



Retail Product Information



Use the same
product information...
...everywhere

Flexible & scalable product information management

Accurate product information is the lifeblood of your business. Manage all your product information consistently and bring control to its distribution

Manage your product information ...protect your brand

ExproRetail is simple to use,
providing clear and precise
product information.

Daniel, Sales Advisor,
Southampton

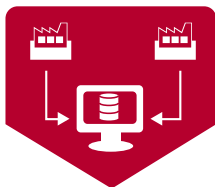
Keeping on top of product information is a constant challenge. No company can run its business efficiently if its product information varies from one source to the next. Disorganised information will impact on your business – in the short term it will affect sales and over time it will damage the integrity of your brand.

Expro Retail Information Management

ExproRetail is a unique, retail specific, product information manager. It allows retailers to create, manage and syndicate product information within a central repository. Expro simply integrates with your existing systems – allowing you to generate structured product information from unstructured content. Using ExproRetail will transform the value of your product information, harnessing its strategic potential.

Below: Expro
information flows

EXISTING SUPPLY
CHAIN SYSTEMS
Eg. SAP



ADDITIONAL RICH
PRODUCT INFORMATION
Eg. Images, Videos, PDFs



3RD PARTY CONTRIBUTORS
Eg. Suppliers,
Communication agencies,
Translation services



Expro



WEBSITE
CONTENT



CATALOGUE
PUBLISHING



POS SALES
INFORMATION



POS VISUAL
MATERIAL



CALL
CENTRES



IN-STORE
KIOSKS



FRANCHISEES



SUPPLIERS



COMMUNICATION
AGENCIES



REPORTING

CORE MODULES

CONNECT AND SHARE

Expro is the missing link between your marketing channels...

...and your organisation

What's in it for you?

Using ExproRetail to manage your product information will increase your control over the consistency of your brand, your communication and your sales activities:

- ❖ Increase sales through more knowledgeable sales teams and better customer service
Detailed product information available on all store POS terminals and call centres
- ❖ Protect the integrity of your brand
Central repository of product information allows scheduled and automated publication across all channels
- ❖ Support and control international communications
Product information and local interfaces in multiple languages with automatic translation of key terms
- ❖ Reduce the burden of information provision on your business
Avoid duplication through allowing suppliers and media partners to create and share product information
- ❖ Reduce time to market
Avoid unnecessary delays through improved workflows, monitoring and reporting
- ❖ Real-time product feedback from stores
Resolve inaccuracies quickly and easily through an automated alert facility
- ❖ Support legal compliance
Information consistency and product recall facility
- ❖ Store the information you want, in the way you want it
Complete customisation of product information structures and hierarchies

Expro significantly reduces the amount of resources needed to manage product information. We now do not need to produce our product information newsletter and CD-ROMs, reducing publication costs by £25,000 per year.

Nick, Business Information Systems Manager, London

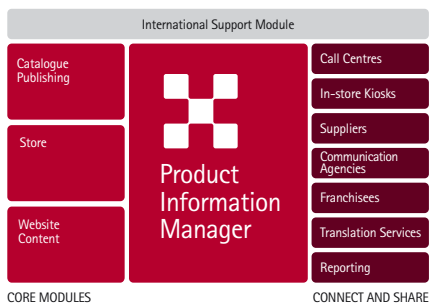
 **Expro**
www.exproretail.com

Technology

ExproRetail runs on most server operating systems and databases, and integrates with a large number of supply chain systems such as SAP. Furthermore, it can integrate with your existing infrastructure and access control systems to support single sign-on and centralised user management.

ExproRetail runs in a standard web browser, and so does not require any plug-ins or additional desktop applications. This makes it very easy to roll out across the organisation and also to suppliers and other business partners.

Pay for what you need



ExproRetail comprises the Product Information Manager and three core modules (Catalogue Publishing, Store and Website Content), allowing you to select the channel options that best suit the way you trade. Additional languages, currencies and local interfaces can be added with the International Support module. Product information can be shared with external parties such as call centres, in-store kiosks, suppliers, communication agencies, franchisees and translation services using the connect and share options. This means that you only pay for what you need.

Built by LShift

LShift, one of the UK's leading software consultancies, developed ExproRetail as a result of working with clients such as Habitat and Levi's. In addition, we create and implement bespoke software systems and complex integrations for many other organisations such as Barclays, BAT, Microsoft, New Media Knowledge, Vodafone and Yahoo!

Contact

If you would like to find out how ExproRetail can help your business, please contact LShift.

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