

# Frictionless Commerce Guide

## Data Management



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# Improve Data Management to Drive Scalability and Peak Demand Readiness

## Peaks in demand are a certainty in digital commerce.

They are either predictable, like the holiday season in November and December or entirely unforeseen, like what happened during the pandemic. Without exception, these scenarios directly or indirectly cause a deluge of demand that puts pressure on most, if not all, touchpoints along the data value chain.

## Take advantage of this surge in sales with better data management.



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There's more data to handle during high-demand periods. It's absolutely critical that it be high quality and interoperable; all departments need a line of sight to the same data. The good news is you don't need to take on more technical debt to fix your data.

Derek Corrick  
GM, Data Management, Pivotree

High demand means big revenues. But it also means greater risk. If you're not prepped with accurate enriched content, a line of sight to warehouse and store inventories, and an understanding of specific customer demands during this period, you run the risk of losing sales.

**43%**

Increase in eCommerce sales in 2020  
(the first year of the pandemic)

**\$211.7**

Billion spent on online shopping  
between November 1 and  
December 31, 2022

**3.5%**

Growth in online shopping during  
the holiday season between  
November 1 and December 1, 2022

# Fix Your Data Now to Make the Most of Peak Period Demand

There are critical challenges in managing data. To ensure you're ready for the even greater stresses imposed by high-demand periods you need to fix your data problems now.

## BAD DATA

Bad data costs organizations around \$12.9 million USD a year!

## CHALLENGES

Inadequate data management measures lead to poor data quality across the board. Products go online with incomplete, inconsistent, or inaccurate data. This happens because no single source of truth exists and there is no mechanism to validate data quality at various touchpoints. So when this data finds its way to customers during peak periods (when expectations are also high), poor customer experience is the result.

### Impact:

- Inaccurate/inconsistent data
- Poor omnichannel experience for customers
- High cost-per-SKU

In our line of work, having a consistent data supplier partner with the technology to quickly scale and onboard product information in an automated manner has been invaluable in reducing our costs and ensuring we get normalized rich-content data to our distributor as quickly as possible.

Scott Bebenek  
Vice President, Industrial Buying Group, IBC

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## RECOMMENDATIONS

Centralize product data to create a golden record that drives availability, consistency, and accuracy.

- Leverage data governance to streamline data management processes and improve data quality
- Deploy validation rules to nip data quality issues in the bud

## POOR DATA INTEROPERABILITY

A recent survey by Gartner has shown that 87% of business leaders believe their brands have “low business intelligence (BI) and analytics maturity”, which is a major indicator of data silos.

### CHALLENGES

When data resides in multiple silos across an organization, it is disconnected and hard to track, leading to poor data portability and interoperability. Each time data enters a new system, it must be converted, validated, and adapted to different requirements. These systems don't “talk” to each other, so even if data is updated in one system, it must be updated once again when picked up by the next.

#### Impact:

- Incomplete, inconsistent, inaccurate, and duplicate data sets
- Poor collaboration between end users
- Security and regulatory compliance issues
- Delayed time-to-value and poor customer experience

### RECOMMENDATIONS

- Use systems that keep your data connected and up-to-date without the need for manual intervention
- Ensure that this connection is live and in real-time.
- Drive adoption of centralized data resources across departments and functions
- Deploy validation rules to nip data quality issues in the bud



# TECHNICAL DEBT

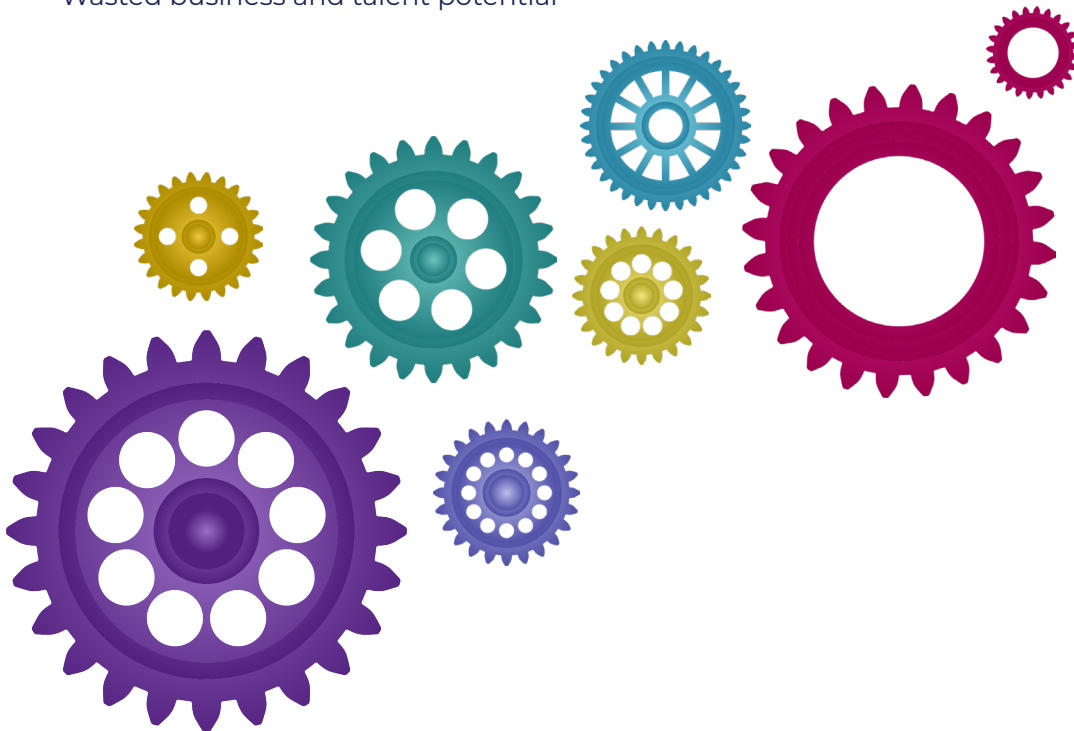
Technical debt can amount to as much as 40% of a company's technology estate value.

## CHALLENGES

When you pile on new technology to deal with existing data challenges, some of them remain unresolved, and even worse, you end up creating new ones. The challenge is exacerbated in times of high demand as the cracks begin to show. Quick fixes that worked in times of usual demand break down in these high-pressure situations, leaving you unable to make the most of opportunities.

### Impact:

- Stifled ability for innovation
- Inability to leverage high-demand periods
- Increasing technical liabilities leading to inhibited growth
- Wasted business and talent potential



## RECOMMENDATIONS

- Shift focus from data management technology/software to data itself
- Leverage composable technologies that easily integrate with legacy systems rather than resorting to large-scale technology overhauls

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The speed and stability of composable commerce allows businesses to experiment and add new capabilities without affecting any other part of the commerce ecosystem.

Ronak Shah  
PSA Retail & CPG, Amazon Web Services (AWS)

# MANUAL INTERVENTION

Over 40% of professionals spend at least 25% of their week on repetitive tasks.

## CHALLENGES

Manual intervention robs organizations of valuable time and opportunities that they can use to improve performance during high demand. This prevents teams from being able to make bulk edits, set up merchandizing packages, set up product relationships, or create rich product content – a true differentiator during peak periods (and even otherwise).

### Impact:

- Manual errors
- Delayed time-to-value
- Reduced scope for improvement/innovation

## RECOMMENDATIONS

- Infuse artificial intelligence (AI) and machine learning (ML) into different points of the data supply chain.
- Automate asset tasks such as image resizing, resolution changes, file renaming, categorization, enrichment, etc.
- Automate transfer of assets between systems such as ERP, PIM, DAM, and so on.



# Pivotree™ SKU Build Delivers the Data You Need

SKU Build, a data-as-a-service solution, is focused on delivering what you need most — ready-to-use integrated product data that is delivered using ML/AI-based technology tools.

SKU Build gives you all this without high capital costs and the risk of investing in yet another new piece of technology. It puts data at your service, providing a powerful tool to drive business success during peak demand and opportunities. It does so faster, better and cheaper than doing it yourself.

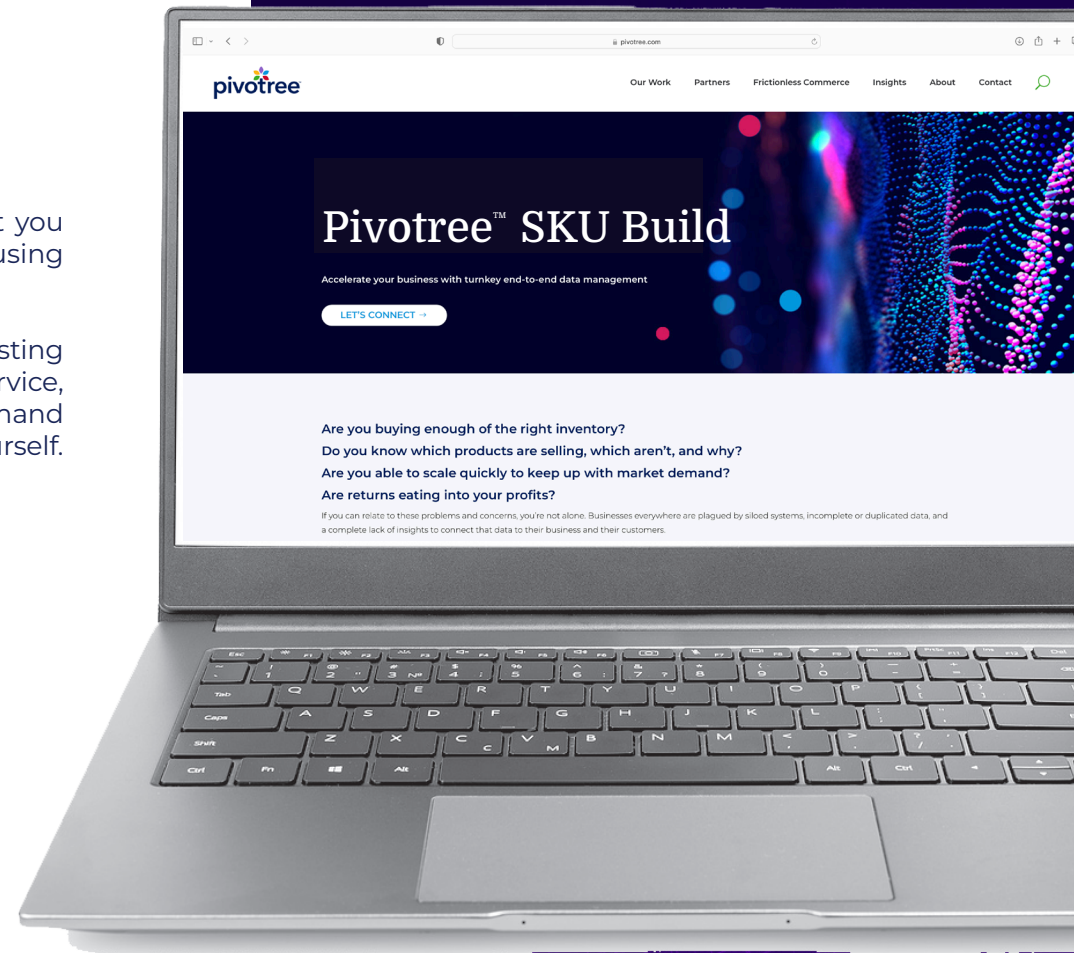
With Pivotree SKU Build you can:

- Reduce the cost of acquiring and onboarding SKUs by 75%
- Slash SKU classification, curation, and enrichment time from 16 weeks to 6 weeks
- Deliver high-quality product data to channels at scale and reduced cost
- Improve channel performance with better findability, greater trust, and more conversions
- Reduce product returns, improve margins, and improve sustainability

When you get data that's truly at your service, you accelerate the delivery of superior product data across channels, leading to improved channel performance and increased conversions. You get Frictionless Commerce experiences that help reduce product returns, drive margins, and, more importantly, enhance trust!

## ABOUT PIVOTREE

Pivotree, a leader in frictionless commerce, designs, builds and manages digital platforms in Commerce, Data Management, and Supply Chain for over 250 major retail and branded manufacturers globally. Pivotree's portfolio of digital solutions, managed and professional services help provide retailers with true end-to-end solutions to manage complex digital commerce platforms, along with ongoing support from strategic planning through platform selection, deployment, and hosting, to data and supply chain management. Headquartered in Toronto, Canada with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit [www.pivotree.com](http://www.pivotree.com).



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