

The Amplifi logo features three parallel diagonal lines in shades of pink and purple to the left of the word "Amplifi" in a white, sans-serif font.

**Amplifi**

IN PARTNERSHIP WITH

The inriver logo consists of the word "inriver" in a lowercase, bold, sans-serif font, centered within a white square.

**inriver**



IN PARTNERSHIP WITH

**inriver**

Amplifi and inriver have a long standing, strategic relationship which brings together a market leading PIM system and an award-winning PIM/MDM consultancy to deliver value to our clients. Utilising inriver's best in breed PIM system and Amplifi's award winning data consultancy services we are able to provide businesses with robust, scalable PIM solutions that can drive tangible business results.

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.

Inriver PIM enables business to build better product experiences from a single platform.

Inriver PIM is the foundation for e-commerce success in an omnichannel world. Inriver PIM enables businesses to efficiently sell into new geographies, channels, stock the digital shelf, and manage complex product content.

**"From the very start it has been a pleasure to work with Amplifi. They are extremely professional and work with a high-level of integrity ensuring quality in delivery. On top of this they are also very nice group of people to work with and that is very valuable both for us and our joint customers."**

Jesper Larsen, VP Partners at inriver

# What we offer

Amplifi and inriver’s strategic relationship has enabled us to create an ‘MVP’ project approach, making it possible to start working with a PIM solution that is not only much more cost-effective than you might think, but can also be up and running in as little as twelve weeks.

Jointly, Amplifi and inriver are already helping numerous businesses tackle some of the most common eCommerce challenges.

Incomplete or low quality data finding it’s way to downstream sales channels

Syndication of product data to drive marketplace strategies

Inefficient data management processes leading to increased manual effort

Providing a single view of product data

Increasing sustainability across the business

EMEA  
Regional Partner  
of the Year  
UK

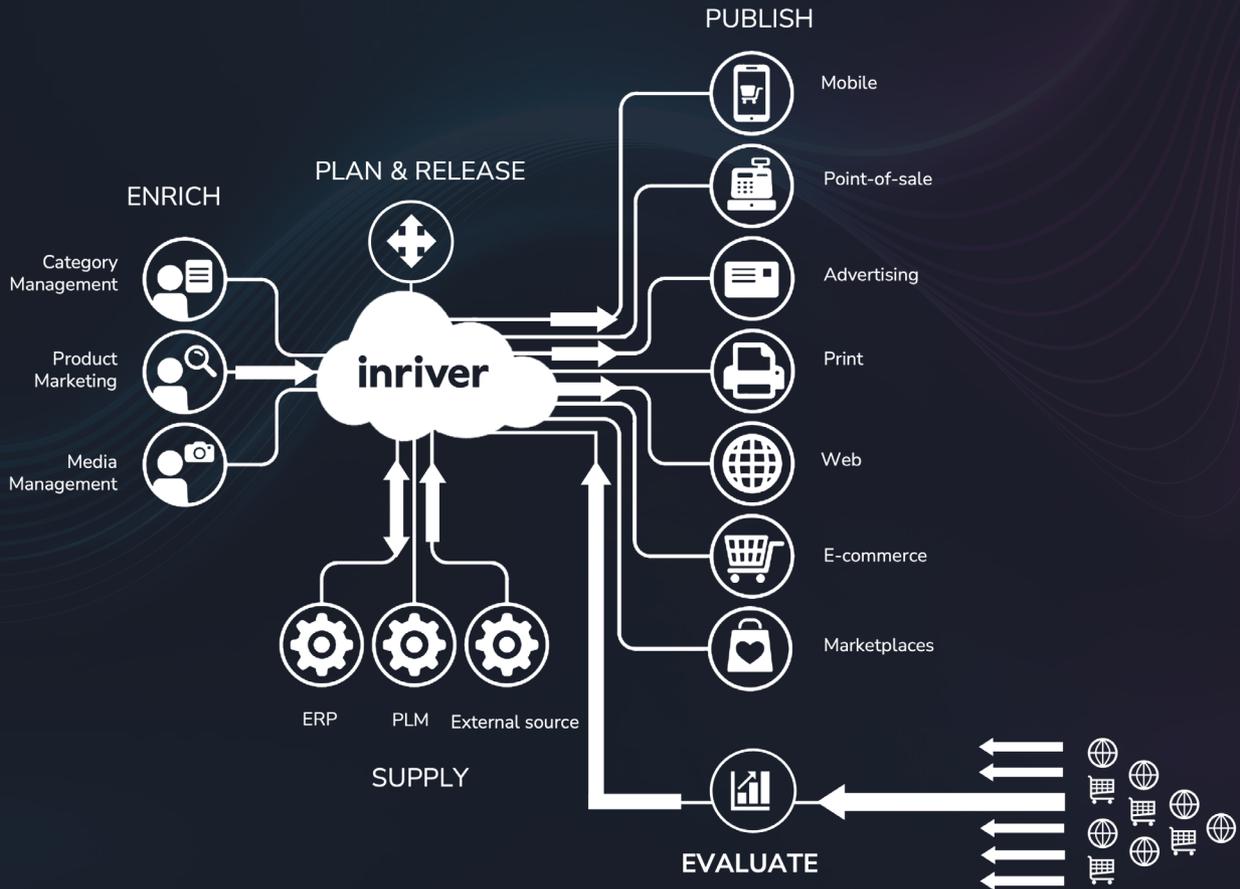


Multiple successful joint engagements, establishing efficient implementation practices and constantly identifying, improving and following best practice.

Thriving in today's digital world means delivering stellar customer experiences across every catalogue, marketplace and touchpoint. It doesn't matter if you're B2B, B2C, or both – all buyers want a personalized experience.

**Behind that positive experience is Product Information Management (PIM).**

Inriver's highly visual, extensible SaaS solution, will help you increase sales, streamline product data syndication, and reduce product returns. No downtime, no software updates, just time to build better customer experiences. Simple.



## Case study: **NRS** Healthcare

**NRS utilises several websites which consume and utilise product information across a variety of channels and downstream systems across the business. Inriver and Amplifi were tasked with helping NRS ensure that the product data being supplied to their downstream channels was consistent, accurate and efficiently processed.**

The introduction of a new PIM solution provided NRS Healthcare with a single repository for managing all product information as the 'master', this allowed for an accurate supply of data to the relevant downstream channels. The implementation of the inriver PIM also provided a structured data model and governance framework, which in turn enabled a number of operational efficiency improvements, further adding to the overall value of the project.

Utilising our MVP approach, Amplifi and inriver were able to deliver the project to NRS within a twelve week period to ensure NRS Healthcare were able to extract the maximum value from their investment as quickly as possible.





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**inriver**

To find out more about our MVP approach  
or how we can help your business tackle any  
product data pain points please contact us:

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**[www.amplifiuk.com](http://www.amplifiuk.com)**