

Building a Strong Foundation for Your Commerce Strategy With MDM

Get the right product to the right people at the right time by including an MDM system into your Commerce strategy!

Effective data management is an essential part of every successful business and Commerce organizations are not an exception. Organizational information such as Customer, Product, Supplier and Location data are all crucial pieces in a well-oiled Commerce machine that ensures great customer experience and maximized revenue.

How can a company ensure personalized customer experience or real-time insights if they don't have good visibility into their data?

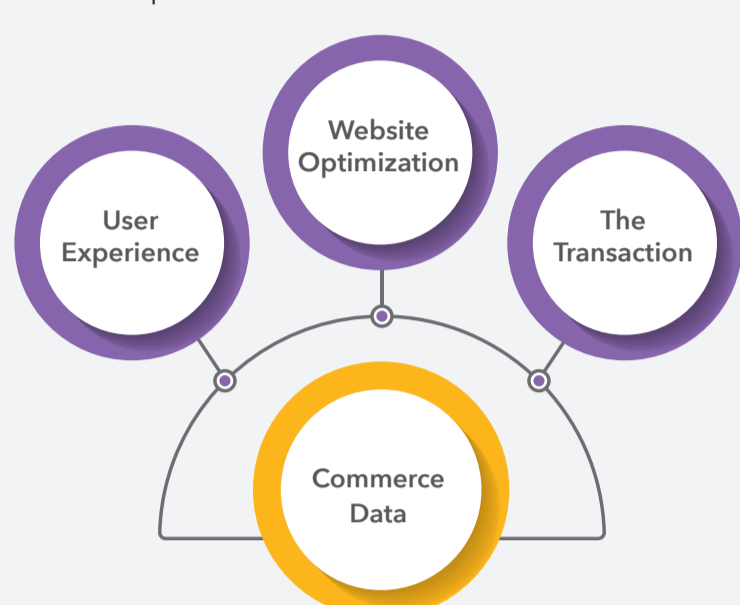
When starting your Commerce journey and trying to optimize your Commerce strategy for better performance, we recommend starting with organizing your Enterprise Data as a very first step in order to maximize ROI from this significant investment. And here is why (keep on reading!).



Data Management is a Core of Your eCommerce Site

When thinking of an actual anatomy of an eCommerce site, Commerce Data is found at the very heart of the sphere and essentially supports and enables other key components such as Transaction, User Experience and Site Optimization.

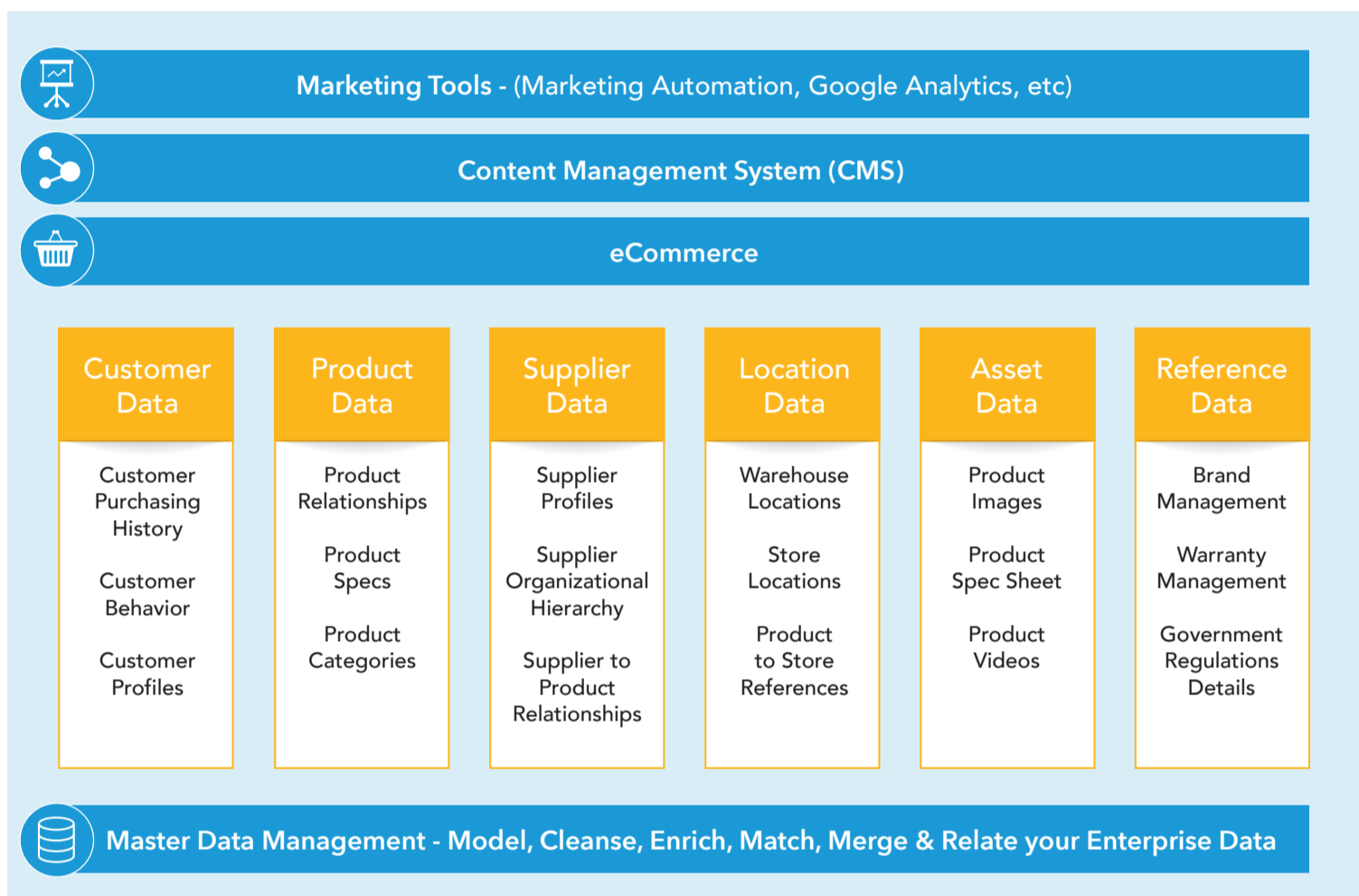
Based on this analogy, when building your Commerce technology stack, we recommend looking at it in the following order.



- 01 MDM
- 02 eCommerce
- 03 Content Management System (CMS)
- 04 Marketing Tools

Six Data Pillars that Support the Entire Commerce Organization

Let's take a closer look at how different types of data support your overall Commerce strategy and enable the entire Commerce organization to deliver better results while cutting costs, minimizing risk and adding more efficiency.



Pivotree's Approach to a Successful Commerce Journey

Having deep expertise in both Commerce and MDM, Pivotree is able to fill the gap between the two and help its clients to lay the right foundation for their evolving Commerce strategy. With the ability to see a big picture and demonstrate the critical relationship between Commerce and MDM applications for our customers, we enable these organizations to optimize their customer experience using meaningful data.



Start with your data management strategy

To maximize eCommerce revenues, companies need to develop strategies that allow them to target their customers effectively and keep them engaged and satisfied. Doing that starts with effective data management.

The commerce journey is much smoother with clean enriched data

Once you've implemented a strong data management plan, you can now ensure a customer-centric and product-powered commerce strategy that will generate significant results.

About Pivotree

Pivotree is a leading Global Commerce Services Provider supporting clients from strategy, platform selection, adapt, and hosting through ongoing support: a single expert leading to help companies deploy relentlessly in an ever-changing digital landscape. Leading and innovative clients rely on Pivotree's deep expertise to choose enterprise-proven solutions - including world-class Commerce and MDM platforms - and design, build, and connect critical systems to run smoothly at defining moments in a commerce business.

But sometimes a picture is worth a thousand words. Here is the visual demonstration of how we help clients build strong roots, grow their business, and branch out in transformative ways.



Platforms We Support

eCommerce: ElasticPath, Intershop, Magento, Oracle, SAP

Data Management: Contentserv, EnterWorks, Informatica, Riversand, StiboSystems

Machine Learning: Automated Product Classification, Duplicate Detection, AI-Based Search

Digital Experiences: SAP C/4HANA Suite, eSSENTIAL Accessibility

Cloud Management: AWS, Azure, Private Cloud

Services We Provide

- Digital Strategy
- Solution Design
- Platform Implementation
- Hosting and Application Support



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