



IN PARTNERSHIP WITH



PIM for Retail

Rapidly delivering the power of PIM
in a streamlined, retail specific package





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Amplifi and Stibo Systems have a long standing, strategic relationship which brings together market leading PIM software and an award-winning data management consultancy. Through our partnership, we are now able to deliver a complete, flexible, scalable solution purpose-built to empower retailers to win in a market where the new flagship store is digital.

Amplifi is a specialist consultancy providing Advisory, Delivery and Support services for data management, data governance and data quality.

We are driven by business outcome and long-term success for our clients. We are not just another system integrator but a strategic partner invested in delivering solutions that align to your business objectives.

Stibo Systems, the master data management company, is the trusted source of MDM.

Their solutions are the driving force behind forward thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation.



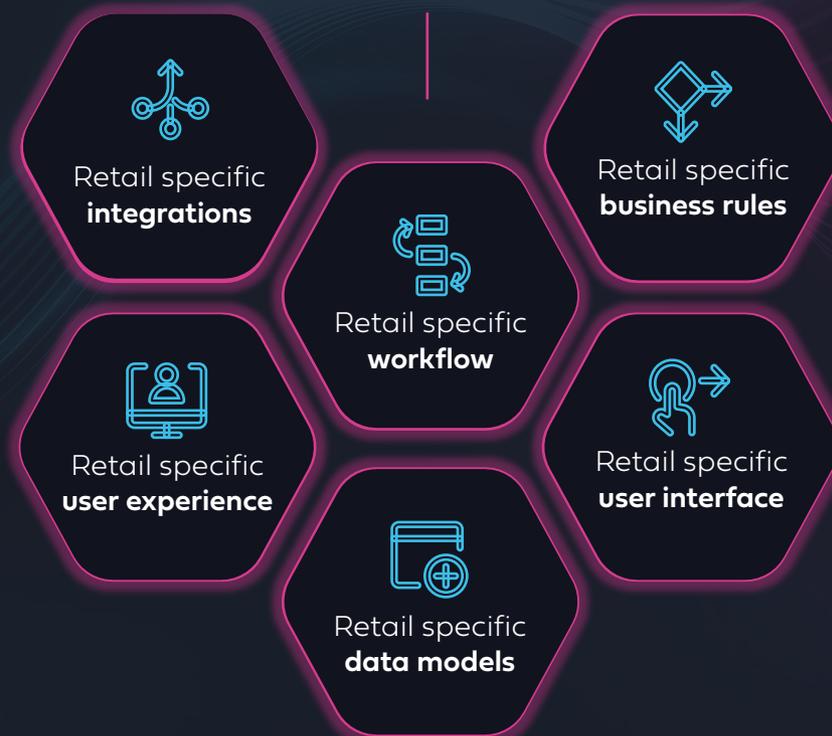
"Amplifi and Stibo Systems have developed a strategic relationship since 2015. Together we have delivered high quality data management solutions for clients that have delivered real value to their business. PIM for Retail is the next step in Amplifi and Stibo Systems enabling retailers to rapidly harness the power of PIM and give them the scalability to introduce further MDM benefits in future"

Jorge Soares, VP Channel & Alliances EMEA, Stibo Systems

What is PIM for Retail?

PIM for Retail is the perfect way for companies in the retail sector to rapidly and cost effectively roll out a PIM solution. Using a preconfigured version of Stibo Systems software tailored to the retail and distribution sector, Amplifi can work with you to define your requirements and roll out a solution within 10-weeks.

Once you've truly unlocked the power of PIM, the Stibo Systems platform can be extended at any time to resolve your wider Master Data Management challenges.



How does it work?

As the solution is preconfigured to suit the retail sector, implementation of the PIM for Retail solution is rapid and cost effective. Amplifi will work with you to identify the readiness of your data and, dependent on the results, plan the implementation.



"The introduction of PIM for Retail is a truly innovative solution from Stibo Systems. The ability to rapidly unlock the value of PIM will allow retailers to improve their own internal processes and give their customers a much better experience. However, the real value lies in the best-in-breed flexibility and scalability available within the rest of the Stibo Systems Master Data Management platform."

Mike Evans, CTO (Amplifi)

Case study: **SILVERLINE**

The problem

Silverline, one of the UK's largest providers of hand and power tools, are constantly sourcing new brands and products. Their data is held in multiple systems and numerous manual processes exist making the on-boarding new products complex and time-consuming, often with inconsistent and incomplete data.

Silverline sought to find a solution that would support their business ambitions of growing both the number of product lines sold within their multiple businesses, as well as increasing online sales through rich and complete data.

Silverline identified Stibo Systems as a key part of this solution, allowing for a smoother, quicker product onboarding process, with consistent data being shared with other key operational systems. Silverline selected Amplifi as their strategic partner to support them in achieving this.

What we did

We immersed ourselves within Silverline's team in order to define a structured data model for all of their products, defining attribution models per category, as well as defining workflow processes and rules to support Silverline's Product Onboarding processes. Data was then made available from the Stibo Systems platform to be fed to Silverline's new ERP solution and for online channels.

Future phases will be focused on implementing a Supplier portal, allowing Silverline's suppliers to input product information directly, further streamlining their product onboarding process and removing unnecessary manual steps.





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To discuss PIM for Retail or how we can
help you tackle any data challenges,
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