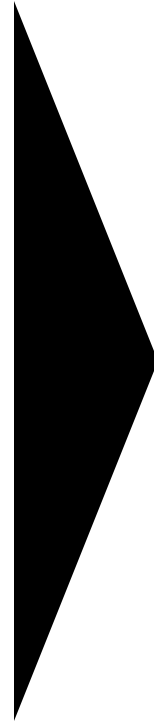
Attributes that  
define this  
Product Type  
(*Size*)

Attribute Values  
(*Size = 8.5,*  
*GTIN = ...*)

# WHAT IS CONTENT ? (2)



*Simple Product Listing*



**Content for  
Omni-Channel  
Retailing**

# WHAT IS CONTENT ? (3)



**Definition of Content varies by Category**

**And Evolves over Time...**

## SUPPLIERS

– Images, Videos, Descriptions, Dimensions, Allergens, Nutrition Facts, Compliance/Legal, Certifications, Recipes, Fabric Content, Care Instructions, Manuals, Guides, Awards, Official Endorsements ....

## SHOPPERS

– Ratings, Reviews, Photos, Videos

## EXPERTS

– Blogs, Recipes, Endorsements, Articles

## INDEPENDENT CONTENT PROVIDERS

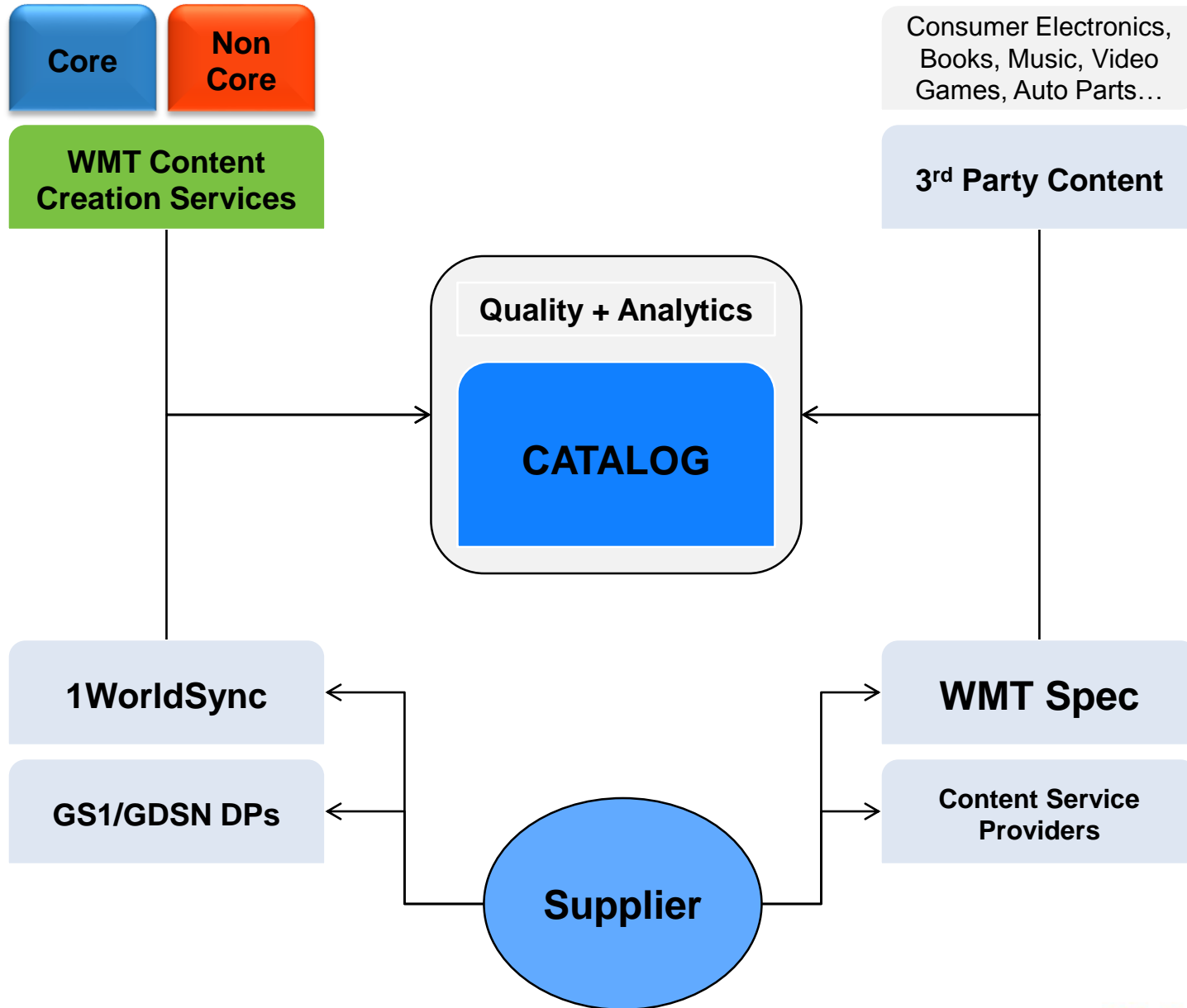
- Professional product content including images, videos, rating, reviews coming in from both content service providers and catalog vendors

- Merchant Portal
- Product Setup
- Portal Pages
- Actionable Analytics & Scorecards
- Shopping Experience

Product Content for Omni-Channel Retail

# HOW DO WE GET CONTENT?

# SOURCES FOR PRODUCT CONTENT



# DISCUSSION

**Ram (Narasimhan) Rampalli**

Global Head of Content Acquisition, @WalmartLabs

[nrampalli@walmartlabs.com](mailto:nrampalli@walmartlabs.com)

650-837-4529 (W), 408-507-9285 (M)

Twitter: @ramrampalli, LinkedIn: [www.linkedin.com/in/ramrampalli/](http://www.linkedin.com/in/ramrampalli/)