



OVERTURE PRODUCT DATA MANAGEMENT

What if you could easily manage product data based on market, customer segment or brand?

CONCEIVED TO OVERCOME THE CHALLENGES OF TODAY'S OMNI-CHANNEL COMMERCE

Overture Product Data Management (PDM) provides a centralized repository to manage and house integrated data from various systems across the entire chain, even for the most complex business scenarios with high-volume requirements. Without this streamlined product content at the core of your e-commerce strategy, omni-channel commerce and rich customer experiences across touchpoints are essentially impossible.

GOODBYE FRAGMENTED PRODUCT PORTFOLIO

Challenge: How to streamline, manage and easily maintain high-volume product data that's disorganized and scattered across systems, managed by various actors across the supply chain.

SOLUTION: OVERTURE ADVANCED PRODUCT INFORMATION MANAGEMENT & MERCHANDISING

- ▶ Create, edit and enrich core product data while adding external content and digital assets directly in Overture or aggregate from various sources and systems.
- ▶ Manage structured and unstructured content from a single source.
- ▶ Feed organized, enriched data from a centralized source to all other systems and channels.

HELLO UNIFIED GLOBAL PRODUCT OFFERING

Challenge: How to scale and expand into new markets, launch new products and introduce new touchpoints while ensuring product offerings are accurate, consistent and properly targeted for optimal ROI.













SOLUTION: INNOVATIVE OVERTURE BUSINESS MODELER

- ▶ Map your global business structure using a simple hierarchical logic.
- ▶ Identify key markets for targeted segmentation of your product catalog by brand, region, language and currency.
- ▶ Accelerate time-to-market with maximum reuse or refinement of information across markets, channels and touchpoints.



WELCOME TO COMMERCE FREEDOM

OVERTURE PDM FEATURES

-  Supports full inheritance of any attribute or language values.
-  Supports even the most complex content localization scenarios.
-  Multi-brand, multi-language and multi-currency capabilities.
-  Individually tailored catalog structure for each unique market.
-  Highly configurable inheritance model for rapid replication and customization by brand and market.
-  Rule-based Pricing Engine for multiple prices per product by market.
-  Rapid importation and exportation of any and all parts of product catalogs.
-  Easy management of multiple product SKUs through base products and variants.
-  Extensible and configurable product merchandising by market for rapid definitions of cross-sells, up-sells, product equivalents, bundles, replacement parts, etc. for both base products and variants.
-  Customizable multi-lingual capabilities by catalog including the unique ability for translators in global markets to share resources.
-  Task-based approval and publishing workflows to ensure consistency and reduce risk of costly errors.
-  Advanced search and faceted navigation available throughout the entire administration application and e-commerce sites.



OVERTURE PRODUCT DATA MANAGEMENT

includes several innovative modules that form a powerful, scalable and robust product management system. Once you have a cohesive online and offline product offering, integrate with the Overture Commerce customer, order and marketing management modules for a truly complete and extensible enterprise commerce solution. Plus your investment is protected because you can replatform on the same platform.

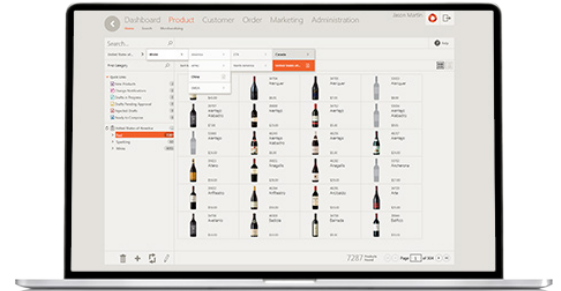


INTUITIVE MODULES DESIGNED FOR MODERN OMNI-CHANNEL MERCHANDISING

OVERTURE ORCHESTRATOR

Instrumental in unifying all online and offline product data to ensure a unique, visual product experience for all marketers and merchandisers.

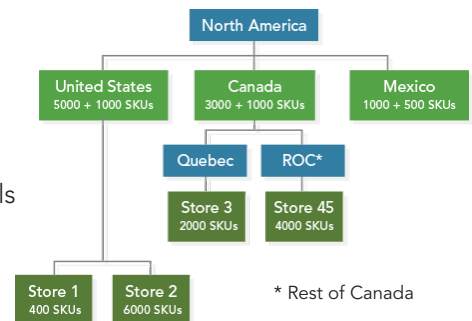
- ▶ Single point of interaction for every business user across the organization and chain to create, manage and share relevant product information.
- ▶ Customizable Dashboard provides role-based relevant tasks, publishing workflows and live updates on product metrics.



OVERTURE BUSINESS MODELER

Your business map to the world where you can easily align your organizational structure with your online and offline product offerings to power relevant omni-channel strategies.

- ▶ Innovative hierarchical structure allows for different product catalogs, pricing structures and marketing strategies segmented at multiple levels and for unique markets.
- ▶ Ability to define multi-brand, multi-language and multi-currency offerings targeting any context and business model.



OVERTURE SEARCH

A powerful engine with multi-faceted navigation that makes it fast and easy for all actors – marketers, merchandisers and customers – to find exactly what they’re looking for.

- ▶ Intuitive, adaptable to misspellings and typing errors, term-correction and “Did you mean” functionality and all other best-of-breed search capabilities.
- ▶ Backed with dynamic merchandising rules to promote relevant products and content; guaranteed to be current through automatic synchronization with catalog updates.

OVERTURE COMPOSER

An out-of-the-box or customizable toolbox to create dynamic, real-time personal shopping experiences on websites, mobile and social without IT intervention.

- ▶ Unique capability to visually interact with the underlying CMS functionality while enriching it with relevant product data.
- ▶ Full support for building a mobile website/app and easily adapting experiences by touchpoint and market channel.

MAXIMIZE THE POTENTIAL OF YOUR PRODUCT OFFERING WITH OVERTURE COMMERCE.

Get transactional by extending Overture PDM to Overture Commerce. You’ll be empowered with a comprehensive solution giving you a 360-degree view of your customers, orders, products and marketing campaigns. All on ONE Platform.

WHEN IS OVERTURE PRODUCT DATA MANAGEMENT THE BEST FIT?

**ANY B2B, B2C OR
B2B2C BUSINESS MODEL**
Stores, franchises or both

GLOBAL MARKETS
Multi-region, multi-currency,
multi-lingual, multi-brand

**COMPLEX PRODUCT
OFFERING**
Product configuration,
product bundling, product
offering inheritance

**ADVANCED
MERCHANTISING**
Personalization of
product offering,
combination of product
and related content,
applying marketing
offers to products

**ORCHESTRATED
OMNI-CHANNEL**
Online, mobile,
brick & mortar, POS,
distribution partners

**COMPLEX SYSTEM
INTEGRATION**
Integration with any ERP,
CRM, WMS and other
back-end and legacy
enterprise systems

**ON-YOUR-TERMS
DEPLOYMENT MODELS**
One platform seamlessly
running on-premise, the
cloud or hybrid



THAT'S COMMERCE
ON YOUR TERMS.



Blending technology, innovation, strategy and creativity, Orchestra represents the new commerce generation of companies offering products, solutions and services that converge online with in-store experience. Passionate about our mission to enable great brands to adapt, perform and innovate in the digital economy, we have built an undisputed reputation for delivering excellence and ensuring client satisfaction.

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orquestra.com

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Overture Commerce is a highly flexible, adaptable and cost-effective enterprise .NET commerce platform. Its scalability, extensibility and flexibility bring to market a unique approach named Commerce Orchestration™. Overture fuels next-generation commerce solutions geared for global deployments, multiple brands and multiple market scenarios, while providing the very best digital customer experiences. It is the fabric of agile businesses.

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