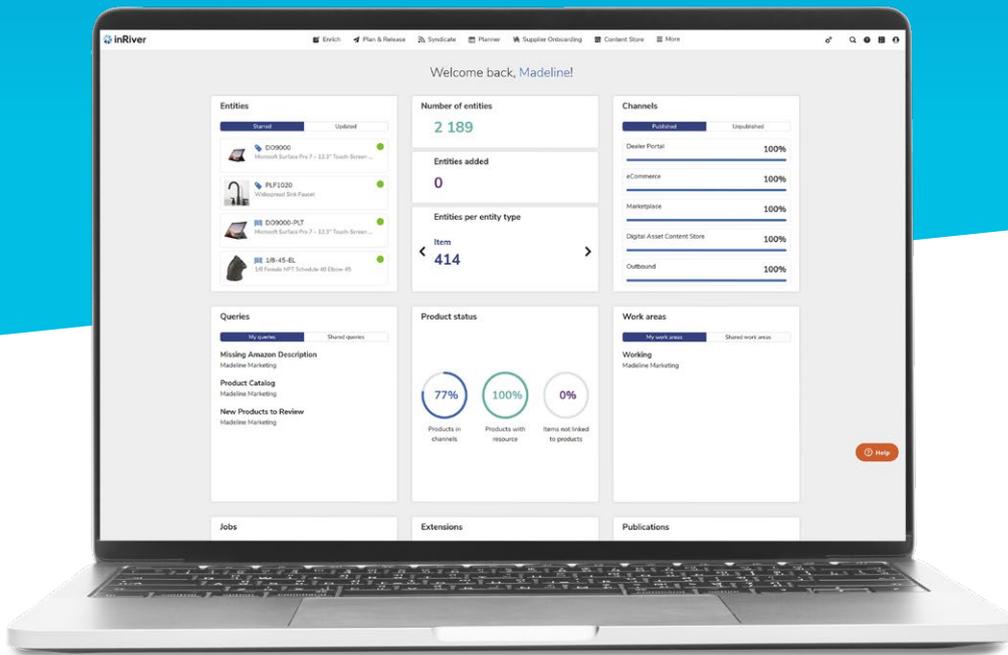


# inRiver

A digital-first Product Information Management solution designed with the end user in mind, while incorporating the needs of technologists



PRODUCT DESCRIPTION

Digital commerce is here to stay and with it comes the freedom to decide how we buy and where we begin our buying journey. This self-directed journey starts with product searches, not brands; which turns your product information into your digital front door.

Whether you're B2B, B2C, or both, it's up to your product content to do the talking for you. Providing complete and consistent product information for an engaging omnichannel experience should be as efficient and effective as possible. No one wants to spend their day living in the time-consuming, error-prone 'Excel Hell'.

As foundational e-commerce technology, Product Information Management (PIM) is at the heart of digital sales. Centralizing product information, improving business productivity, powering product data syndication, delivering analytical insights,

shortening time to value and increasing market responsiveness. It's your single source of truth for everything product related that everyone in the organization can rely on and use.

As a digital-first PIM solution, inRiver offers you limitless possibilities to develop enduring customer relationships, seamlessly orchestrating a continuous stream of information across all your touchpoints to maximize product revenue. With inRiver, the guesswork is eliminated, as analytics provide you actionable guidance to ensure you always gain that first-mover advantage.

Our cloud-based platform simplifies product information management for any organisation. Along with the intuitive product capabilities, you are supported by a community of experts and a vibrant partner network to deliver value based outcomes.

# Why forward-thinking executives choose us

## The inRiver difference

### Increase your sales with the industry's only elastic data model



inRiver's dynamic 360° data model is an outside-in approach, focusing on your customer. No matter how complex, our flexible entity structure means you can quickly adapt to the ever-changing business and customer behavior.

In a single view, you see how different entities relate to each other, giving you limitless possibilities to customize, personalize and bundle product offerings to create a relevant and contextual customer experience. Mapping product relationships for spare parts or assortments, guided upsell and cross-sell or scaling attributions to enter new markets or channels has never been simpler.

### Take control of your digital shelf with engagement intelligence



In this digital-first world, brands must ensure their products are accurately presented and optimized. With inRiver's AI-powered smart search technology, you always know what product content moves the needle in a buying decision. Tap into the near-real time performance of your product information to keep an eye on how your products are displayed, see if you're inspiring your customers and ensure they're converting. inRiver's data-driven guidance gives a clear picture of what is driving engagement and what to do next. Jump start your sales by eliminating the guesswork.



### Close the revenue gap with business-powered digital speed

With more businesses online, competition is global and fierce. inRiver's automation with agile workflows and role-based governance eliminates manual work and errors. You have the confidence to move quickly, distributing your product information seamlessly across all your touchpoints. inRiver puts business owners in the driver's seat. Experience a faster time to value with friction-free processes across your revenue landscape.



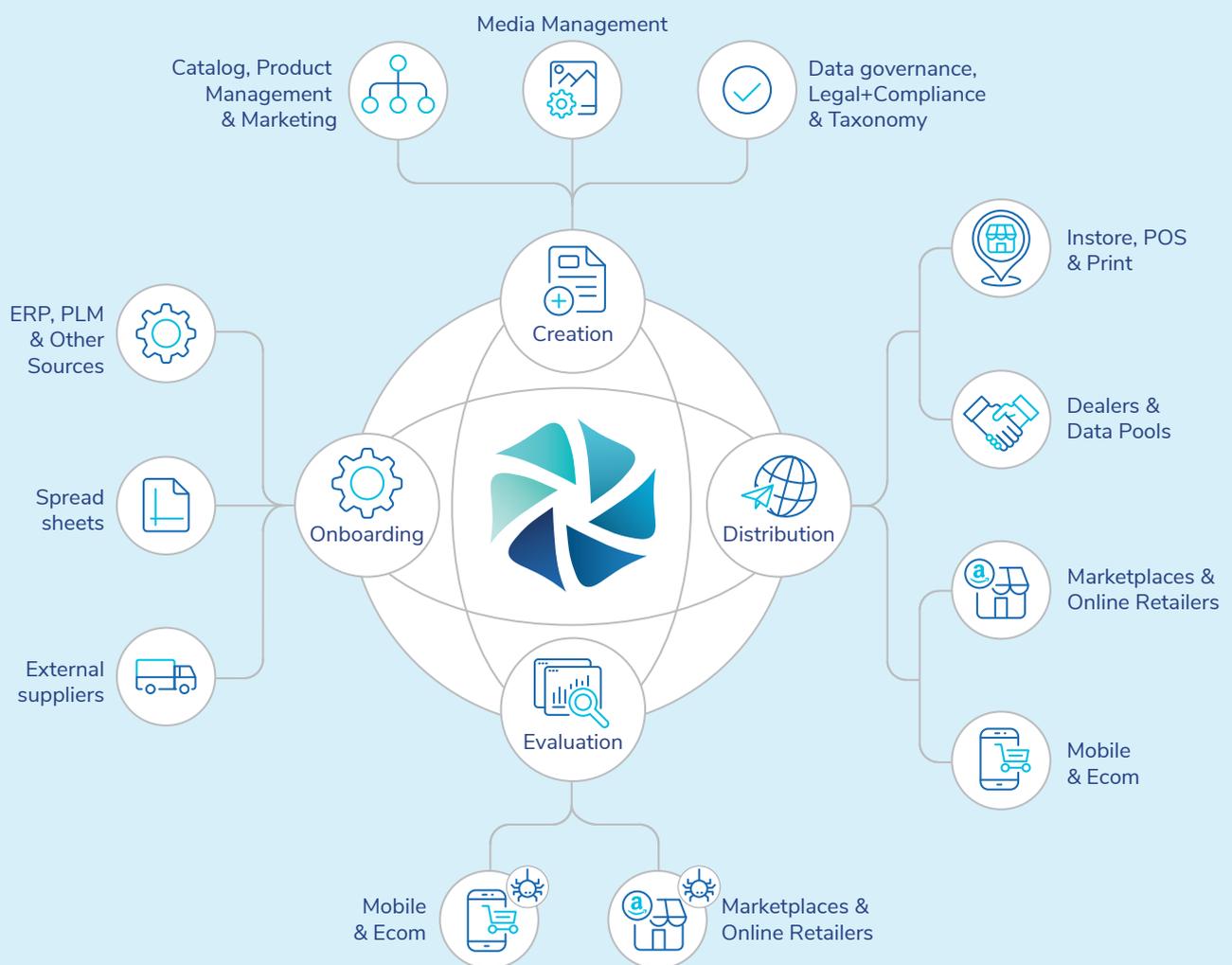
### Predictable total cost of ownership with our high-performing cloud solution

As a multi-tenant SaaS solution which runs on Microsoft Azure, inRiver is secure and fast-to-deploy. With SaaS, all updates and new releases are automatically available to you. No need for downtime or maintenance windows. And no upgrade projects - ever! You can even build connectors to take advantage of other Azure services within your existing and future network.

inRiver is designed to deliver revenue-driving product information for every touchpoint.

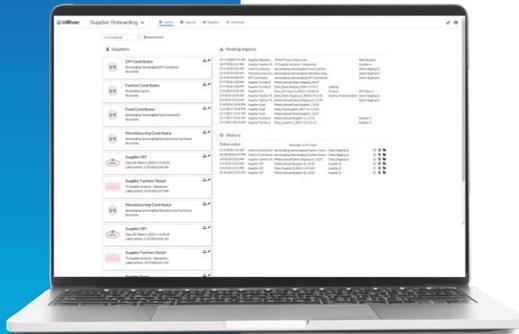
# inRiver applications for creating the best customer experience

The PIM process is essentially a cyclical flow. It starts with product data extraction and onboarding before moving to enrichment, where the data is transformed into product information.



High-level overview of InRiver process and stages

# Onboarding - aggregate your product data into a single source of truth

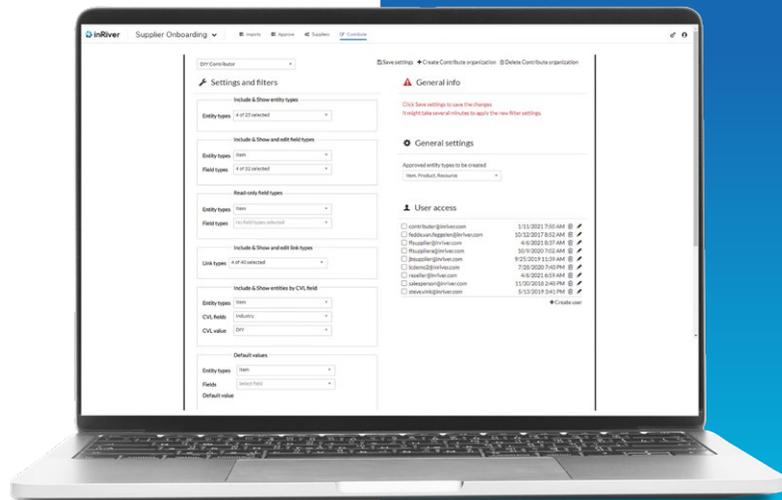


**inRiver Supplier Onboarding** is an extra capability that provides a single channel for data transfer which streamlines the onboarding of new supplier data. The simple integration accelerates the onboarding of thousands of products from hundreds of new and existing suppliers, saving you time and money. No more emailing or phone calls.

Just upload excel spreadsheets or documents and drop in images. Its built-in data validation secures high information quality and eliminates errors. Search functionality provides easy navigation. With inRiver Supplier Onboarding, you can increase your suppliers' self-sufficiency by offering a one-stop portal for them to submit their product data.

**inRiver Contribute** lets you create a dedicated self-service portal for each of your suppliers, if this extra capability is needed. Share the workload. The simple, easy-to-use interface guides partners through the steps to enrich their data. They have the power to provide comprehensive product information, identify any missing data and keep their digital shelf stocked.

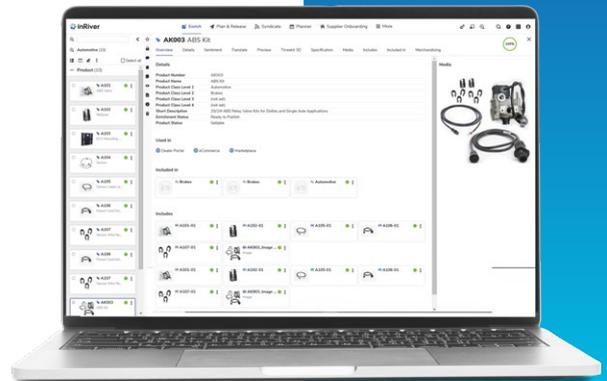
You control what your supplier can see and do, including whether their information is approved manually or set-up for automatic upload into inRiver. Choose either batch import or per individual attribute to review their information. With batch import, you can approve all or some of their information, whereas per attribute gives you the flexibility to have the individual components approved by different people within your team.



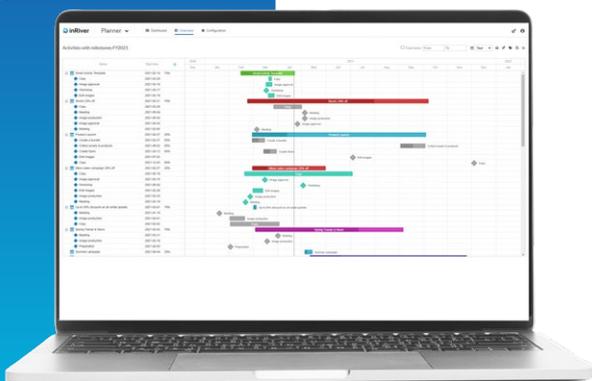
**inRiver Supply** inRiver Supply is your window to see the status of the connected inbound systems quickly. The inbound data from systems such as ERP, PLM, etc. is automatically transferred. No manual work is needed.

## Creation – transform your product data into engaging stories

**inRiver Enrich** is the heart of inRiver. This capability lets you humanize your product by adding and editing text, including images, videos, specifications, or other product details. inRiver Enrich enables multiple roles to collaborate, such as product marketers, product owners, copywriters, translators, photographers, designers. The intuitive dashboard is where you start your day. At-a-glance, you see any tasks or role-based notifications as well as having an overview of your starred entities you want to keep track of and access your dynamic work areas.



inRiver's workflow, lets your team save time by setting pop-up notifications for a specific search query or completeness criteria. Notifications can appear as tasks or emails. Tasks lets you see Group Tasks, Tasks that you've created, and those assigned to you. The dynamic work area contains private and shared folders along with saved searches. It's here where product data is transformed into product information by adding descriptions, images, videos and much more. With the 258 ISO languages included as standard, translating any product information is easy. inRiver supports all resources, no matter what file type. Intelligent linking eliminates manual work. Instead, inRiver applies predefined criteria for when relations should exist. A handy wizard in your work area automates mass updates to implement changes with one click.



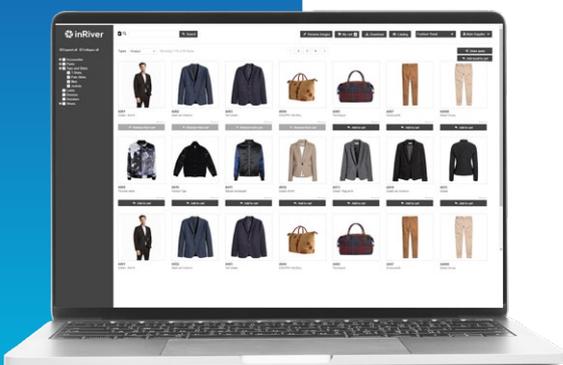
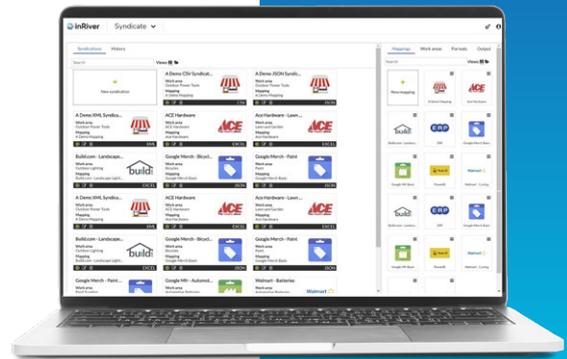
**inRiver Planner** is a product enrichment tool that combines a time dimension to the product information already in inRiver, if you need this extra capability. This GANT chart functionality is particularly useful for campaigns or projects. You can share this plan with anyone in the organization to increase visibility.

## Distribution – reach your buyers on any touchpoint

**inRiver Plan & Release** lets you configure what you're want to publish where and when. You set the criteria for when to publish per channel, which incorporates not only time frames but a product completeness perspective for that specific channel. It's possible to update the criteria daily, or it can be done once during implementation to map onto your existing outbound channels. Configurable queries within inRiver Plan & Release automatically push relevant product attributes and entities to the correct catalog or outbound digital channel. When it comes to print, you can define queries within publication for the required information, such as assortments. The inRiver Print Adapter provides seamless integration with Adobe InDesign®.

**inRiver Publish** inRiver Publish is your window to see the status of the connected outbound systems quickly. All the relevant content is automatically transferred. No manual effort is needed. Our ready-to-go adapters accelerate the publication process.

**inRiver Syndicate** accelerates the distribution of your products to new channels, reaching more customers, should you need this extra capability. For instance, to online retailers, marketplaces, distributors, wholesalers, social commerce, data pools, or even internal stakeholders. It simplifies your distribution process helping you map product information quickly, assuring consistent product information across all channels. Use our domain expertise to get up and running fast.

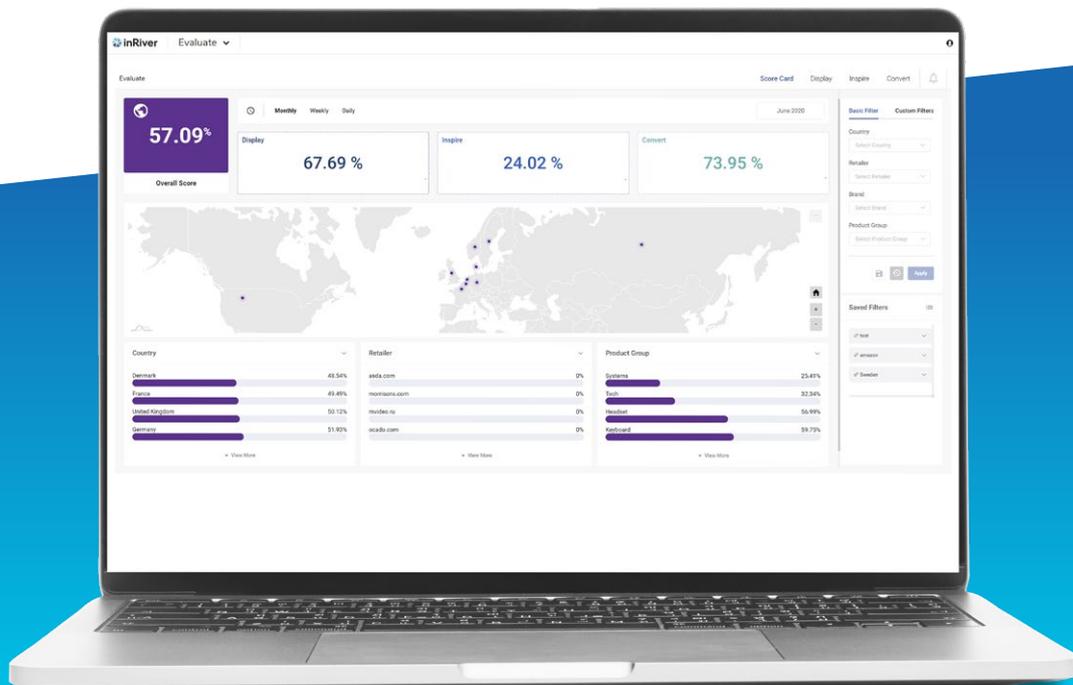


**inRiver Content Store** simplifies communication with your retailers, resellers, or even internal Sales team, for instance. It minimizes the time-consuming and error-prone process of sending spreadsheets and large image files or pointing to an FTP for download. This self-service portal has an intuitive user interface making it straight forward to effortlessly search, access and download the latest version of your product information for any product in your assortment. Each party has its own specifically channel with its allocated assortment in the Content Store. The set up of this built-in extra capability is straightforward and is done in minutes.

## Evaluation – eliminate the guesswork with data driven guidance

**inRiver Evaluate**, our AI-powered smart search technology, delivers data-driven engagement intelligence about your product information's performance across all your touchpoints. There's no need to switch between systems, Evaluate is accessible directly from your inRiver dashboard.

With the near real time interactive dashboards that enable you to drill down for detailed insights, inRiver Evaluate identifies your sales threats so that you can turn them into revenue. Through constant, smart monitoring we find out what's working and what isn't in your online reseller channels. We deliver our findings to you as actionable insights. Our technology keeps an eye on how your products are displayed, if you are inspiring customers and ensure they are converting, if you are inspiring customers and ensure they are converting.



# An enterprise-ready platform, designed for you to make it your own

Each organization is different. With InRiver, you have the flexibility and tools to configure your solution to best suit your needs.

## inRiver – making it easy to map your way of working in the solution

### inRiver Elastic Data Model

...maps the external reality to your internal taxonomy. It's unique to your solution. Your



requirements are analyzed for your outbound channels to reach your buyers and resellers using an outside-in approach. The inRiver experts build your data model based on the requirements for all those channels. The flexibility of the inRiver elastic data model gives you limitless possibilities to organize your specific product data into entities and relations enhancing the enrichment process.

### inRiver User Interface

...is even more user-friendly. You can localize the language support and your content. Out of the box, the UI is available



in English, German, Spanish, and French. As inRiver is fully Unicode compliant, all you have to do is ask if you need another language.

### Content Segmentation

...is functionality that can be turned on. Control which user can access what data,



be it products in development, live or archived. For example, from one inRiver instance, you can have multiple brands using the same marketing model or introduce different edit rights across central and local assortments.

### Application templates



...allow you to extend inRiver with your own or Third-Party applications. Link

to business intelligence applications or other specialty software such as Recipe Builders to increase functionality and create efficiency in the workflow too.

### inRiver REST API



...offers additional flexibility in the ways you can integrate and extend your solution.

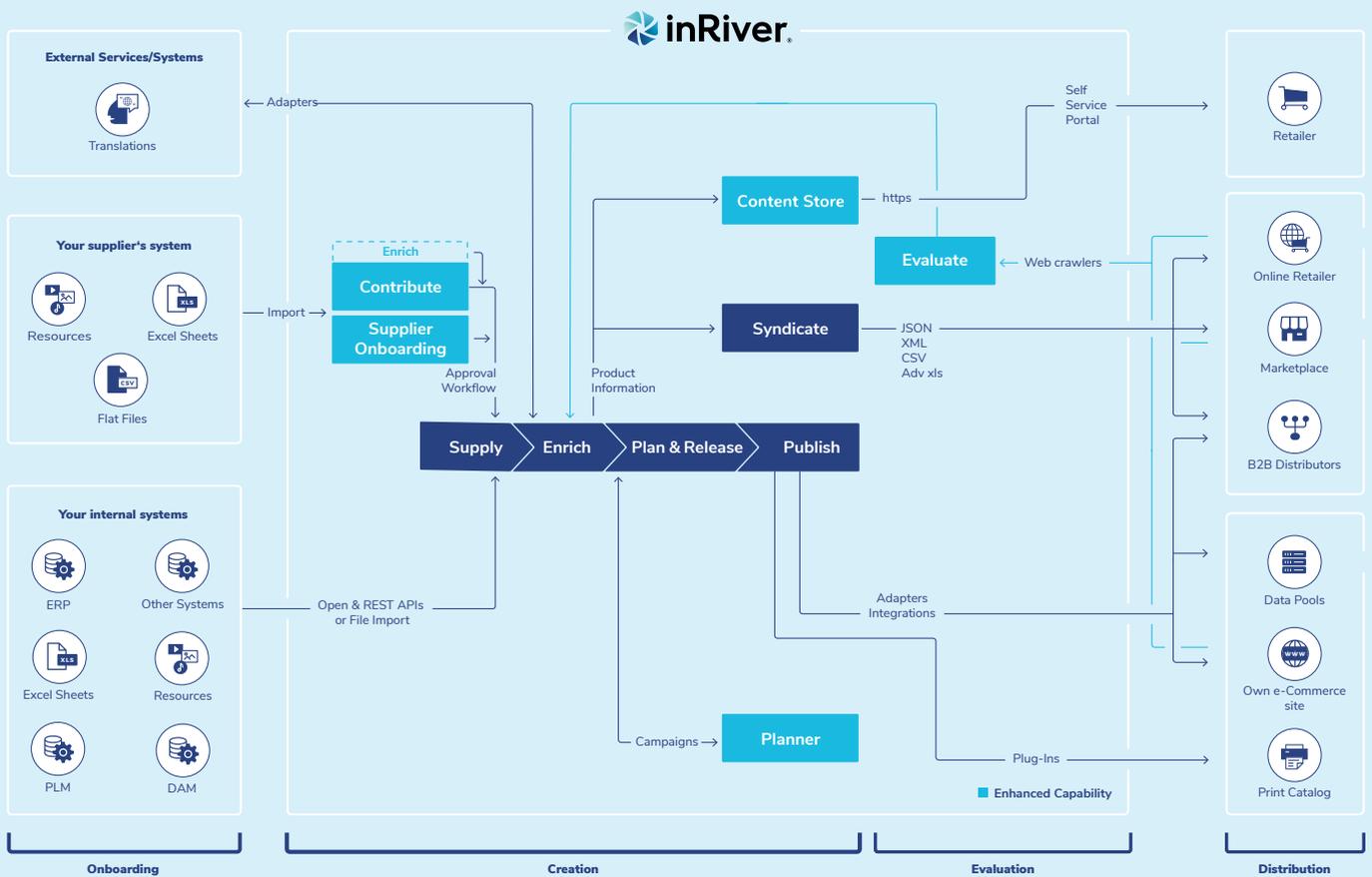
Need to connect a CMS, ERP or PLM – no problem. Want to add information from other entities to an inRiver Enrich PDF/Preview Templates – easy.

### inRiver Adapters



...are ready-made tools to simplify the import and export of data. Using the Integration Framework, the adapters

evolve in line with inRiver ensuring the integrity of your integration with every update. There are import, e-commerce, outbound, and specialty Adapters to choose from. Including Episerver, Salesforce (B2B/B2C), Adobe AEM, Magento and 1WorldSync GDSN.



High-level overview of inRiver interfaces and information flow

## inRiver Administration and Security – facilitating access securely

Each organization is different. With inRiver, you have the flexibility and tools to configure your solution to best suit your needs.

**inRiver Control Center** is where you manage the administration, settings, and users for all the inRiver environments that you have. For instance, Testing, Staging, or Production. The multiple applications let you focus on a different aspect of managing your solution. For example, the inRiver Marketing Model, inbound and outbound connections or extensions as well as user management to assign role-based permissions.

**Single Sign On (SSO)** with Security Assertion Markup Language (SAML 2.0), gives you a single

point of authentication. Increased security without the worry of remembering more passwords - no matter where you're logging on from.

**Password rules** ensure that all passwords must be at least eight characters long, including at least one uppercase letter and must also include at least one number. There is a limit for the number of login attempts allowed before the account is automatically locked.

**Security management** means all data is encrypted in transit and at rest in inRiver. In addition, HTTPs, SSL and SFTP/FTPS are used as standard. All communication runs over HTTPs, with the industry-standard TLS 1.2 encryption.

## A SaaS solution – delivering cloud benefits as standard

inRiver is a multi-tenant SaaS solution, based in the Microsoft Azure cloud. Although all customers are running the same software using shared resources, you each have your own secure instance of inRiver. All your data, your enhancements, your

model, and your code are securely partitioned from other customers. As inRiver maintains the servers, databases, and code, you can focus on growing your business without IT constraints.

### Using inRiver lets you automatically take advantage of

- ✓ **Secure and proven technology.** Microsoft Azure has the highest security standards: internationally and industry specific. There are continuous backups and global redundancy. You have 24\*7/365 monitoring and support, with 99.999% system availability guaranteed.
- ✓ **Scalability.** With inRiver, you're assured of having the data storage and workload capacity based on your need, when you need it. Even if you encounter large peaks, the system adapts, leaving you free to concentrate on business as usual.
- ✓ **Predictable cost of ownership.** Pay for what you need. The monthly subscription fee includes the inRiver application license, all the maintenance, hosting, and support charges. The multi-tenant solution removes any expense of setting up and running on-site datacenters. All computer hardware costs are eliminated.
- ✓ **Global accessibility.** inRiver is securely accessible via the web any place, any time.
- ✓ **Continuous product updates.** The regular incremental software updates and bug fixes mean you will always be on the current version of inRiver, with the latest features and improvements. There is no downtime.

## Want to see inRiver in action?

Contact us to arrange a demo or email [sales@inriver.com](mailto:sales@inriver.com) for more information.

[Request a demo](#)

inRiver Headquarters  
T: +46 40 97 38 80  
Södra Tullgatan 4  
Malmö, Sweden

inRiver US  
T: +1-312-291-8056  
125 S Wacker Dr, #2500  
Chicago, IL

