



PRODEVIX

# Infoverity & Prodevix Data Solutions Overview

Informatica

Presented by Infoverity

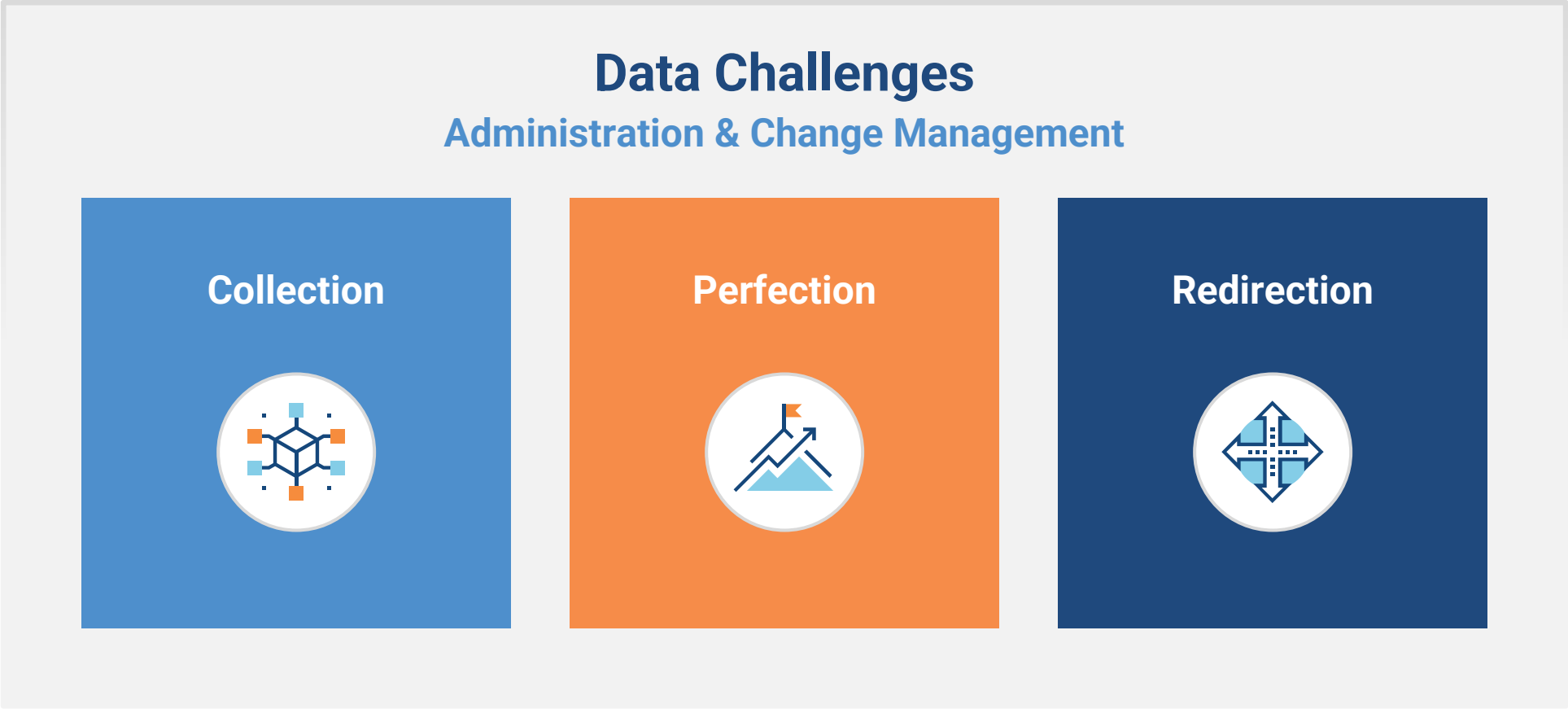
May 2024



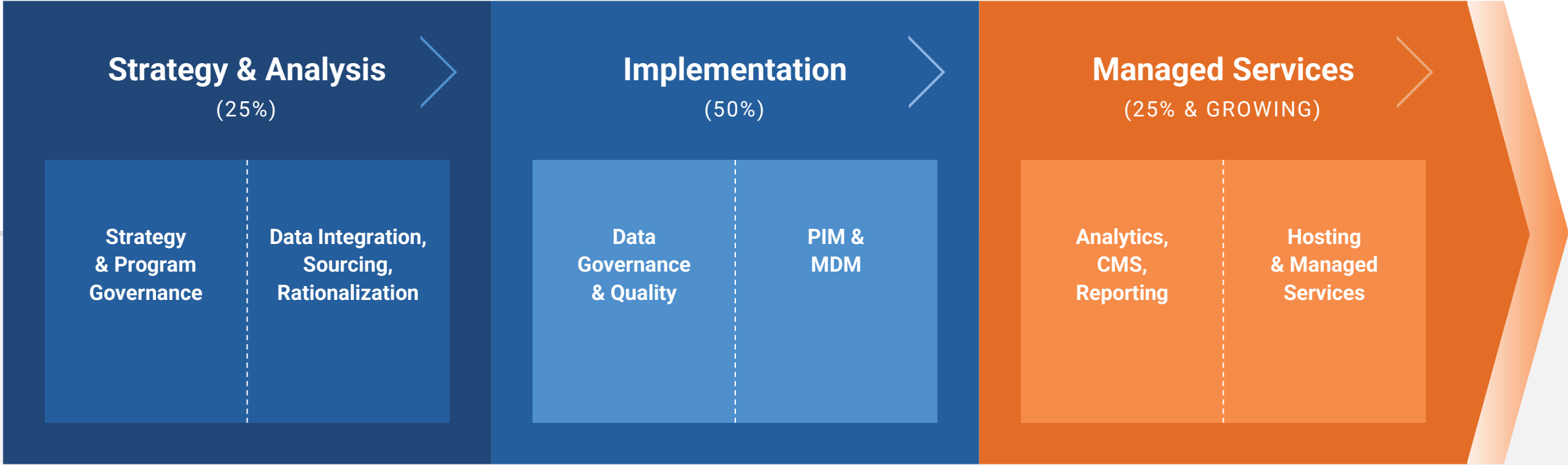
# Agenda

1. Introduction to Infoverity Introduction
2. Overview of Infoverity's Prodevix Data Solutions
3. Solution Details – Features, Benefits and Pricing

# Infoverity Consulting Services & Data Solutions



# We assist before, during & after your data journey



Hot Topics: Data Governance, Org Change Management, MDM/PIM Enhancers

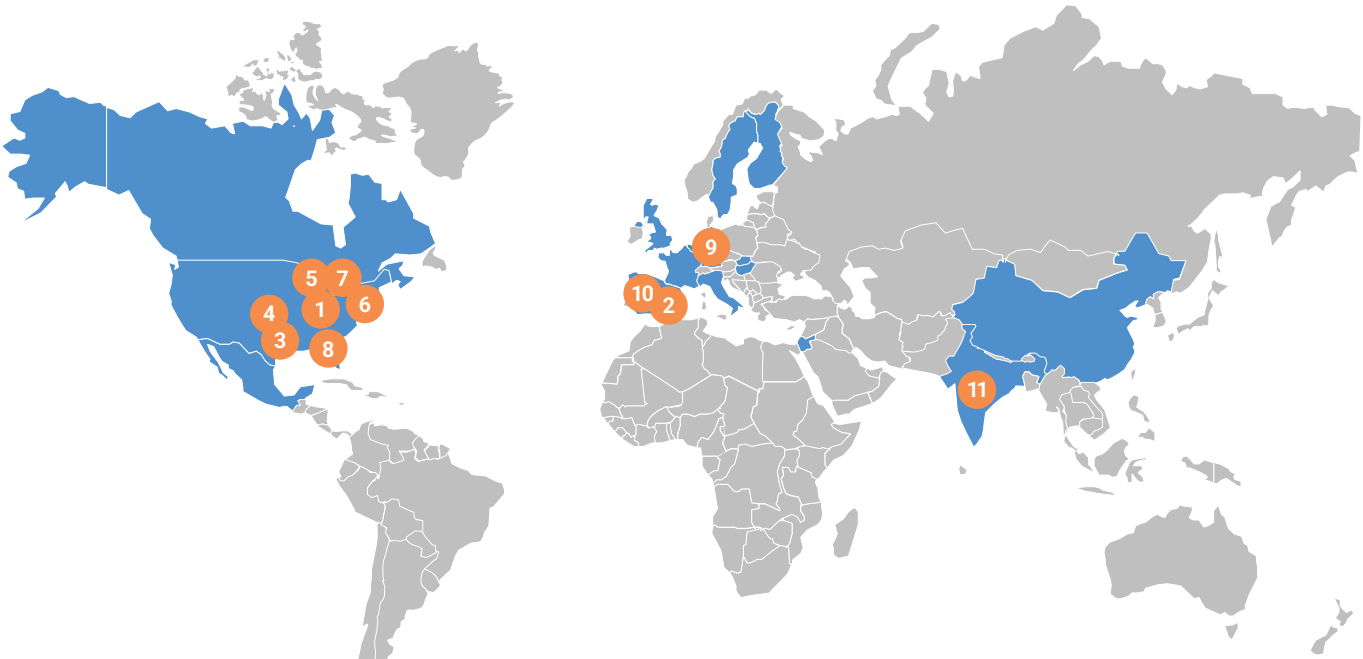
# Experience That Matters

**Gartner**<sup>®</sup>  
9 Consecutive Years

## Over 700+ “Go-Lives”

Consumer Goods | Healthcare | Retail | Distribution | Manufacturing | Financial Services

- 1 **Global HQ**  
*Columbus, Ohio*
- 2 **EMEA HQ**  
*Global Development Center  
Valencia, Spain*
- 3 **US West Region**  
*Houston, Texas*
- 4 **US South Central Region**  
*Dallas, Texas*
- 5 **US Central Region**  
*Twin Cities, Minnesota*



- 6 **US Northeast Region**  
*Pittsburgh, Pennsylvania*
- 7 **US East Region**  
*Toronto, Canada*
- 8 **US Southeast Region**  
*Atlanta, Georgia*
- 9 **Central Europe**  
*Berlin, Germany*
- 10 **Iberia Sales & Delivery**  
*Madrid, Spain*
- 11 **Asia Pacific Region**  
*Hyderabad, India*

INFOVERITY'S GLOBAL CLIENT AND EMPLOYEE BASE

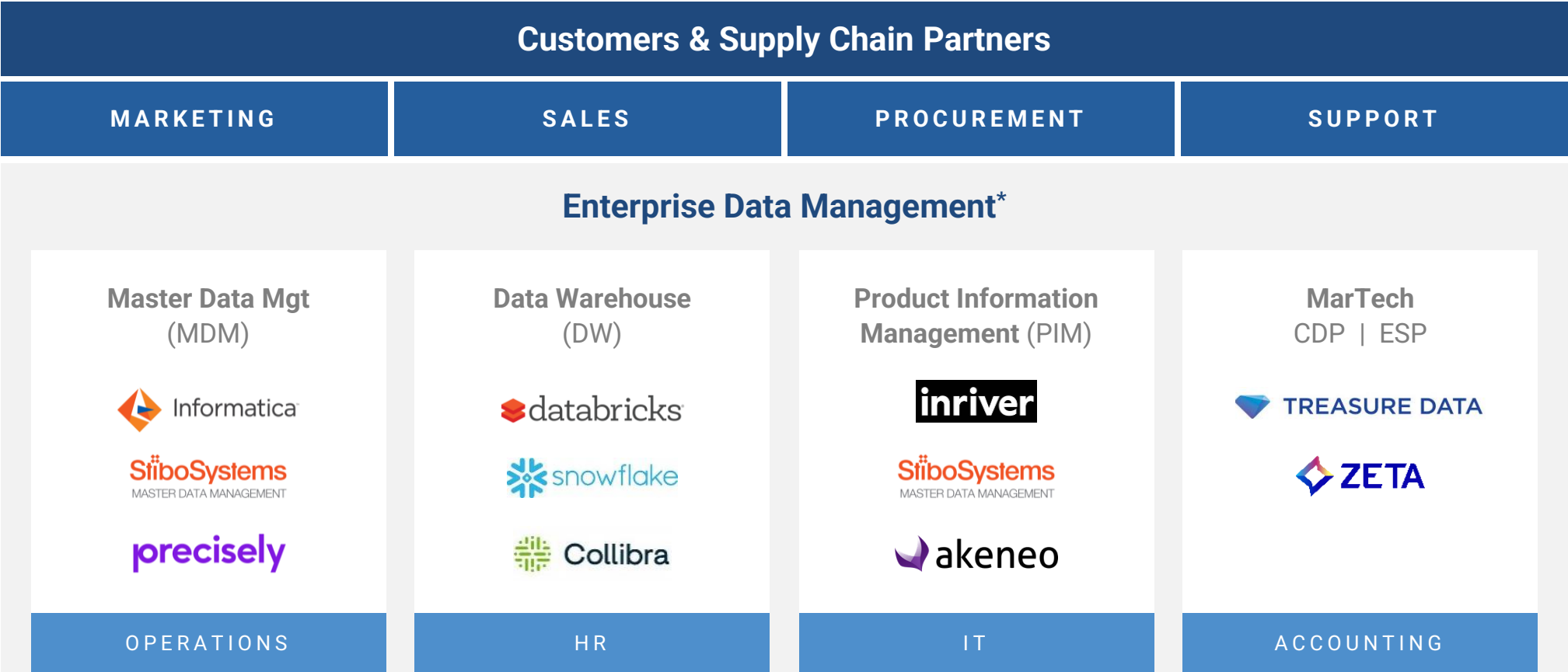


## Referenceable Clients

Working with a broad client base of Fortune 500 companies has given us real-world experience across a **wide range of verticals.**



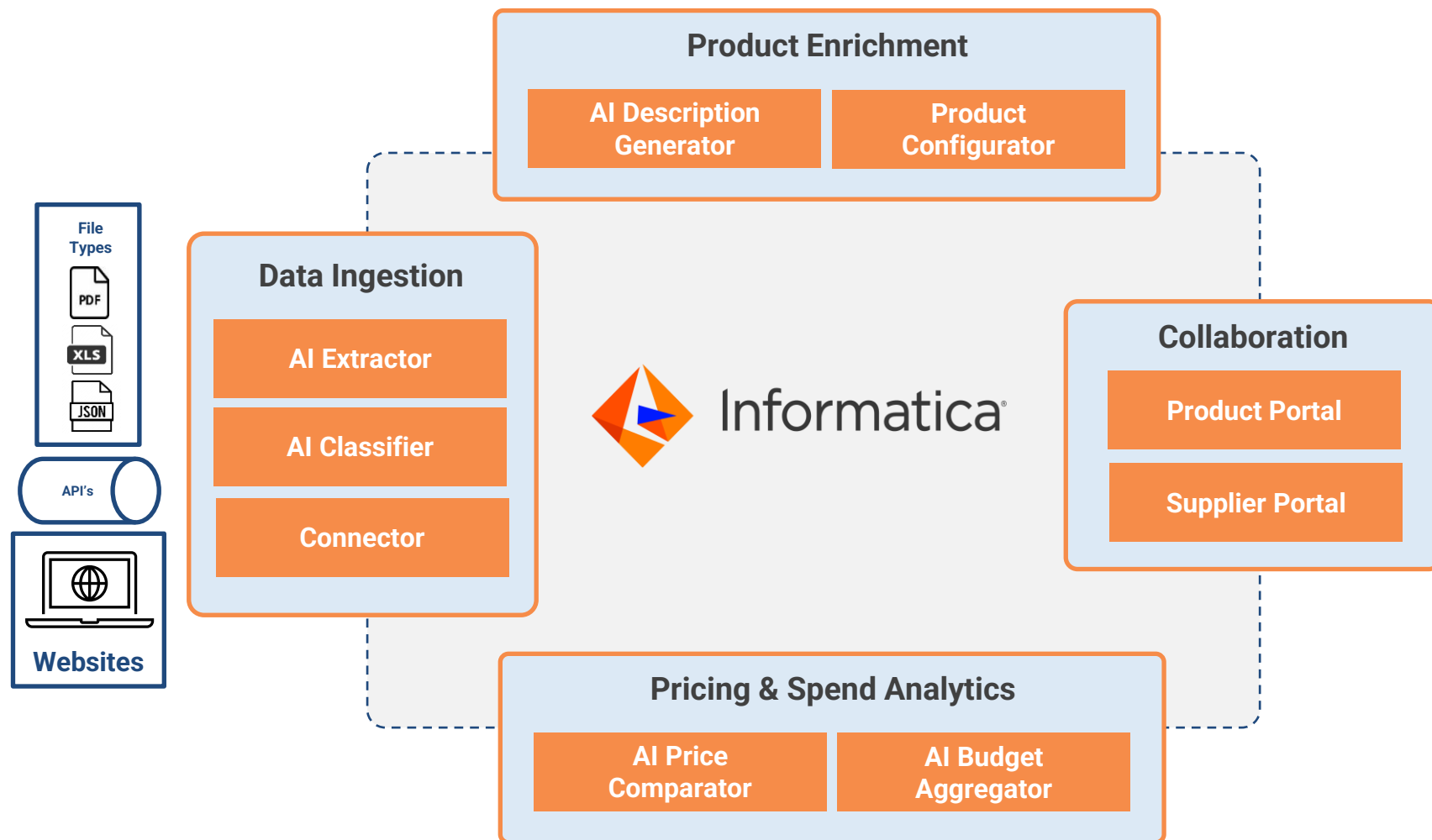
# Technology Partners



\* Examples of technologies we implement, i.e., we're technology agnostic

# Prodevix Data Solutions, an **Infoverity** Company

We offer a suite of **modular digital products**, e.g., combined or sold individually, to “fill the gaps” in your enterprise data strategy to optimize operations and enable market differentiation.

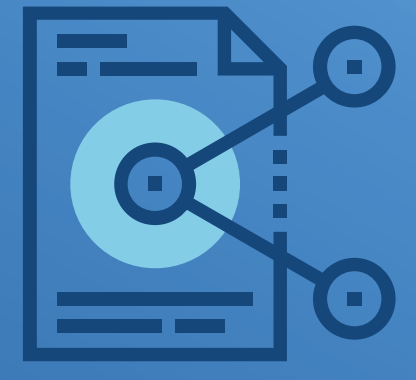




# Prodevix Data Solutions – Ideal Customers & Use Cases

	MDM/PIM <u>Not</u> Required but Recommended		MDM/PIM Required		
Client Use Cases	Expedite Pre-Order Analysis, Price Setting or Budgeting	Instant Supplier Collaboration	View PIM Data for 100's of End Users	Classify Products and/or Generate Descriptions	Optimize eCommerce or eProcurement
Potential End Users	Procurement, Buyers, Marketing & Sales, Merchandising	Procurement, Buyers, M&A Teams	Customer Service, Field Reps, Sales, & Other Internal Teams	Data Owners, Branding, Marketing, eCommerce	Data Owners, Customer Experience, Buyers
Client Remarks Triggering an Opportunity	<p><i>"It takes too long to analyze competitive or internal pricing data <u>before</u> placing orders or signing contracts."</i></p> <p><i>"Our partners submit budgets to Procurement in different formats making it hard to collect and analyze."</i></p>	<p><i>"Partnering with small &amp; mid-sized vendors takes too long and is too costly."</i></p> <p><i>"Vendors have difficulty onboarding then later updating their products for us to purchase."</i></p>	<p><i>"Wish we had a 'plug 'n play' view of detailed PIM data that's cost effective for our 500-person staff and enables them to send corrections to my staff."</i></p>	<p><i>"Our product descriptions need to be more dynamic and reflect the different style/voice/tone for each of our brands and customer profiles."</i></p>	<p><i>"We're not creating up/cross-sell relationships fast enough to meet market demand."</i></p> <p><i>"Our internal eProcurement solution doesn't provide enough info for our staff to order efficiently."</i></p>
Solutions to Meet Use Case Requirements...	AI Price Comparator	Supplier Portal	Product Portal	AI Product Description Generator	Product Configurator
	AI Budget Aggregator	AI Price Comparator	Connector	Connector	Connector

# AI Data Ingestor





# AI Data Ingestor

**Description:** Upload a PDF, flat file or scrape websites then product data is cleansed & classified before exported to a file or integrated with downstream system.

## Benefits:

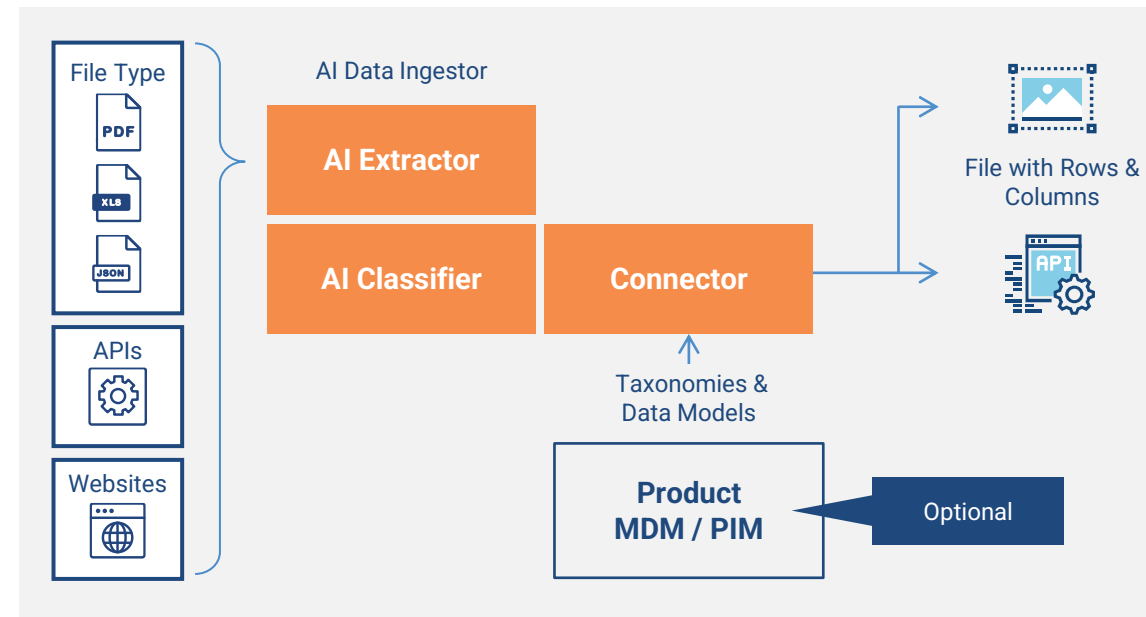
- Eliminate manual transcription of data files
- *Precursor effort* for your future MDM/PIM launch
- Opens opportunities for Prodevix Supplier Portal to accelerate partnerships

## Features:

- Utilize our taxonomy or yours when integrated with Product MDM / PIM
- Customize data output for export
- Easy-to-use with minimal training

## Considerations:

- # of file formats
- # of products to be mastered



## Pricing

### One-time Setup:

- \$2000 - 4000 / new data file format
  - Depends upon # of extracted formats and data cleansing required by AI models

### Monthly Subscription: \$1750 + \$0.75 - \$1.25 / Mastered Product Processed

- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement

# AI Product Description Generator





# AI Classifier & Description Generator

**Description:** Classify PIM data then generate regionalized, customer-specific product descriptions.

## Benefits:

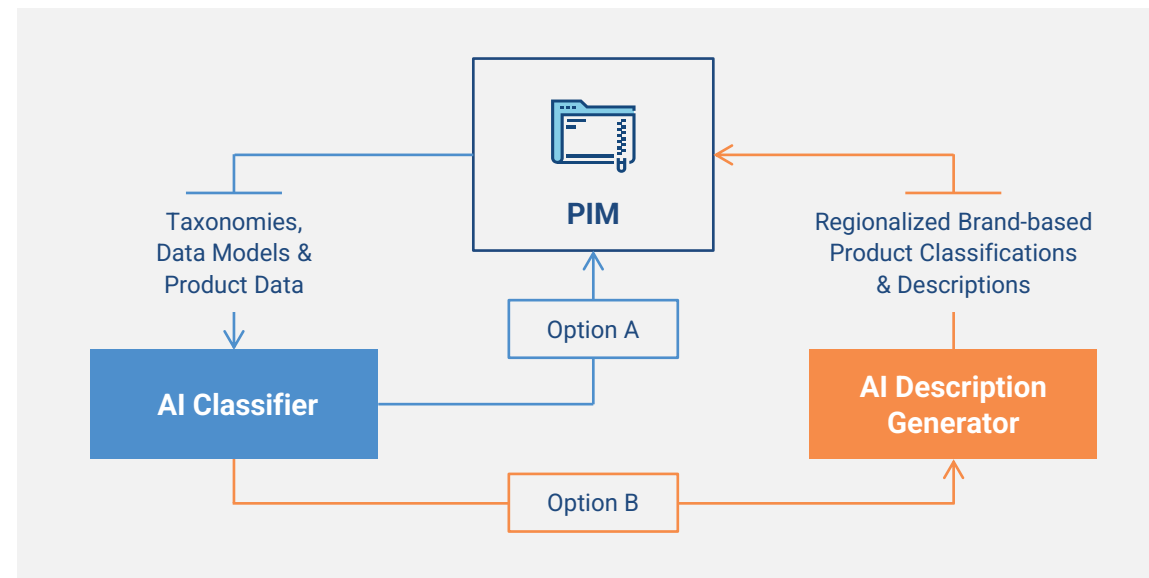
- Speed time-to-market of new products
- Reduce costs
- Improves customer experience by facilitating personalization and customization

## Features:

- Integrated with PIM
- No change for PIM End Users
- Automatically updates as PIM updates
- Privately hosted within MS Azure including private, back-channel VPN connectivity, i.e., *no public exposure*

## Considerations:

- Amount and quality of PIM data
- Existing workflow and rules
- Security risks



## Estimated Annual Pricing:

*Assumes 50K New Products Classified & 100K Product Description Generated*

**One-Time Setup & Implementation:** \$25 - 75K

**License:** AI Classifier - \$50 - 80K

**License:** AI Description Generator - \$15 - 25K

**Hosting & Support:** \$20 - 25K

- *Only one hosting package required* for both solutions
- Includes ongoing support, prioritized feature requests, secured hosting with SLA
- 3-year agreement

# Product Configurator







# Prodevix Configurator

**Description:** Build complex product-attribute combinations including regionalization & pricing rules then validate product combinations before syncing with either the PIM or to an online orders solutions.

## Benefits:

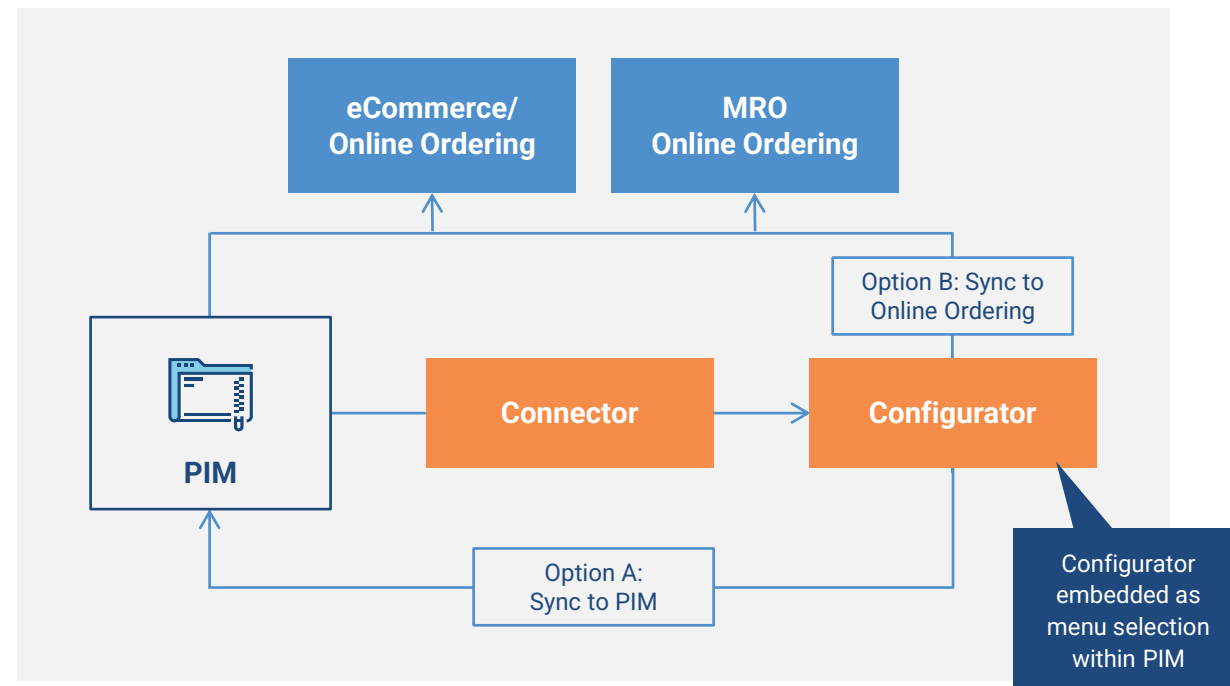
- Speed time-to-market of new products
- Reduce costs
- Enable up/cross-selling of new products
- Improves customer experience by facilitating personalization and customization

## Features:

- Integrated with MDM / PIM
- Easy to use with minimal training
- Validate product combinations
- Test imported product combinations to validate utilizing Rule Validation API

## Considerations:

- Embedded within PIM or not?
- # of End Users



## Pricing

**One-Time Setup & Implementation:** \$25 - 75K

**Annual License Fee:** \$75 - 150K

- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement

# AI Price Comparator





# AI Price Comparator

## Use Case: Grocery Buyers (& Their Suppliers)

**Goal:** Grocery buyers need to compare multiple produce suppliers' price lists every week BEFORE placing their orders.

**Problems:**

- Reading price lists requires specific knowledge and attention to detail, i.e., time consuming and costly.
- Incorrect analysis results in paying too much and/or over-ordering.

**NOTE:** Marketing & Sales could utilize to analyze competitors' pricing and product offerings by capturing data from competitors' websites and/or price lists (PDF/XLS).

Produce Supplier Price List A – 50 Pages

ORGANIC PEPPER														
49949	ORG MINI SWEET PEPPERS 12/1 LB	7-41243-00374-7									3.89		46.69	1 EA/ 7.78 49.99
49969	ORG *LOCAL* TOMATILLO 10 LB	94801									3.90		38.99	1 LB/ 7.80 50.01
ORGANIC TOMATO														
40051	ORG DEL CARO GRAPE TOMATO 1 PT 6 EA	7-90857-65530-2									3.45		20.70	1 EA/ 6.90 50.00
49952	ORG GRAPE TOMATO 12/1 PT	7-99857-65530-2									2.82		33.84	1 EA/ 5.64 50.00
49953	ORG BAKING SNACKING TOMATO 8/12 OZ	7-41243-00030-0									3.75		29.99	1 EA/ 7.50 50.02
49958	ORG CHERRY TOMATO PAPERBOAR 12/1 PT	7-99857-65594-4									3.03		36.39	1 EA/ 6.07 50.04
49959	ORG KALEIDOS TOMATOES 8/12 OZ	7-41243-00082-1									3.75		29.99N	1 EA/ 8.47 55.74
49961	ORG CHERRY ON THE VINE POPP 8/12 OZ	7-41243-00334-1									3.75		29.99	1 EA/ 7.50 50.02
51910	ORG *LOCAL* TOMATO RED SLICER 10 LB	94064									3.64		36.39N	1 LB/ 7.28- 50.01

Produce Supplier Price List B – 62 Pages

X 0069781	OF PINT GRAPE TOMATOES 0047000943973	12	1 PT	25.510*	2.126	7.19	70.43%										
UPC# 0007025300555 0078807060181 0085546500222 0068925900547																	
0069963	OF GRAPE TOMATOES QUART 0007025300556	6	1 QT	26.790*	4.465	14.29	68.75%										
0070029	OF FAMILY PACK TOMATO 6CT 0007025300558	9	26 OZ	24.620*	2.736	9.99	72.61%										



# AI Price Comparator

**Description:** Upload price lists via PDF, flat file or scrape websites then product data is cleansed & classified before being mapped for side-by-side comparisons and/or export to BI/Analytics.

**Benefits:**

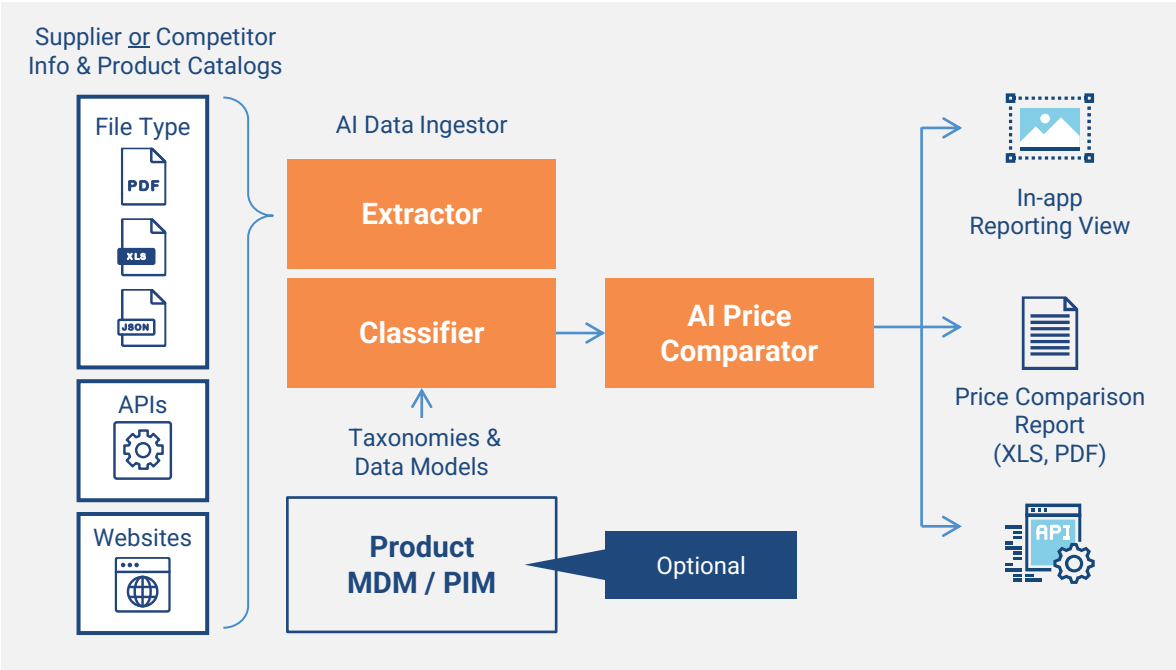
- Gain visibility into pricing, product mix and packaging *before* orders are placed or contracts negotiated
- See pricing trends over time with integration to BI/Analytics
- Reduce costs & errors for “pre-order analysis” by internal teams
- *Precursor effort* for your future MDM/PIM launch
- Opens opportunities for Prodevix Supplier Portal to accelerate partnerships

**Features:**

- Utilize our taxonomy or yours when integrated with Product MDM / PIM
- Customize product groupings
- Easy-to-use with minimal training

**Considerations:**

- # of price list products, pages and disparate formats



**Pricing**

**One-time Setup:**

- \$2000 - 4000 / new price list
  - Depends upon # of extracted formats and data cleansing required by AI models
- \$500 - 1500 / new price comparison report

**Monthly Subscription:** \$1750 + \$0.75 - \$1.25 / Mastered Product Processed

- **Unlimited end users**
- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement

# AI Budget Aggregator





# AI Budget Aggregator

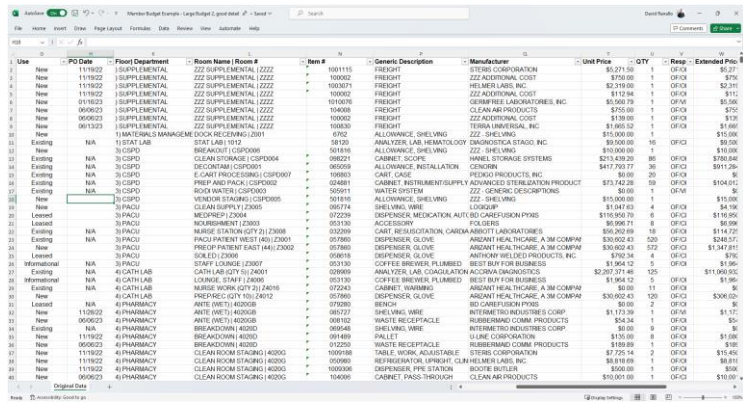
## Use Case: Group Purchasing Organization (GPO)

**Goal:** Buyers and Accounting need to quickly collect then aggregate the budget data from hundreds of members that use different budget formats.

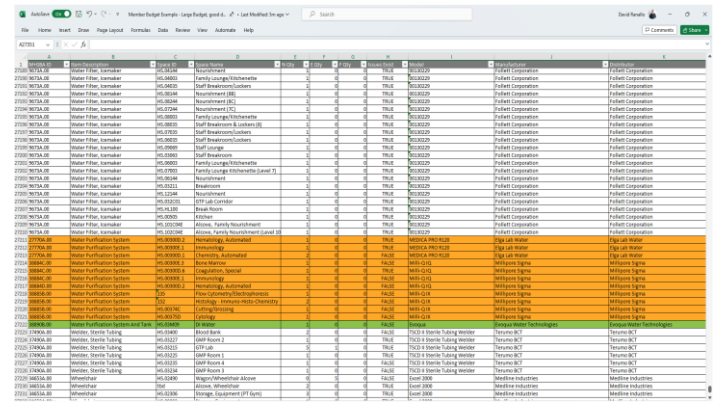
### Problems:

- Members do not utilize the same budget format or product data
- Untimely and incorrect analysis results in over/under-ordering by Buyers.
- Financial reporting is not accurate

### Member Budget A



### Member Budget B







# AI Budget Aggregator

**Description:** Upload budgets via PDF, flat file or from another IT system then product data is cleansed & classified before being aggregated for side-by-side comparisons and/or export to BI/Analytics.

## Benefits:

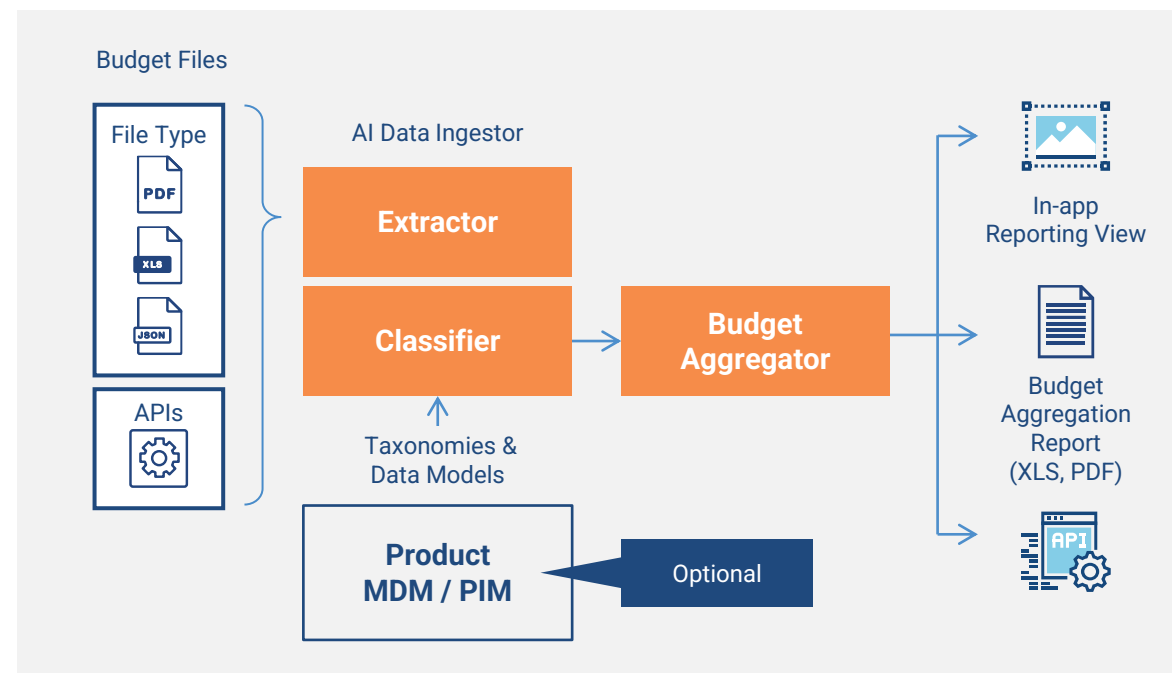
- Gain visibility into budgets from hundreds of members quickly
- See budget trends over time with integration to BI/Analytics
- Reduce costs & errors for analysis by internal teams
- *Precursor effort* for your future MDM/PIM launch
- Opens opportunities for Prodevix Supplier Portal to accelerate partnerships

## Features:

- Utilize our taxonomy or yours when integrated with Product MDM / PIM
- Easy-to-use with minimal training

## Considerations:

- # of budgets with disparate formats
- # of products to be mastered



## Pricing

### One-time Setup:

- \$2000 - 4000 / new budget
  - Depends upon # of extracted formats and data cleansing required by AI models
- \$500 - 1500 / new aggregation report

### Monthly Subscription: \$1750 + \$0.75 - \$1.25 / Mastered Product Processed

- **Unlimited end users**
- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement

# Product Portal





# Prodevix Product Portal

**Description:** Read-only product catalog with End User feedback mechanisms that imports product data from a PIM/DAM along with basic filtering features for viewing and downloading/printing PDFs.

## Benefits:

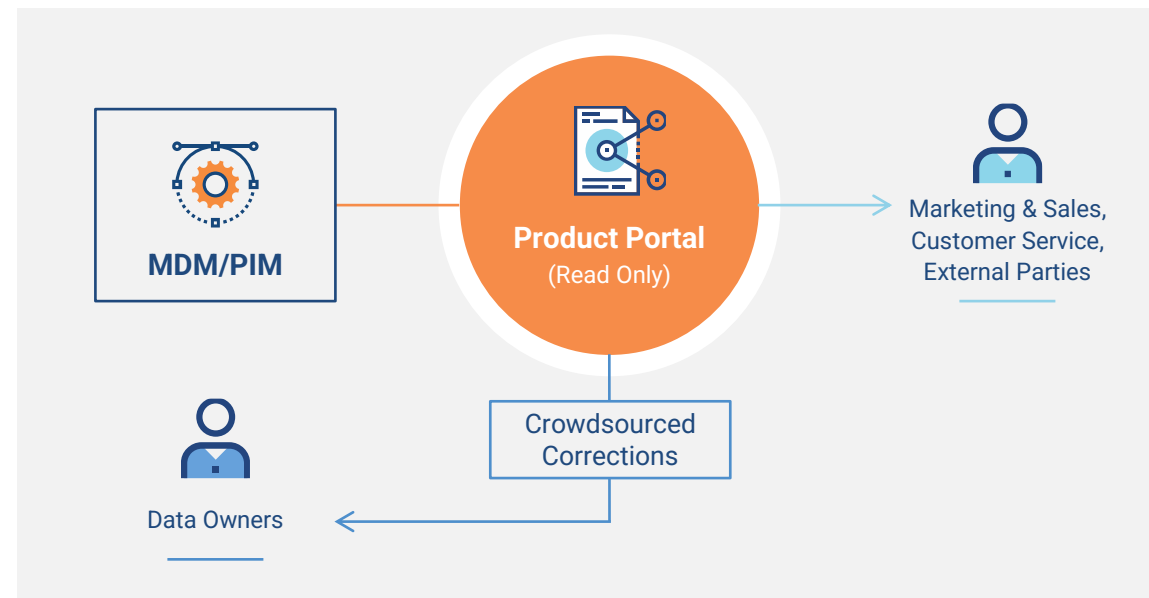
- Global access of PIM data to improve product knowledge across sales, customer support and all stakeholders
- “Crowdsourced corrections” from hundreds of End Users to improve to data quality
- Requires no training
- Plug ‘n play with your PIM
- Leverage all stakeholders to improve to data quality with real-time feedback to PIM team

## Features:

- Integrated with PIM
- Easy to use, no training required
- Reduced performance hits on PIM/DAM
- “Google-like” search, filtering, sort, and side-by-side comparisons
- Download to PDF or export to CSV
- Corporate branding – your logo, styles and colors

## Considerations:

- Hosted – Hosted by you or on Prodevix secure servers?
- Data cleansing (PIM) and images (DAM) prepped
- # of End Users



## Pricing

**One-Time Setup & Implementation:** \$15 - 50K

**Monthly Subscription:** \$1750

- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement

**Monthly \$ / End User:** \$3.00 - 7.50 / End User

- Min amount = 250 End Users block
- Purchase more Users in blocks of 250

# Supplier Portal

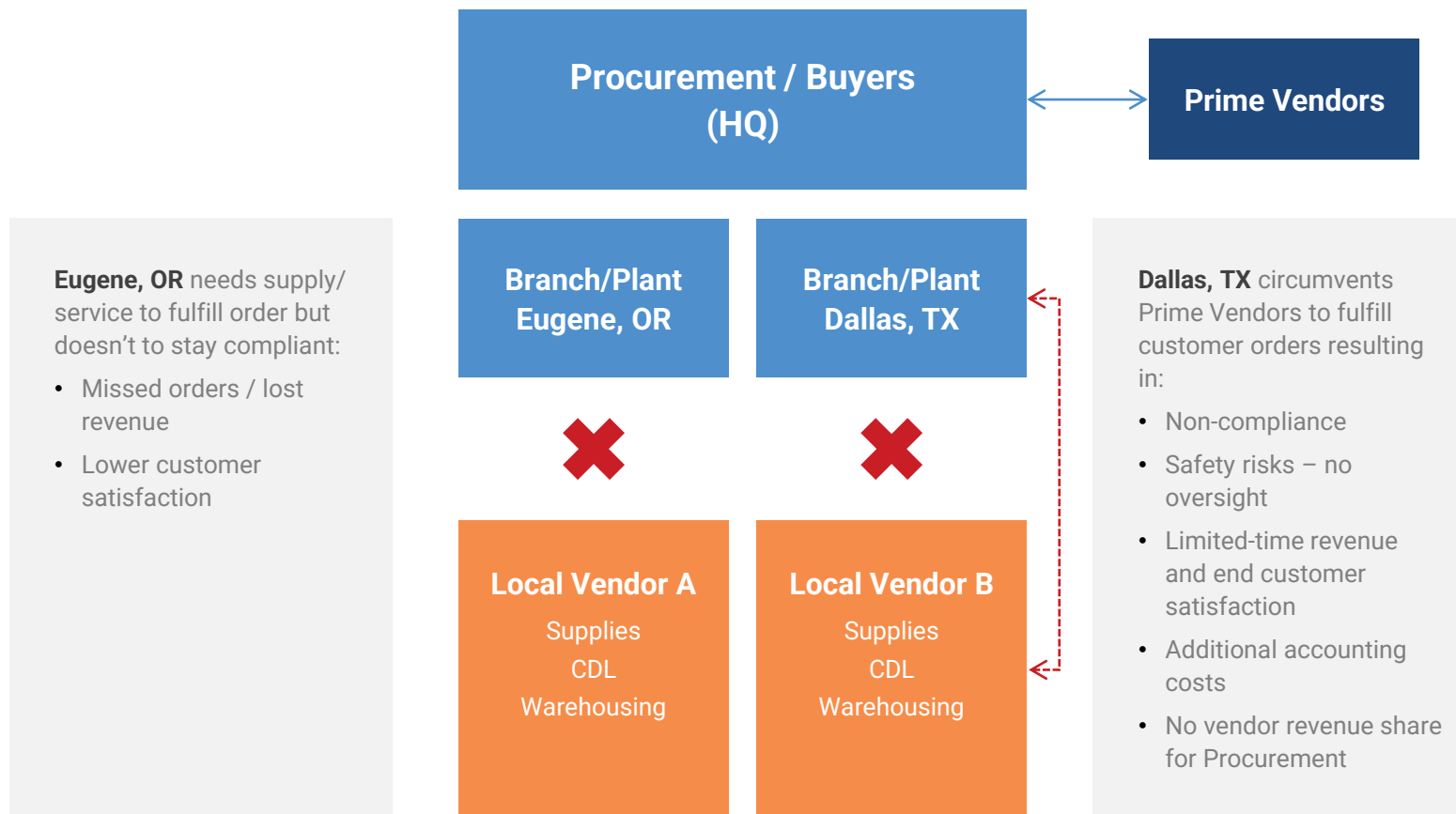




# Supplier Portal – Problem Definition

## Problem:

1. HQ seeks vendor diversification for more revenue, risk reduction and to meet ESG/DEI goals.
2. Procurement / Buyers have **slow time-to-value**.
3. Branches / Plants are **unable to fulfill orders** with find Prime Vendors supplies/services.





# Supplier Portal

**Description:** Suppliers access a web-based UI uploading their contact info and product catalogs in any file format, which is then extracted into rows/columns, classified and enriched before exporting to Supplier/Product MDM or PIM.

## Benefits:

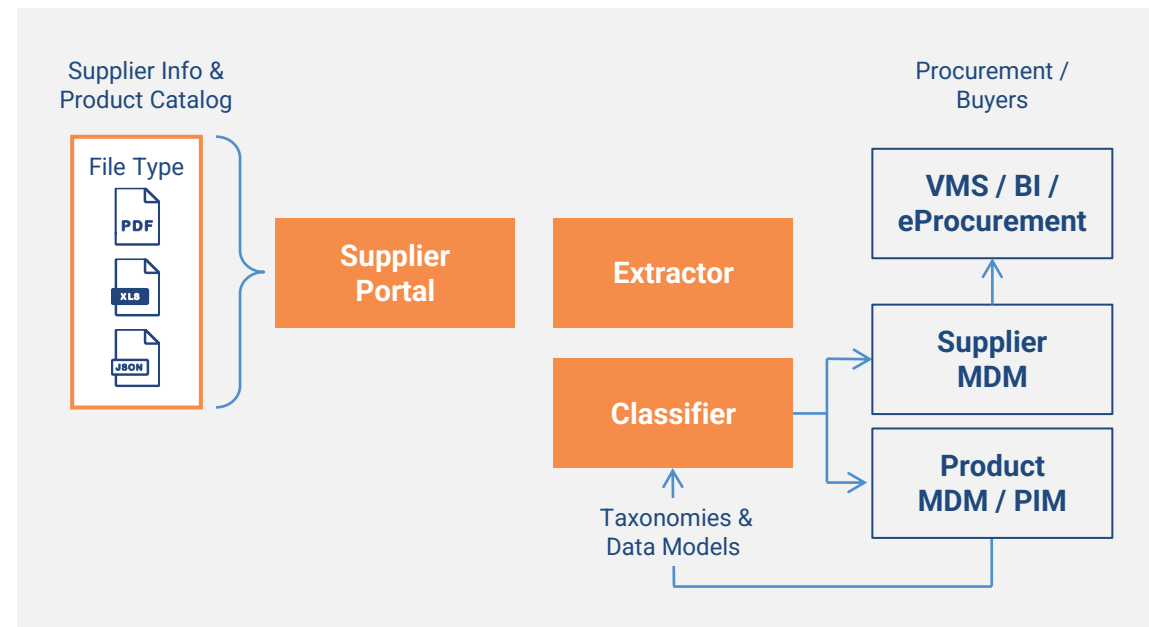
- Increase revenue, customer satisfaction, and product mix
- Faster time-to-value for existing and new suppliers while Procurement captures all revenue share opportunities
- Less costs for all to partner
- More supplier diversity with greater oversight, safety and compliance

## Features:

- Integrated with Supplier and Product MDM / PIM
- Easy to use with minimal training for suppliers

## Considerations:

- # of price list products, pages and disparate formats



## Pricing

### One-time Setup:

- \$2000 - 4000 / new price list
  - Depends upon # of extracted formats and data cleansing required by AI models
- \$500 - 1500 / new price comparison report

### Monthly Subscription: \$1750 + \$0.75 - \$1.25 / Mastered Product Processed

- **Unlimited suppliers**
- Includes ongoing support, prioritized feature requests, single-tenant hosting with SLA
- 3-year agreement