STIBO SYSTEMS
MASTER DATA MANAGEMENT

Product Experience Maturity Model

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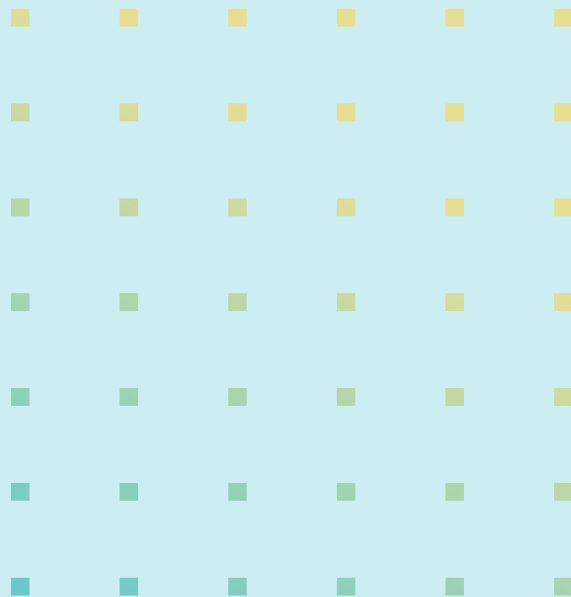
Are you making the most of your brand's product experience?

In today's business climate, CPG brands face a hard performance imperative to differentiate themselves in fiercely competitive markets and achieve profitable, sustainable growth.

The product experience, how consumers interact with a brand across a myriad of digital and physical touchpoints, can be the difference in creating and upholding brand integrity, building trust and customer loyalty.

To be best-in-class, brands need to drive exceptional operational and commercial excellence, adapt to evolving consumer needs and commerce standards, embrace new technology and innovation – all while embedding robust, data-driven strategies, tools and processes at scale.

But, getting there relies on trustworthy master product data. And, without that it's an uphill climb.

An enterprise mature in its approach to product experience understands how to make the most of its product data and excel at the capabilities, processes, culture, and governance needed to power performance from a single source of truth.

Product experience maturity means being fit for the world, customers, retailers, distributors and other stakeholders today, and in the future.

How does your product experience stack up?

How it works
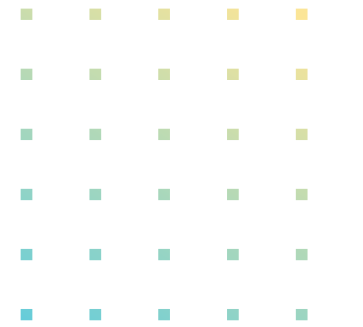
Framework

The framework outlines seven competencies that comprise the key aspects of product experience: product information management, product data exchange, digital asset management, enhanced content, digital shelf analytics, sustainability and end-to-end value.

It also outlines three ascending tiers, emerging (foundation), expanding (intermediate) and embedded (advanced) for each competency with varying levels of data quality, operational efficiency, commercial impact, leadership and executive buy-in, and brand and regulatory risk at each tier.

Assessment

To help you assess your brand's product experience maturity, you can use the framework in a number of ways:

- **Self-reflection:** Read through the framework independently to identify the strengths and weaknesses of your brand's product experience based on the criteria outlined.
- **Group discussion:** Use the framework in a group exercise with your team members to facilitate collaboration, analysis and action planning.
- **Action planning:** Develop plans for making progress towards becoming a data-centric organization using the framework as a guide.
- **Progress tracking:** Repeat the assessment every three to six months to track how your product experience improves.

Brand case studies

Throughout the framework, you'll also find success stories of CPG enterprises who are demonstrating best practice.

Strategy

For bespoke one-to-one guidance and advice about improving your product experience, get in touch to book an initial discovery call.

We can help you:

- assess your current data landscape
- select and implement robust, scalable solutions which are configurable to your needs
- build the business case for investment
- train your key users
- support your long-term success

Framework

Product Information Management (PIM)

How CPG brands manage their product information

Emerging

Siloed
Product information is typically managed on home-grown, pop-up systems, which are often manual, inefficient and unproductive. There may be several PIM systems running within a single enterprise which creates multiple, siloed pockets of truth rather than a single source of truth, leading to low quality data outputs.

Bad data also places enterprises at risk of financial penalties from regulators and retailers.

For example, a food and beverage brand with incorrect or incomplete nutritional information may suffer product recalls, revenue loss, consumer mistrust, liability claims and negative publicity, placing them at a competitive disadvantage against brands considered more transparent and trustworthy.

Expanding

Progressing
Often, as organizations grow in size, so too does the complexity of managing product information. Where large CPG companies juggle various brands, product lines and buyer groups, they can find themselves relying on siloed, disparate systems that result in inconsistencies, disconnections, and difficulty consolidating master product data. They may also face challenges with competing systems as a result of M&A activity.

These enterprises may have a reasonable governance framework in place, but it may be limited to specific brands or areas of the business, instead of being implemented across its entirety. This can result in widespread inconsistencies, where some areas of the business exhibit stronger master product data management than others.

With large-scale transformation programs often being costly and time-consuming, organizations are also at risk of not finishing robust, global PIM implementation due to competing priorities across brands and product lines.

Embedded

Integrated
These enterprises understand the need for a single source of truth and strong data governance, and have clear strategies in place that allow them to use master product data across all areas of the business - from ecommerce through to warehousing and distribution.

Driven by data, they demonstrate a clear understanding of the business case for a PIM solution, articulating the connection between cost savings and high quality, accurate, complete data. With strong leadership, alignment and executive buy-in, they are able to build a flexible roadmap that evolves as priorities shift.

Success Story

Siemens

Following several acquisitions, [Siemens](#) found that many of its independent departments stored the same product data in parallel - making it increasingly difficult to achieve a unified brand image due to silos and inconsistencies with how products were presented in the marketplace.

With the aim of achieving a uniform presence across all channels and regions, Siemens embarked on a project to centralize data management, save time and expense in data maintenance, and ensure consistency. The details of 25,000 locally administered products and 30,000 additional assets, such as product data sheets and graphics, were transferred into the centralized Stibo Systems Product MDM.

The results saw substantial reductions in maintenance costs, greater consistency across channels, and a 98% reduction in data errors, as well as an 80% improvement in time-to-market and a transformed customer experience.

98%

Reduction in data errors

Framework

Product syndication

How CPG brands exchange data with other stakeholders

Emerging

Inconsistent

Enterprises often fall into one of two categories. They are either reliant on GDSN alone to exchange product information within a specific network, but are unable to share data with agents outside of that network, or they have one entity for GDSN and one that syndicates to everywhere else - compromising data across both entities.

These businesses focus predominantly on transmitting logistical information, as opposed to a product's full list of data attributes. They are also prone to being highly dependent on a specific software solution due to an inability to act autonomously, as well as a lack of guidance on how to effectively implement flexible data management practices.

This leaves enterprises at risk of financial penalty, as well as reputational damage, due to poor quality data that can lead to illegitimate or inaccurate product claims.

Expanding

Uncoordinated

Channels are often managed in isolation instead of cohesively, resulting in high effort, high cost, reduced control and poor data quality. Enterprises tend to exhibit an unsystematic approach to syndication that leads to inconsistent data and a compromised speed-to-market due to poor data visibility.

With conflicting processes and solutions, inaccurate or inconsistent data is often shared with trading partners and other stakeholders, and while there is some visibility of what data is being shared, data governance is still not as optimal as it should be.

Enterprises may be able to react to customer demands and leverage some automation to manage localization, but they often struggle to fully localize at scale and make proactive business decisions.

Embedded

Scalable

Product data is centralized, localized and compliant, meeting the individual requirements of every channel and region. Enterprises are typically able to create, set up and configure their own channels independently, and can operate efficiently, scale quickly, and seamlessly embrace new applications of technology like AI.

They are also able to manage their own data quality audits and score-carding.

Success Story

Kelloggs

Working with Stibo Systems, Kelloggs transformed the ways in which it processes, manages and shares master product data. Replacing legacy systems, homegrown solutions and countless spreadsheets for one centralized platform, it now manages a complex data set of more than 100 brands, 3,500 SKUs, 4,500 consumer recipes, and 9,000 product images across more than 400 global websites.

With a single version of truth for all products globally, Kelloggs has seen improved accuracy and validation of product information, faster speed-to-market for new products, improved compliance with food regulations, and a seamless brand experience - both online and offline.

Data set of more than

100

brands

Product
information
management

**Product
syndication**

Digital Asset
Management

Enhanced
content

Digital shelf
analytics

Sustainability

Product
Experience
Data Cloud

Success Story

Tiger Supplies

When Tiger began using PDX Syndication a few years ago, they offered about 100 products on The Home Depot's site. Now that number sits at more than 1,000.

Tiger began using PDX Syndication as their business with The Home Depot picked up. The solution made it easy to upload the data and content the retailer needed in bulk, and its simplicity and flexibility made implementation quick and painless. Thanks to specialized filtering tools, content enrichment was easier, and Tiger quickly found that tasks that used to take 4-6 weeks to complete could now be done in as little as 1-2 days.

Since implementing PDX Syndication, Tiger grew their business with The Home Depot by as much as 20x. Both revenue and data quality soared, with their acceptance rate reaching a "sky high" of 99% - meaning products are rarely rejected for having inaccurate or insufficient data. Antokol summarizes **"it was a big win-win."**

"PDX was a game changer. It really helped grow our business with The Home Depot. Revenue grew tremendously, 20x from prior to using it."

Jay Antokol, Marketing Manager, Tiger Supplies

Framework

Digital Asset Management (DAM)

How CPG brands manage their digital assets

Emerging

Limited
Digital assets supporting products and the information around them are often scarce. Product content that does exist tends to center around images only, with little to no further content such as videos or blogs, or for food and beverage brands, recipes, for example.

There tends to be an evident lack of strategy around image sets and composition. For example, product shots may be taken all from a single angle, with a lack of quality meta data about types of images and image order.

Often there is no clear connection between different product categories and the types of information that consumers need in order to purchase.

Expanding

Mixed performance
Enterprises at the intermediate level tend to exhibit a mixture of traits between the foundation and advanced stages. They will often have multiple different digital asset management systems within a single enterprise, which can lead to mixed performance as a result.

There are also often inconsistencies with the quantity of digital assets to support product journeys. While some will have substantial product content, others may be limited.

Embedded

Efficient
Enterprises will have a clear digital asset management strategy and fully operationalized processes. With a complete set of meta data and marketing images supported by additional content - from callouts to hero images and multi-lingual adaptations - digital assets are frequently updated in line with market needs, and support consumers throughout the product journey.

These businesses understand the impact of strong digital assets on the product experience, and the competitive advantage that can be obtained through effective differentiation.

Product information management

Product syndication

Digital Asset Management

Enhanced content

Digital shelf analytics

Sustainability

Product Experience Data Cloud

"The implementation of a multichannel approach is without doubt the primary benefit of the MDM solution. This translates into a significant increase in productivity, at around the 80% mark, when it comes to database maintenance for web-based products"

European ebusiness Platform Manager, Direct Marketing, EMEA Businesses, Brady France.

Success Story

Brady France

When Brady France approached Stibo Systems to help facilitate their transition to ecommerce, they had a goal to unify 9 brands across 15 countries and 30 websites to improve services, user experience, and global visibility.

They needed to merge printed and web-based data so that day-to-day management could be performed from a single location, focusing on product enrichment, data maintenance and data quality across 600,000 items and 100,000 product data sheets.

With Stibo Systems' support, Brady France can now edit catalogs efficiently, finalizing projects in Adobe InDesign. The company benefits from clear and well-organized websites, with easily navigable product categories and features for a seamless product experience.

"Previously, modifications to web-based product data sheets were carried out in quick succession, twice annually, for catalog production. Today, an amendment only takes a few seconds and is executed for both print and web."

Thanks to Stibo Systems, catalog production has risen by 30% and synergies have been created, facilitating the production of small catalogs and allowing time-to-market to improve from a year to just a few days.

Framework

Enhanced content

How CPG brands approach below the fold content

Emerging

Basic
Enterprises tend to lack a clear strategy for enhanced content. With limited access to toolsets, specialist skills and required personnel, content creation is slow, and scalability is often restricted for below the fold content.

Expanding

Sporadic
Enterprises will exhibit a mixture of foundational and advanced traits, with some gaps in processes and strategy, as well as limitations. They will see mixed performance across below the fold content, with some understanding of the value of enhanced content, but limited means to improve development.

Embedded

Innovative and insights-driven
Armed with an embedded, strategic approach to enhanced content development, organizations understand the value of enriched content and see it as a key competitive differentiator to stand out on the digital shelf. Recognizing which types and formats of content resonate best with their audiences, they are intentional with the content they publish to help maximize conversion.

Enhanced content is often leveraged to accomplish better audio or visual storytelling and create more immersive product experiences - fostering stronger connections with consumers and boosting brand loyalty.

They also have a strong governance model in place to ensure accuracy, and with the help of AI and templates, are usually able to develop scalable enhanced content for a variety of purposes.

> "
> **We chose Stibo Systems for their background and expertise in the CPG industry.**

Success Story
Newell brands

"We chose Stibo Systems for their background and expertise in the CPG industry. The other vendors we evaluated strictly dealt with the retail side of things, whereas Stibo Systems really understood the needs of a brand manufacturer."— Eric Long, Director, Global Ecommerce, Newell Brands

Newell Brands is a global marketer of consumer and commercial products, with a diverse product portfolio of more than 100 brands across 125 countries. With multiple operating units and product lines, they struggled to manage ecommerce product data for thousands of SKUs due to over-reliance on legacy systems. Unable to reliably manage, update and publish consistent product content, meeting retailer's unique product data requirements and enriching content as needed became increasingly difficult.

But with Stibo Systems' support, Newell Brands was able to simplify the formatting of product data to meet the needs of major retailers such as Target, Walmart and Amazon. They created golden product records to effortlessly feed downstream ecommerce systems, and simplified formatting with a flexible data model - evolving to meet stringent retailer requirements.

Framework

Digital shelf analytics

How CPG brands measure product performance

Emerging

Restricted

With limited data and insights, organizations may be receiving product data, but often aren't analyzing or evaluating it against core KPIs. Without the necessary questions and metrics to interpret the data meaningfully, product data is often not actionable.

For some enterprises, they may only use the Amazon toolset as their primary data analytics source.

Expanding

Experimenting

While organizations may be able to evaluate their digital shelf analytics to an extent, they are usually only focused on a small segment of retailers for whom the data is easier to acquire, as opposed to all trading outlets. They are also often more reactive than proactive - struggling to define the metrics that would be most useful to them to advance product performance.

Enterprises may have secured specialist talent to specifically focus on improving product content based on performance - however the data and analytics they do have access to may fail to offer holistic visibility of all product lines and digital shelf performance.

Embedded

Actionable

For enterprises at the advanced level, product performance can be analyzed across all channels, using the data to inform overarching marketing and business strategies.

Organizations will be able to extract the information needed to guide their positioning across multiple channels, and ultimately enhance performance. Data is used to make intelligent, contextual recommendations to consumers, and deliver more personalized content and experiences that meet evolving demands.

With access to actionable, accurate data, organizations can improve both product experience and performance.

Framework

Sustainability

How CPG brands approach sustainability

Emerging

Minimal
Generally, the importance a CPG brand places on sustainability is closely tied to the region's specific regulations.

That said, organizations at the foundation level tend to only incorporate sustainability measures to meet the minimum regulatory requirements. Often, sustainability is more of a box-ticking exercise, as opposed to an evolving initiative.

Expanding

Developing
While organizations understand the importance of sustainability, they often lack the necessary governance to fully embed more sustainable practices across the business. They likely have diverse and dispersed tools to support sustainability data, but are unable to leverage potential synergies due to a lack of coordination and collaboration between sustainability and data management.

Embedded

Intrinsic
With strong governance in place, enterprises can embed sustainability initiatives across the entire product experience and enforce sustainability measures across their supplier network. They can also see a positive impact on their bottom line, with research showing that brands with clearly defined sustainability values experience higher growth rates than those without.

Take the US fashion brand, Coach, as an example. Having launched a circular economy initiative known as Coachtopia to reduce waste, they promoted a closed-loop production system whereby products are made from recycled materials. They also encouraged customer participation by offering repair services and ensuring environmental transparency.

For food and beverage brands, significant cost savings can be seen through reducing waste, promoting safety, demonstrating traceability, and eliminating risk in the food chain.

Finally, with Digital Product Passport regulations coming into force across Europe, CPG brands at the advanced level will be better placed to ensure compliance.

Product
information
management

Product
syndication

Digital Asset
Management

Enhanced
content

Digital shelf
analytics

Sustainability

Product
Experience
Data Cloud

Success Story

Oatly

With ambitious ESG targets, Oatly recognized a need for effective master product data management to ensure visible, traceable, and complete sustainability data. With the support of Stibo Systems, they were able to capture important sustainability data concerning product ingredients, country of origin, transportation routes, reusability of packaging, and more. This gave them the power to implement digital product roadmaps to help meet key ESG KPIs.

Framework

Product Experience Data Cloud

How CPG brands connect their product experience

Emerging

Disconnected
Managing the end-to-end product experience can often feel time-consuming, labor-exhaustive and overly manual due to the lack of data visibility and accuracy across the value chain. With a disconnected product experience, enterprises are likely to be more reactive than proactive, unable to connect the effectiveness of their product experience to the value it can generate across the business.

Expanding

Mixed ability
Organizations may experience multiple pockets of truth, as opposed to a singular, trustworthy source. While they may tap into different areas across the product experience, they will likely manage PIM, data exchange, digital asset management, etc. across multiple platforms instead of a single point solution.

Embedded

Gold standard
The product experience, and the data behind it, is embedded into the organization's core priorities. They have a clear vision and roadmap in place which is regularly maintained and updated, and they're able to adapt at speed to new advances in technology and emerging consumer and market needs.

Enterprises typically manage different product experience capabilities from a single platform to generate operational and cost efficiencies, as well as higher sales and brand growth.

Overall, gold standard product experience is considered a core strategic imperative to drive value across the entire enterprise.

How we can help

Stibo Systems' Product Experience Data Cloud unifies, streamlines, and connects every data touchpoint for holistic end-to-end value. We can help:

- **Set the foundations -** Centralize master product data into a single source of truth

- **Scale fast -** Leverage automation and new technologies to increase productivity, cost efficiencies, and scale fast through new revenue streams

- **Differentiate -** Engage with customers in novel and exciting ways with enhanced content

- **Continually evolve -** Track and measure product performance and unlock actionable data insights

- **Prepare for the future -** Stay ahead of shifting expectations and position your product experience for the future

- **Mitigate risk –** Improve data visibility to mitigate brand reputation and regulatory risk

- **Be agile -** Respond to evolving market needs and accelerate business growth such as localizing at scale for different countries and languages

For bespoke one-to-one guidance about improving your product experience, get in touch to book an initial discovery call to:

- **assess your current data landscape**

- **select and implement robust, scalable solutions which are configurable to your needs**

- **build the business case for investment**

- **train your key users**

- **support your long-term success**

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