



PRODUCT 360° MDM SAAS MVP APPROACH



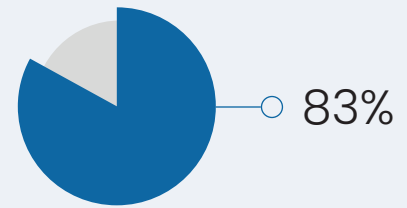
Product information management software as a service – the fastest path to consistent, trusted, 360° data on the cloud

Your 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- and up-sell, improve product strategy, development, positioning, and market penetration. Product information management (PIM) is the key to product data alignment across your organization’s business functions, strategic partners, vendors, and customers.

Product Mastering for Fortune 500 Global Electronics & Supply Distributor

Paradigm’s data management experts improved ecommerce user experience by eliminating redundancy, improving reporting, and consolidating and standardizing product data.

- **83% reduction in customer ecommerce search time**
- Faster search time resulted in 30% larger average purchase
- 25% improvement in data quality



Deployment	Value	Key Outcomes
Minimal Viable Product (\$)	<ul style="list-style-type: none"> • Accurate, enriched, consolidated data • Improved operational efficiency • Increased business productivity • Reporting reliability and trust • Easy to customize/extend beyond MVP solution 	<ul style="list-style-type: none"> • Solution architecture • Technical architecture • PIM SaaS hub design documentation • Party data model extensions • Developed solution ready for QA

Proper PIM SaaS implementations can offer results like...¹

75%
faster product introduction

33%
increase in average order size

New products entered
300%
times faster

25%
time saved on catalog publishing



Value comparison - Paradigm MVP and typical market offerings

Paradigm PIM SaaS MVP Solution

- MVP solution built to client-specific requirements; Requirements workshops and source system review, analysis, and profiling
- Develop Data Model extensions for SaaS MVP
- Establish SaaS MVP development environment with architectural guidance on higher environments
- Define custom hierarchies for management and visualization
- SaaS defined and tuned Match results with business owners using client source data
- Deep solution delivery and technical acumen
- Continuous knowledge transfer to client team

SaaS MVP solution tested and deployed in production environment



**Paradigm
vs
Other
Offerings**

Typical Competitive PIM Fast Start/ Express Offerings

- Minimal or no requirements for client-specific needs
- Simple installation of out-of-the-box solutions
- No customization based on requirements
- Basic source system analysis and mapping
- No data modeling or data model extensions
- Usually restricted to one environment
- No Match rules tuning with business owners
- Staffing unbalanced, more managers than engineers and junior resources
- Many qualifying assumptions
- Minimal or no knowledge transfer included

Not considered a suitable solution for deployment in a production environment

Why Paradigm?

Paradigm's team of experts each boast 15+ years of field implementation experience in multiple domains and industry applications. We have a host of custom, pre-built accelerators and best practices derived from extensive experience. These unique tools drive outcome-driven, time-bound, and cost-effective solutions. Our product-specific tools provide optimized cost for new tool product introduction, increased agility and improved data, and fully integrated programs, resulting in increased revenue and role-based access and expertise.