



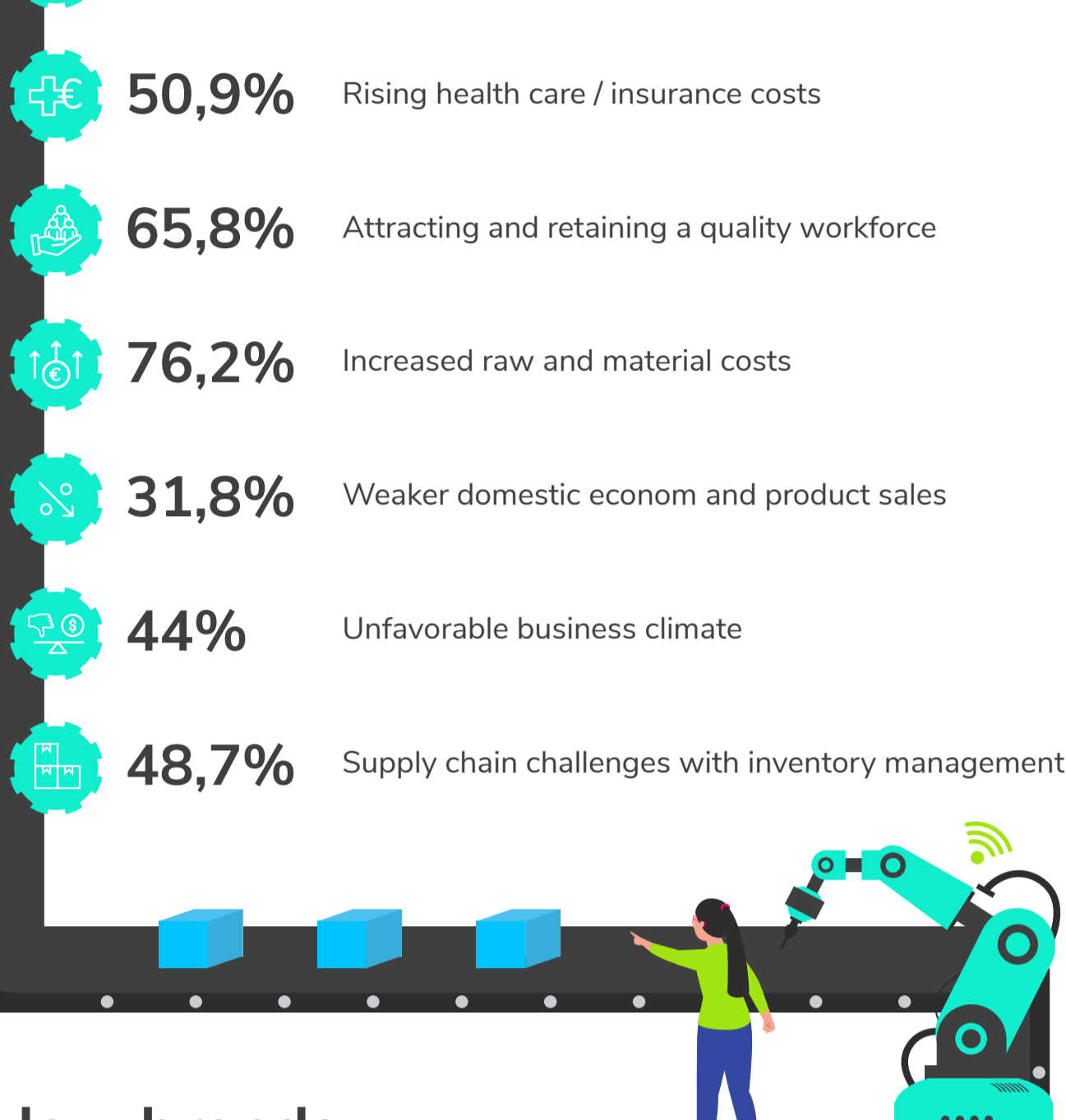
The state of brand manufacturing — the perfect storm of challenges

Building resilience is now a mission-critical concern for brand manufacturers dealing with supply chain disruptions, inventory shortfalls, and shifting consumer behaviors. And 95% of manufacturing companies agree that digital transformation is key to their future success.



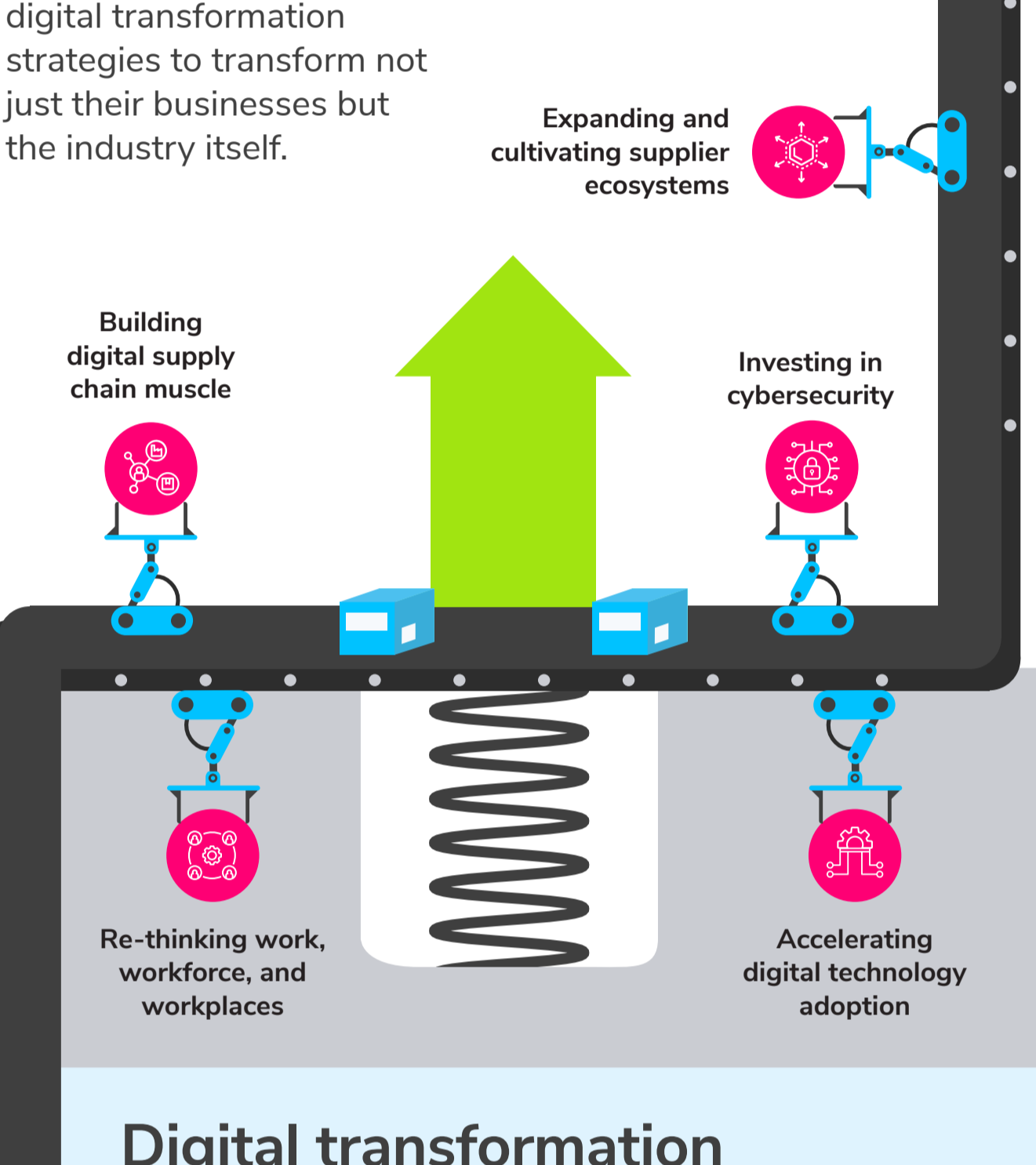
Industry outlook by the numbers

Primary manufacturing challenges



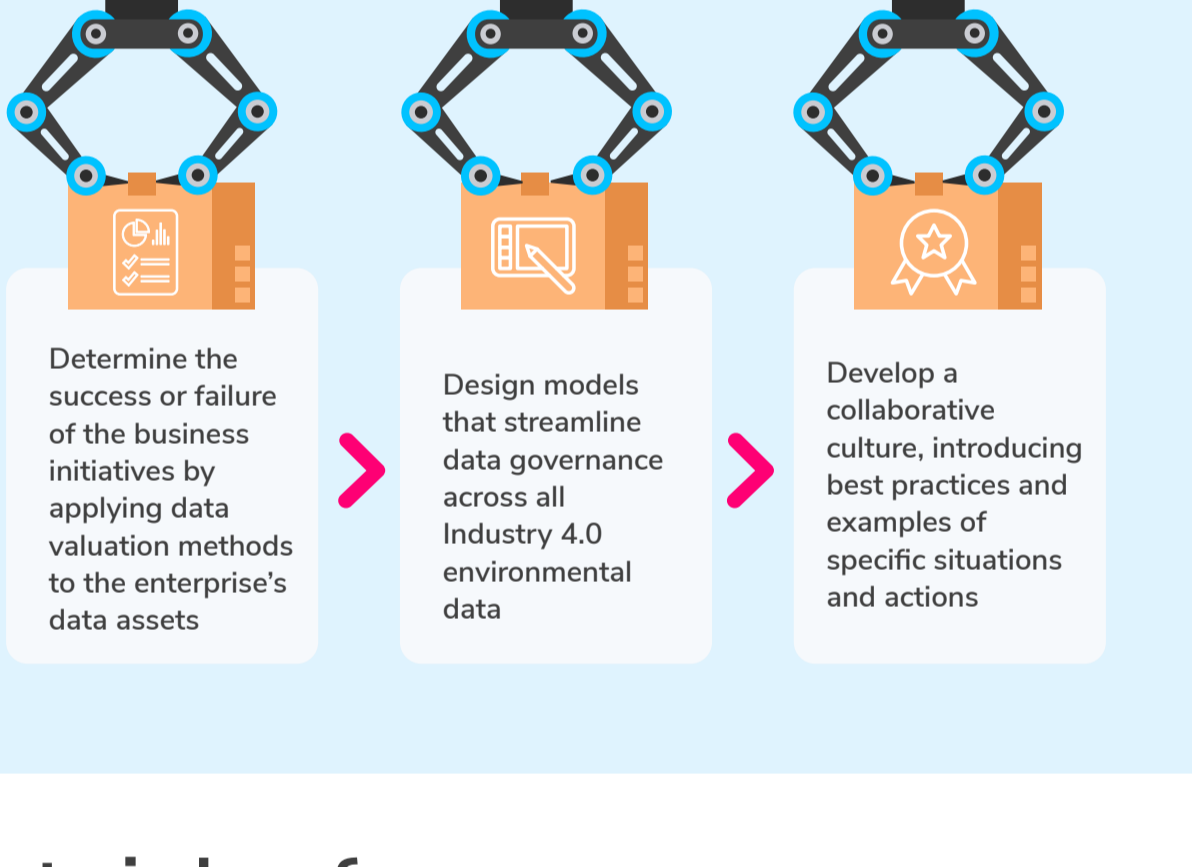
How brands display resilience

To rise above the challenges they face today, brands must leverage their digital transformation strategies to transform not just their businesses but the industry itself.



Digital transformation is business transformation

According to Gartner, for brands to transform, they need to:



Data is key for a future-ready brand

Fast-growing brands prioritize technologies that revolve around data gathering and analysis. They look for solutions that:



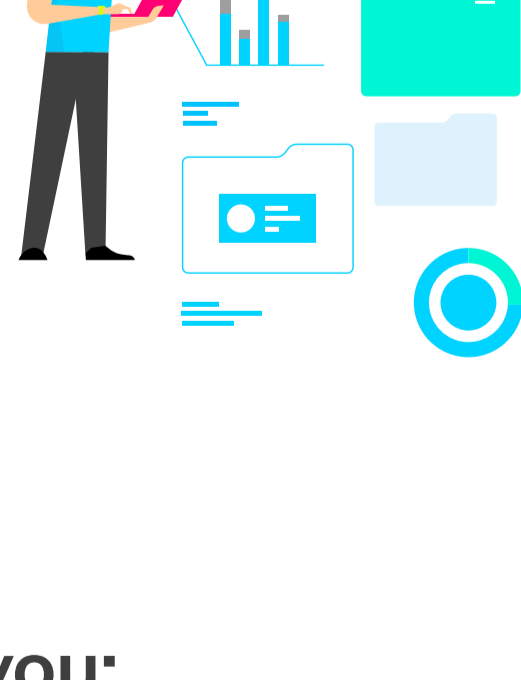
Product experience management for brand manufacturers

What defines the success of a business transformation is when brands use data to enhance their customers' experiences. Producing engaging product experiences for customers requires delivering high-quality product data.



Optimize your end-to-end product data processes with PIM

Get new products to market faster, provide data to retailers and distributors, and migrate product data to new B2B ecommerce platforms.



Contentserv can help you:

- Maintain accuracy and consistency**
Syndicate product content to retail partners or distribution networks to ensure they always have up-to-date information.
- Streamline data consolidation**
Manage product data from one central location to improve productivity, increase data quality and promote change management.
- Deliver groundbreaking product experiences**
Deliver personalized product content based on your customers' specific interests, needs, and overall purchase intent.
- Accelerate time-to-market**
Go to market quicker with any new products and variations of previous products thanks to process automation and efficient collaboration.
- Provide rich product content**
Get total control over the brand experience by delivering dynamic, accurate, and relevant digital content across different touchpoints.