

A woman with long brown hair, wearing a light green button-down shirt, is sitting at a desk. She is smiling and looking at a laptop. She is holding a blue credit card in her right hand. On the desk, there is a coffee cup, a smartphone, and a tablet.

E-commerce Product Data Management

Product Information Management &
Digital Asset Management

Variation in content across different marketplaces for the same product, content quality issues, inconsistent formats, and missing attributes negatively influence a consumer's purchase journey. The brand image and customer loyalty are also impacted. Wipro provides an integrated solution with an automated platform and service layer, which can channelize and standardize the digital product information and make it ready for publishing in any marketplace.

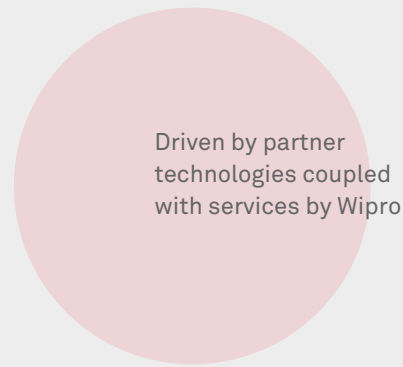
End-to-end product onboarding solution with a smart hybrid model

Key Takeaways

- Automated data acquisition - Structure all unorganized data in one place from multiple sources
- Data completion and attribution to check if the data are complete and mapping of attributes are correct
- Data verification and data transformation to check that the information is correct, make it crisp, easily understandable and finally publish it
- Digital asset management to store the digital information of products centrally in a cloud-based platform to access as and when required

Key Benefit

Enhanced financial benefit	20-30% decrease in cost of product through right shoring
Reduced time to market	20-40% reduction in turn-around time for data onboarding
Improved accuracy	99% accuracy at the time of final approval
Enhanced customer satisfaction	Increase end customer satisfaction and improve conversion due to better content



Driven by partner technologies coupled with services by Wipro

- Readiness of product data can be checked before publishing
- Automated schedule driven publication
- Digital asset management

Service layer

- Subject-matter experts with extensive domain knowledge and experience in working in different tasks in the product onboarding journey

Features

Technology platform

- Upload data from any source on cloud or a local device
- Automated workflow to assign tasks to agents, which comes as a notification with the requirements



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comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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