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## Expro Flexible and scalable Product Information Management

Expro is a new, innovative, Product Information Management system that has been developed specifically for the retail industry. It is the brainchild of LShift, one of the UK's leading software consultancies. LShift has a growing reputation for creating bespoke software systems and performing complex integrations for the retail sector.

Expro allows retailers to centralise and manage product information for simple publishing and sharing. Expro integrates with any existing supply chain management system: core product information is imported into Expro and then enriched by internal departments such as marketing and purchasing. Third parties can also contribute, allowing the retailer to involve suppliers and communications agencies in the process of building 'rich' sets of product information. Using workflow tools, Expro becomes a single, controlled, product information resource for the business.

Product information can then be published from Expro to sales and marketing channels (such as websites, catalogues, in-store kiosks, and point of sale systems) and shared with business partners easily. Some of the benefits include lower maintenance websites, simple catalogue publishing, reduced staff training costs, and shorter product lead times.



Yves Gauguier, IT Director for Habitat, comments: "We have made significant cost savings through the automated production of shelf-edge labels and eliminating the need to produce our internal product information newsletters and CD-ROMs. More importantly, we have realised real value in maintaining a single product information resource that is consistently shared across all our sales and marketing channels.

Initially, we considered upgrading our SAP system, but there were huge time and cost implications. There would also have been a trade-off in terms of functionality. We needed a simple solution that would integrate with, rather than replace, our existing systems."

More strategically, Expro helps to protect brand equity and future-proof the business in terms of new initiatives such as Global Data Synchronisation and RFID.

Comments Mike Rowlands, Executive Director of LShift: "Consumers increasingly use more than one channel to shop, so retailers need to ensure that consistent product information is presented across all customer touch points. If it is not, this can lead to a lack of consumer confidence and can damage their brand in the long term."

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LShift is one of the UK's leading software consultancies, offering application development and technology management services. The company creates and implements bespoke software systems and complex integrations on networked platforms ranging from mobile phones to cashpoint machines. It numbers Barclays, BAT, Habitat, Levi Strauss & Co, Microsoft, New Media Knowledge, Vodafone and Yahoo! amongst its clients.

**For more information and to arrange interviews, please contact Simon Brookes at CComs PR. t: 020 7378 3430 e: [simon@ccomspr.co.uk](mailto:simon@ccomspr.co.uk)**