

# COMMERCIAL PRODUCT CATALOGUE AND DIGITAL CONTENT MANAGEMENT AUTOMATION SYSTEM

## BUSINESS CASE

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### YOUR BUSINESS:

- Has complicated product content which is often changes
- This content is used in multiple digital front-end and back-end systems
- You have high costs for manual content management and its synchronization across platforms
- You want to have “single source of truth” for product information
- You want to reconcile your commercial product data with data implemented in technical systems

## SOLUTION

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### IN4COM OFFERS:

- Automate the product information management process removing most of the manual work and freeing a lot of resources to do productive work and save costs
- Make product information structured and significantly less prone to errors
- Automatically synchronize product data across all your systems on defined schedule or based on trigger events (web, social media, chat-bots, knowledge management, etc.)
- Configurable templates-based product model and business rules
- Business and technical approvals processes can be supported / integrated
- Automated products provisioning workflow to technical back-end can be supported / integrated
- We use RPA (robotic processes automation) tools and techniques to automate manual work
- We use open APIs from/to our platform so that it can be seamlessly integrated into your BSS/CRM/EPM/PIM/Digital front-end landscape
- Platform has universal application across industries such as telecommunications, banking, insurance, retail, e-commerce and many others



WEB-portals



Sales and customer care systems



Supplementary information systems



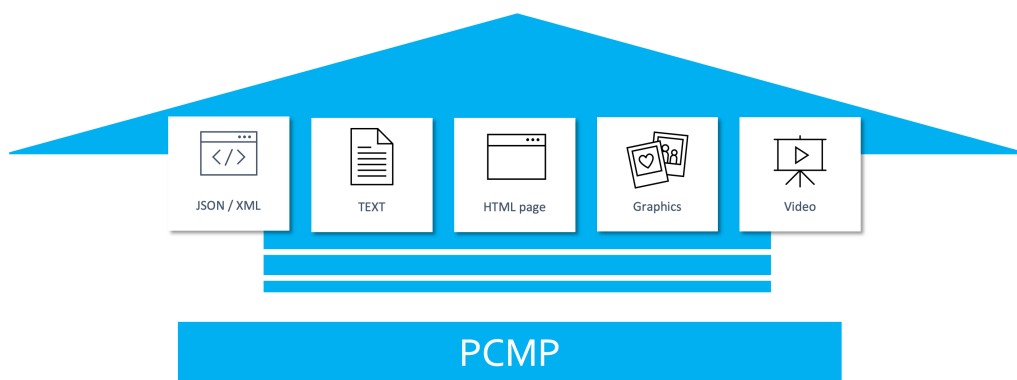
PoS terminals, digital signage



Messengers, chat-bots, pushes



Social networks



## COMPANY

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### WHY IN4COM:

- 10+ years of product management experience in telecommunications, banking and e-commerce
- 25+ years in IT
- We are open to different cooperation models with customers, vendors of complement systems and systems integrators