ABOUT PARADIGM

An award-winning end-to-end professional services organization, Paradigm Technology is a leader in digital and business transformation, working for 25 years with the Fortune 500. We partner with clients to understand and solve business problems through innovative, value-driven solutions and strategies. Our team leverages years of experience and leading-edge technologies to deliver intelligent insights to answer the hard questions to grow revenues, reduce costs and avoid risk. We focus on delivering and communicating measurable value and impact above all else - that's the Power of Paradigm.

OVERVIEW

Every organization needs good product information. Improving product data accuracy and consistency can drive sales, reduce operational costs, and improve customer experience. Aligning product data across multiple channels can also improve opportunities to cross-sell and up-sell, improve product strategy, development, positioning, and market penetration. Product Information Management (PIM) is the key to product data alignment across an organization’s business functions, strategic partners, vendors, and customers.

Paradigm can fast track your organization’s implementation of improved production data management, enabling you to increase the utility of your product data and compete more strategically and effectively.

Proper PIM implementation can offer results like...

- **75%** faster product introduction
- **33%** increase in average order size
- New products entered **300%** times faster
- **25%** time saved on catalog publishing

PIM FAST TRACK SOLUTION PROCESS

- Build a robust and scalable data model
- Design a taxonomy that can accurately classify all organizational products
- Implement a strong, consistent, automated data quality process
- Enable a seamless integration with upstream and downstream data systems
- Provide access to the centralized data from other applications through webservices
- And MORE...

EXPECTED PIM TIMELINE

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>WEEK 2</th>
<th>MONTH 1</th>
<th>MONTHS 2 &amp; 3</th>
<th>MONTH 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELIVERABLES</td>
<td>Strategy • Requirements • Use Cases • Solution Approach</td>
<td>Solution Design • Data Model Definition</td>
<td>Build • Test Solution • DEV &amp; SIT Readiness • Bug Fixes</td>
<td>UAT • Go Live • Closure</td>
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“We no longer spend copious amounts of time collecting and reconciling our master data - rather, we now have an automated, repeatable and simplified global process to maintain proper governance and compliance.”

- Major Payment Platform Customer
KEY OUTCOMES

- Two-tier model of products and associated items
- Single taxonomy of products per web presence and internal strategy
- Data Quality checks on all fields and attributes (i.e., spell check, length check, standardization, and missing data)
- Import mappings and scheduler for up to four sources with data in CSV formats
- Two export templates to contain a batch file of all data elements
- RestAPI interface definitions for all data elements built

IF YOU HAVE...

- Access to product data from sources in an Excel format
- Qualified and available resources to dedicate to your PIM project
- Business SME(s) that can speak for business processes and make quick decisions
- Technical developers for integration of in and outbound solutions (e.g., batch/ETL, data quality, WebUI design, real-time API)

THEN LET’S GET STARTED!

MEET THE TEAM

Malik Azeez
Director of Project Information Management
Malik has led many PIM implementations and has 16+ years of IT experience architecting, planning, building, and managing offshore teams and budgets, developing and implementing various solutions for enterprise organizations worldwide.

Chris Gately
Chief Revenue Officer
Chris has 20+ years of expertise, having served in various sales leadership positions with many well-known technology firms focused on data analytics, storage, cloud, security, and mobile solutions.

TAKE ADVANTAGE OF OUR FREE, NO-OBLIGATION ANALYTICS & BUSINESS ASSESSMENT

We firmly believe in going the extra mile to ensure you get the best solution and an unmatched level of service. Our no-obligation consultation includes an assessment on analytics and business intelligence.

We’ll examine your current tools, how you’re applying them, and see how you can consolidate for newer technologies. We also offer a realistic assessment of cloud computing and which of your applications can migrate.

Whether you need to scale up, scale out, or both, we’ll help you build the right infrastructure for your business needs.

Reach out to our experts today for your no-obligation consultation!

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