



# Product Overview

Product Information Management

adding retail value





## Zygon® – Product Information Management from Itim

Traditional retail systems cannot cope with the challenge of managing product information across multiple channels. Zygon is a specifically designed tool that can.

Zygon provides the effective management and structure behind some of the most complex product information databases out there – the UK's largest and most successful retail catalogue being one. So, if you need a solution that can address your information challenges for good, whatever the size of the problem, talk to Itim about Zygon.

### Control and add value to your most important asset

Because your customers make their purchase decisions based on information – price, description or what a product looks like, this makes product information the most valuable asset you have.

By controlling your product information and enabling it to work harder for you, it becomes more valuable. It will help you sell more. So why then share out the responsibility for its management and quality control amongst so many different departments? Ideally you shouldn't. Especially since you no longer have to. Zygon allows information contributions from every department to be put in one place. It manages and structures text, pricing and promotion groups for merchandising as easily as it does digital imagery for marketing. This removes duplication of effort and cost, and ensures consistency and accuracy. One version. One truth.

Zygon takes back control. It adds layers of control. And most importantly, Zygon allows information – your biggest asset, to grow.

### Multi-channel benefits

High street retailers are already benefiting online and in-store from Zygon's capability to provide rich customer-ready product information. Entertainment UK (EUK) understand the value of sales channel ready product information for their retailers. With CD, DVD and Video Game sales demanding greater speed-to-market and higher quality presentation than ever before, they use Zygon to provide supporting information that can be used alongside physical product offerings. Far simpler operations and e-commerce efficiencies became additional benefits too.

If you are looking to review how you can better manage your product information, move it all into one place, easily structure it and add value to it, Zygon provides a cost effective and compelling business case.

### Why Zygon?

Itim pioneered the principals behind Product Information Management by creating Zygon. With a head start in experience, continual innovation and the opportunity to work with some of the UK's most forward thinking retailers, Zygon remains today the most advanced, capable and credible solution for managing product information properly.

### No limits to product information

Zygon allows you to store an unlimited number and range of attributes against every product. Easily. From the simplest to most complex types of information, it handles one like the other. The largest in-store, home and web-based catalogue in the UK is enabled to grow, year-on-year, because of Zygon. This scope makes Zygon different. This scope makes it the credible solution.

A comprehensive digital asset management system acts as a single source for all digital assets such as images, documents, audio and video. This provides an umbrella view of all product content and allows structured and unstructured data to be linked quickly and accurately. This simply isn't possible with ERP. So, no need to leave anything or any department out. No need for duplicate manual processes. No need to maintain multiple, costly systems. Here alone, the benefits can be enormous.

### Designed for business

Zygon is designed for business. It has the ability to present complex product information through logical, customisable, business-orientated views. Because these views are adaptable for specific business functions – such as marketing, purchasing, or channel management teams – previously manual or laborious tasks are

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streamlined. This ultimately improves the user experience and productivity right across the business and gets everybody working on adding value. This value is all captured in one place.

### Real-time product management, end-to-end

Zygon seamlessly integrates with other business and external systems via a series of powerful XML interfaces. Auto feeds in. Auto feeds out. Changes are passed on in real-time. Because this applies to your channels too, products will not only get to market faster, but are presented with much richer information too. Remember, this is what makes your customer buy. All told, your business becomes better connected. Streamlined. Efficient. It costs less to do more things properly. It costs less to add more value across your business and to your customers. And ultimately, your customers will buy more.

### Purpose-designed for multi-product, multi-channel organisations

Zygon is designed to deliver total flexibility with the highest performance by combining pre-defined information structures and data with the ability to add or extend those structures as requirements change. Zygon has been designed for businesses that manage a large number of products and are operating across multiple channels. That's why Halfords know Zygon is best of breed and strategic to their operation in providing the UK's largest car parts range. That's why EUK use Zygon to manage over 85% of the media product stocked by Play.com, Virgin and Tesco.

If your business has aspirations to excel in multi-channel, but is being held back by system failings and administrative overload – you need to talk to Itim.

For more information, please email us at [info@itim.com](mailto:info@itim.com) or call on +44 (0) 207 598 7700