On top of the pyramid:

Omnichannel distribution management on the basis of extended master data

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The challenge: Omni Channel means a variety of possible customer touchpoints
The goal: Manage all your touchpoints easily on the basis of structured data
Let’s get practical: the best means for efficient multi-channeling is data.
Level 1: Simple Master Data

The basics: No one can do without them.

- Product classification
- Size & color
- Model & IDs (GTIN, SKU)
Lvl. 1 Example: What do we know?

Men's Shoe
„Clark Kent“
Size EU 46

Color: black
GTIN 22005300000008
SKU 123-44xy
What can we do with that information?

Warehousing & stock sync.

What can’t we do?

Sell the product.

Touchpoints reached:

None.
Level 2: Extended Master Data

A big step towards the goal:

- Manufacturer / Brand
- Specific product type ("category")
- Item material
- Country of origin
- Packshot
- Retail price
- Shipping information (Box size, tax codes)
Lvl. 2 Example: What do we know?

YOURBRAND
Men’s Shoe
„Clark Kent“
Category: Loafers

Color: black
Size EU 46
Made in Poland
Material: 100% leather

GTIN 22005300000008
SKU 123-44xy
RRP: 349 €
What can we do with that information?

B2B distribution, Basic catalogue applications
Basic platform sales

What can’t we do:

Manage touchpoints with greater complexity

Touchpoints reached:

Store, B2B
Level 3: Extended Descriptive Master Data

We’re getting closer!

- Category synonyms
- Attributes (Length, style, cut, applications)
- Sales / Marketing content
- Additional product images
Lvl.3 Example: What do we know?

Search Keywords and Synonyms:
Low shoes, Business shoes, Oxford shoes

Attributes:
- Heel height: 0.5”
- Sole length: 6”
- Rubber Sole
- No laces
- Metal closure
- Decorative seams
- Dustbag included
- Shoehorn included
- Use for: Business, Leisure
- Season: Fall/Winter 15

Decorative metal closure
- Made of stylish woven leather
- Rubber sole for daily use
- Hand made in Poland
- High quality goodyear welting
- Weather-proof: pre-impregnated

A wonderful shoe for the admirer of great craftsmanship.
Yourbrand is Germany’s premium address for the well-dressed gentleman.

YOURBRAND
Men’s Shoe
“Clark Kent”
Category: Loafers

Color: black
Size EU 46
Made in Poland
Material: 100% leather

GTIN 2200530000008
SKU 123.44xy
RRP: 349 €
What can we do with that information?

B2C distribution, platform and webshop sales, multichannel compatibility

What can't we do:

Automate the complete process

Touchpoints reached:

Store, B2B, B2C, Online
Level 4: The black belt of master data

Automating the complete product lifecycle with intelligent data handling:

- Touchpoint / Channel management
- Platform attributes
- Comparison shopping
- Pricing and markdown schemes
- Cross / Upselling
What do we know?

YOURBRAND
Clark Kent Loafers
Size EU 46
black
100% Leather
Made in Poland

Decorative metal closure
Made of stylish woven leather
Rubber sole for daily use
Manufactured by hand in Germany
High quality goodyear welting
Weather-proof: pre-impregnated

A wonderful shoe for the admirer of great craftsmanship. Yourbrand is Germany’s premium address for the well-dressed gentleman.

RRP: 349 €

GTIN, SKU

Search Keywords / Synonyms
Low shoes,
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Attributes:
Heel height: 0.5”
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Rubber Sole
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Decorative seams
Dustbag included
Shoehorn included
Use for: Business, Leisure
Season: Fall/Winter 15

Touchpoint // Channel Management

Store
Valid from: xxxxx Valid to: xxxxx
Price Level 1: 349 Valid from: xxxxx Valid to: xxxxx
Price Level 2: 299 Valid from: xxxxx Valid to: xxxxx
Price Level 3: 149 Valid from: xxxxx Valid to: xxxxx

Webshop
Valid from: xxxxx Valid to: xxxxx
Price Level 1: 399 Valid from: xxxxx Valid to: xxxxx
Price Level 2: 219 Valid from: xxxxx Valid to: xxxxx
Price Level 3: 119 Valid from: xxxxx Valid to: xxxxx

Platform A
Valid from: xxxxx Valid to: xxxxx
Price Level 1: 349 Valid from: xxxxx Valid to: xxxxx

Cross / Upselling / Cataloguing
Alternatives: SKU 12345
Cross/Upselling: SKU 234, SKU 2499, SKU 4959
Shop-the-Style-Bundle: SKU x, SKU y, SKU z

Platform attributes/Comparison Shopping:
Amazon Color Map: black
Amazon Size Map: 13
Ebay Heel Height: 1,5 cm
Main Outer Material: Leather
Country of Origin ISO: DE
Tax Code EU: 1234
Tax Code US: 1345

Google PLA Category: ///
Style.com Category: ///
Not every manufacturer or merchant needs master data in this degree

- Define your use-case: Omnichannel, Offline only, E-com only...
- Define the level of data enrichment you need.
- Start easy and enrich step by step.
Goal achieved? The journey has just begun.
Key benefits of structured data handling

- Maximise the efficiency of sales and distribution management & analytics.
- Discover and exploit new audiences and sales possibilities through extending your range of distribution channels.
- Maintain equal information quality over all touch points.
- Standardised data is easier to translate: Reduce the efforts of internationalisation.
modotex GmbH

- E-commerce-distribution through over 30 sales channels
- Extended Master Data generation simultaneously in 15 languages
- Omni-Channel distribution management for manufacturers
- Contact: nicolas.kroeger@modotex.com
Thank you for your attention.