

# AI-NATIVE PRODUCT EXPERIENCE MANAGEMENT (PXM)

## MAXIMIZE EFFICIENCY & GROWTH

Streamline operations and accelerate product onboarding with automated processes and AI tools, for faster revenue generation and scalability.

## UNIFIED BRAND PRESENCE

Ensure consistent, on-brand content across all channels, reinforcing brand identity, supporting DPP, and enhancing customer trust and loyalty.

## ENGAGING SHOPPING EXPERIENCES

Deliver personalized, dynamic product content that captivates consumers, driving higher engagement, conversions, and repeat purchases.

## ENHANCED PRODUCT DISCOVERABILITY

Boost SEO and searchability with rich attribution and detailed copy, ensuring your products stand out in a crowded market and reach the right customers.

Master product storytelling and deliver exceptional shopping experiences across all channels with ease and precision. By integrating Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), automated content generation, and product attribute enrichment, PXM Suite ensures consistent, on-brand content across all digital touchpoints.

With advanced AI automation, the PXM Suite future-proofs product management, enhances discoverability, and optimizes customer engagement, all while lowering the total cost of ownership. Tailored to your unique business needs, it offers unparalleled flexibility and governance. Streamline operations, drive business growth, and succeed in the evolving digital commerce landscape.

## KEY FEATURES

- **Native AI Product Data Intelligence:** Effortlessly manage multiple websites, global sites, marketplaces, and social selling platforms from a single interface. Launch new products, update pricing, and sync inventory with ease, ensuring consistency and accuracy everywhere. Deliver consistent and compelling product experiences across all channels.
- **Digital Asset Management:** Centralize and optimize media assets with unlimited metadata capabilities ensuring every asset is tagged and categorized correctly. Dynamic publishing across channels ensures captivating visuals that resonate with your audience for each destination channel. Leverage the digital assets to further enrich product attribution.

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- **Product Master Data Management:** Our "Bring-Your-Own Data" concept accepts data in any format, allowing you to use existing resources without restrictions. Benefit from advanced data transformations, cleansing, and validations. Our AI models detect data gaps and fill in missing information.
- **Centralized Data Management:** Unify product data, SKUs, suppliers, and channels in one cloud-native, API-first solution, eliminating manual processes and improving data governance.
- **Automated Content Generation:** Instantly create on-brand, SEO-optimized product copy in multiple formats and languages, accelerating time to market and boosting sales velocity.
- **Advanced Workflow and Collaboration:** Streamline operations with robust workflow management, automated category management, and visual merchandising tools.
- **Visual Merchandising and Category Management:** Optimize online shopping experiences with automated category tree management and personalized product listing page layouts, enhancing customer navigation and conversion rates.
- **Self-Service Configuration:** Empower business users with intuitive tools to customize the platform, ensuring agility and adaptability. Our native AI PXM simplifies customization with an easy-to-use interface, allowing for unlimited field creation and management. Streamline data import/export and user setup with smart templates, making configuration effortless and responsive to evolving business needs.
- **Multichannel Syndication:** Efficiently manage and publish product data across multiple storefronts and channels, ensuring accuracy and consistency. This feature simplifies the complexities of data flow management by handling both incoming and outgoing data with ease. Self-service connector building, flexible data transformation, and advanced automation streamline data processing and publishing, minimizing manual effort.
- **Actionable Analytical Reporting:** Leverage comprehensive data insights to drive informed decisions, accelerate growth, and stay ahead of the competition with customizable dashboards and exception alerts.
- **Digital Product Passports:** Boost product transparency and simplify sustainability reporting with built-in DPP capabilities.

# DISTINCT ADVANTAGES OF DIGITAL WAVE

*PXM Suite offers unparalleled efficiency, adaptability, and innovation, empowering you to elevate your brand presence and achieve next-level success in the digital commerce landscape.*

## UNIFIED, NOT JUST INTEGRATED

The PXM Suite is part of the ONE™ Platform, a fully unified system where all solutions function as configurations of the same platform. This ensures efficient collaboration and consistency across processes. For example, product data updates made in PXM are automatically reflected in digital assets, product attributes, and content across all channels. This eliminates data silos, enabling real-time updates and a cohesive brand experience across every touchpoint, which is crucial for driving engaging shopping experiences and maximizing efficiency.

## TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Unlike traditional solutions that require costly custom builds, the PXM Suite is configurable to your specific needs. Whether you're managing complex product hierarchies, launching multiple global sites, or implementing dynamic visual merchandising, our solution adapts effortlessly without the need for extensive coding or rework. This flexibility allows you to rapidly deploy the exact capabilities you need, reducing time-to-market and operational costs while supporting business growth and expansion.

## FUTURE-READY FOR YOUR BUSINESS

The ONE™ Platform's AI-native PXM Suite evolves with your business, incorporating the latest technologies to keep you ahead of industry trends. With automated content generation, automated product data management, and advanced analytics, you can anticipate and respond to market changes without disruptive overhauls. This future-proof approach means you're always equipped to deliver exceptional product experiences, optimize customer engagement, and scale effortlessly as your business grows.

# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE™ Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-Native ONE™ platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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