DIGITAL WAVE TECHNOLOGY

www.digitalwavetechnology.com | info@digitalwavetechnology.com

Al-Powered Omni Experiences

PIM - PXM - Maestro Al 🔊 Planning - Lifecycle Pricing





Digital Wave is the premier provider of merchandising, marketing, and analytics solutions. We **blend the latest technology with practical business experience** to provide the solutions and team that offer you the best competitive advantage!

From product information management to planning and pricing, across all consumer touchpoints, we perfect the customer shopping experience with **one version of the truth**.

We are retailers, technologists, and visionaries who've worked on the forefront of consumer brands and retail for decades. At Digital Wave, we transform industries with the practicality of today and the vision for tomorrow.

Brands and retailers run their business on products & product content.

Shoppers expect exciting product content, stories, and experiences.



"We conducted a rigorous evaluation of the PIM market, and the Digital Wave Platform was the best fit for us. We engaged the Digital Wave Technology team to improve our product building process which is critical to our accelerated growth strategy."

- Bill Quinn, SVP Marketing and Digital, Hibbett, Inc.

"Digital Wave's solutions have been integral as we've expanded our distribution and worked to make customer experience seamless across different channels, regions, and languages."

- Sheldon Chan, Vice President, Digital & E-Commerce, Samsonite Asia Pacific & Middle East

"Digital Wave PXM Suite stood out from its competition because it doesn't put our processes into a box-instead, it's tailored to our business and framework without the cost of a custom solution... we received incredible service and attention from the Digital Wave team from the start."

- Robert Seaborn, VP Systems & Business Applications, MadaLuxe Group







One Platform. One Data Model. One Version of the Truth.

Digital Wave Solutions



Product Information Management Digital Asset Management

Centralize and enrich product data and media assets in one location. Easily publish product content to other systems. Eliminate manual processes.



Product Experience Management Master Data Management

Comprehensive solution to manage product content, stories, and media optimized per channel. A must have enterprise solution for omnichannel brands and retailers.



Artificial Intelligence to Orchestrate the Product Journey

Merchandising

Merchandise Planning Category Management Visual Merchandising

Powerful and intuitive planning, management, and PLP visual presentation solutions designed to give modern merchants full control over the omnichannel.

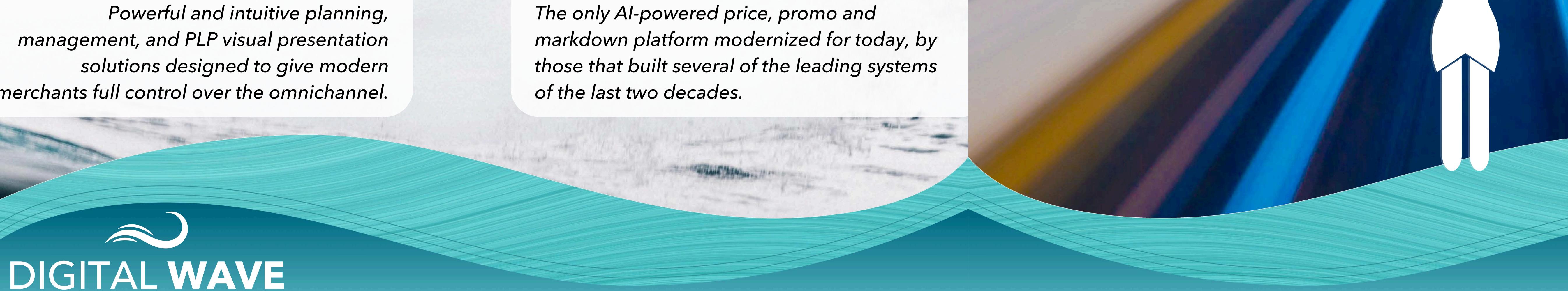
Lifecycle Pricing

Regular Pricing Promotions Pricing Markdown Optimization



Al-Powered Omnichannel Solutions

Accelerate Speed to Market Delight Customers Increase Sales & Margins Reduce Returns Protect Price Perception **Enhance Distribution** Reduce Manual Work Drive ROI Across Systems & Processes Orchestrate the Product Journey



DIGITAL WAVE



PIM DAM

Product Information Management | Digital Asset Management

In the ever-changing tides of technology, be prepared to meet your customers anywhere.

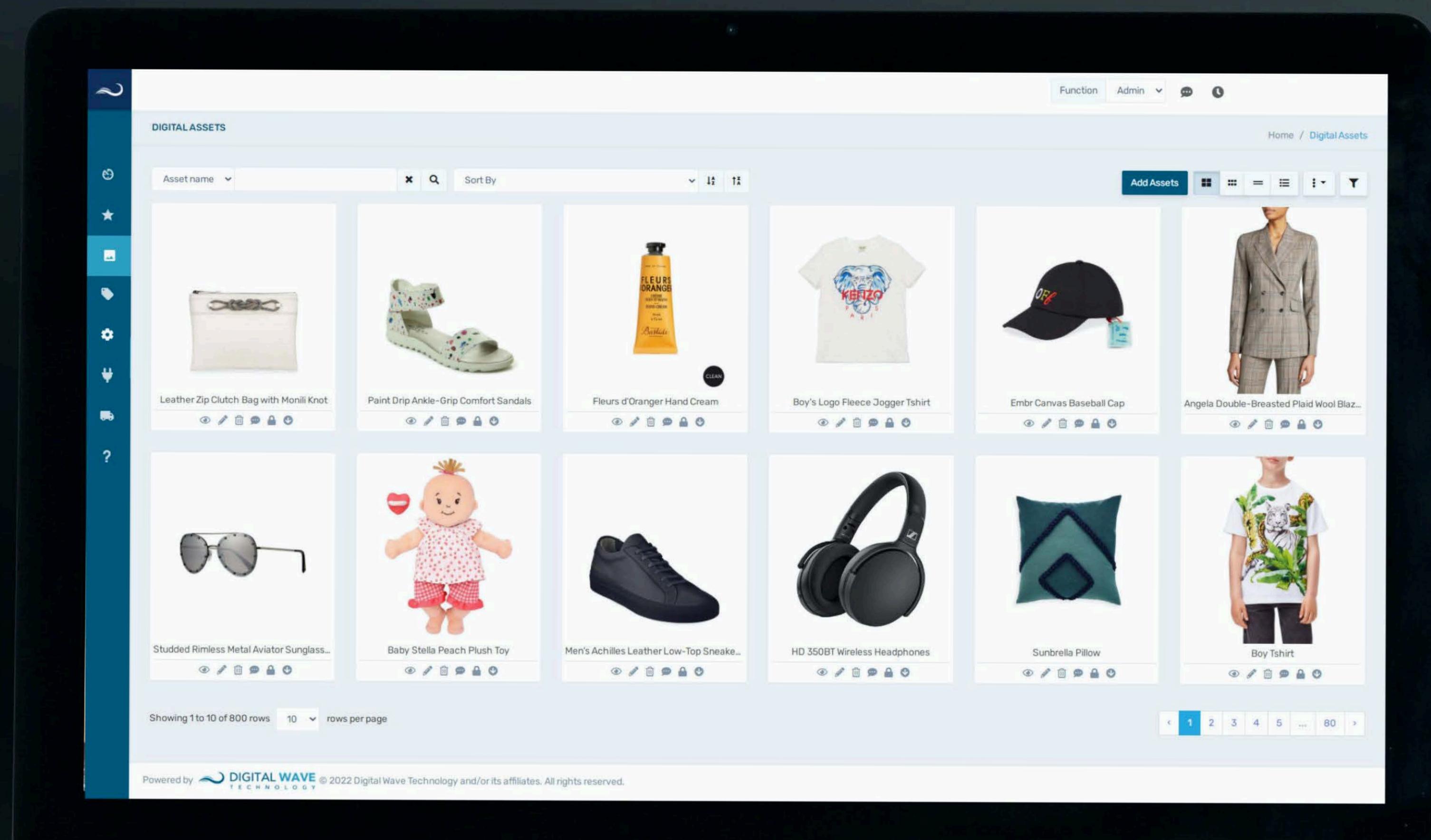
Digital Wave Product Information Management (PIM) and Digital Asset Management (DAM) is an enterprise SaaS solution to centralize, manage, enrich, and publish product data.

Centralize all media assets, apply unlimited metadata, and publish optimized assets per channel. Digital Wave workflow, automation, and alerts ensure all parties involved in producing product content and media are well coordinated.

For large and complex organizations, PIM/DAM is ideal for eliminating spreadsheet and email chaos and bringing many products, SKUs, vendors, team members, brands, digital, physical, and print channels into a centrally managed solution with configurable workflow, automation, and data governance.

For small to mid-sized organizations, PIM/DAM is ideal for jump starting digital strategies with point-and-click configuration and flexibility that will support your business through rapid growth.

Powerful Unlimited Digital Asset Management





Digital Wave PIM/DAM is available standalone or as a part of Digital Wave's Product Experience Management (PXM) Suite.

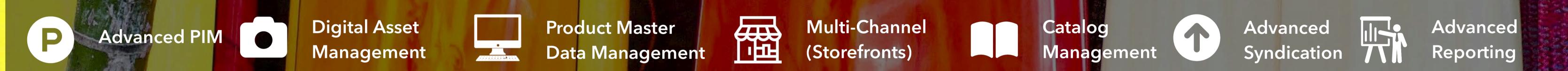




Al-Powered Omnichannel Product Experience Management

PXM Suite takes PIM/DAM and Product MDM to the next level, enabling content and media optimized for each channel, language, and currency.

Imagine a single source of truth for product content, media, and syndication equipped with enterprise workflow, governance, Al/ ML, and plenty of automation. Digital Wave PXM – nothing else compares!





































Delight customers. Accelerate speed to market. Increase conversions. Grow distribution. Increase average order value. Improve efficiency and quality. Expand assortments. Reduce returns. Boost SEO. Sell internationally.

Tell your best product stories across endless waves of shopping channels.

The best product stories always win! Product Information Management (PIM) helps brands gather, enrich, and publish product data. It's become a necessity in today's digital market!

Digital Wave's PXM Suite takes today's PIM and MDM systems to an entirely new level! It focuses on telling each product's best story, curated specifically for where customers shop, so they buy more. automates that story-telling process across thousands of products and dozens of global shopping destinations.







PXM Suite: Product Experience Management, Product Master Data Management



Orchestrate the Product Journey with Digital Wave's PXM Suite

Create Product Stories that Delight

Centralize, manage, and enrich product content, media, & attributes for all channels. Al, work-flow, automation, and governance help create product stories that delight consumers to win the sale!

Eliminate manual and error prone processes, increase efficiency and bring products to market rapidly – with rich, robust content, media, and stories. PXM removes barriers to digital revenue growth.

Sell More, Faster and Reduce Returns

Workflow, automation, and AI dramatically accelerate enrichment, attribution, SEO, publishing and optimizing product content and media per channel.

Accurate product content with rich attributes and SEO help consumers discover products. Complete content and media ensure consumers expectations are met, resulting in reduced returns.

Drive ROI Across the Organization

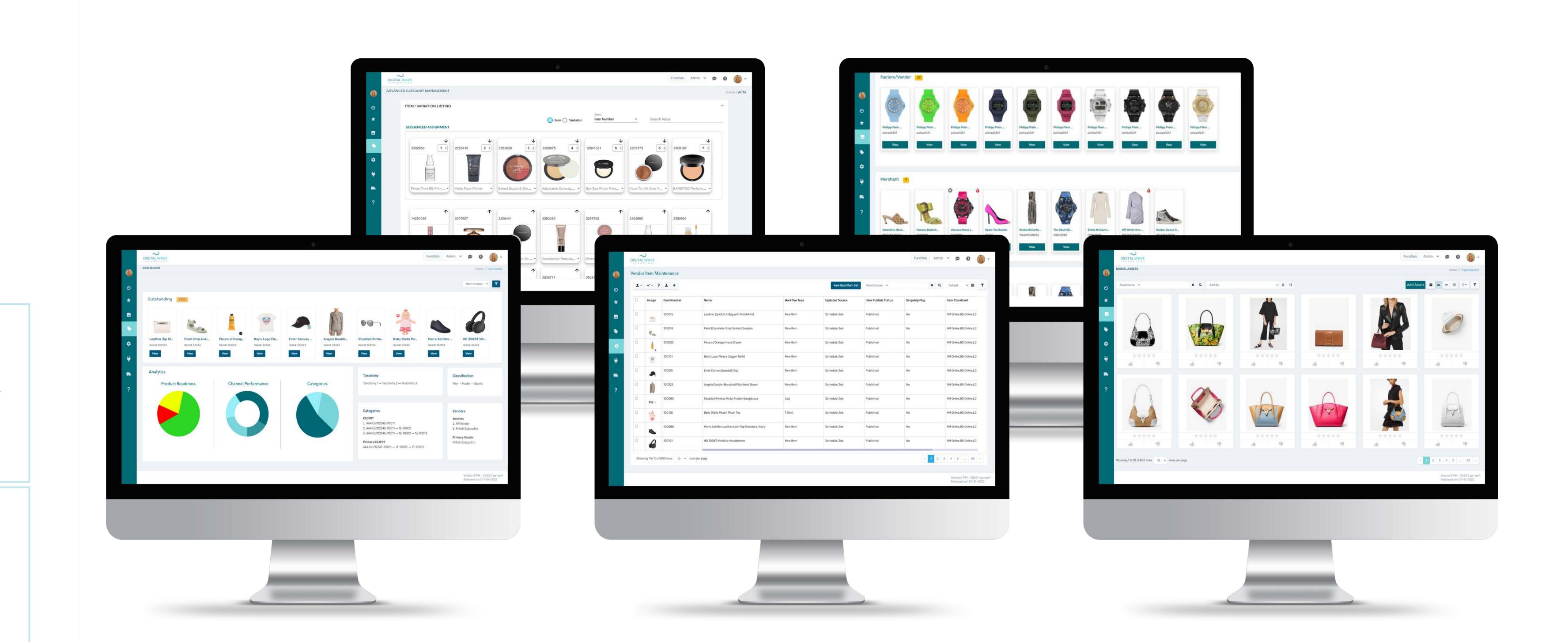
PXM helps merchants develop and expand assortments, marketers inspire consumers, and digital teams enter new channels easily with tailored product catalogs and content.

Complete and rich product attributes are critical to driving modern systems and business processes, including planning, personalization, promotions, forecasting, etc. As a single source of truth, PXM improves ROI across systems and processes.

Move at the Speed of Digital!

PXM Suite is - by far - the most powerful product storytelling solution for omnichannel and DTC. It combines all the critical ingredients to help merchants, marketers, IT and e-commerce teams move at the speed of digital.

PXM Suite harnesses the power of Digital Wave's flexible workflow, advanced category management, Product Information Management (PIM), Digital Asset Management (DAM), unlimited category hierarchies and attributes, sophisticated automation, Product Listing Page (PLP) and Product Display Page (PDP) previews, and strong governance for users across the entire enterprise.







Maestro Al

Add Artificial Intelligence, including Generative A to <u>ANY</u> PIM / PXM / MDM / Ecommerce

Master all things product with Maestro All

Imagine Al for merchants, marketers, digital teams, IT, and executives to achieve success at high velocity. Look no further – Maestro Al is here!

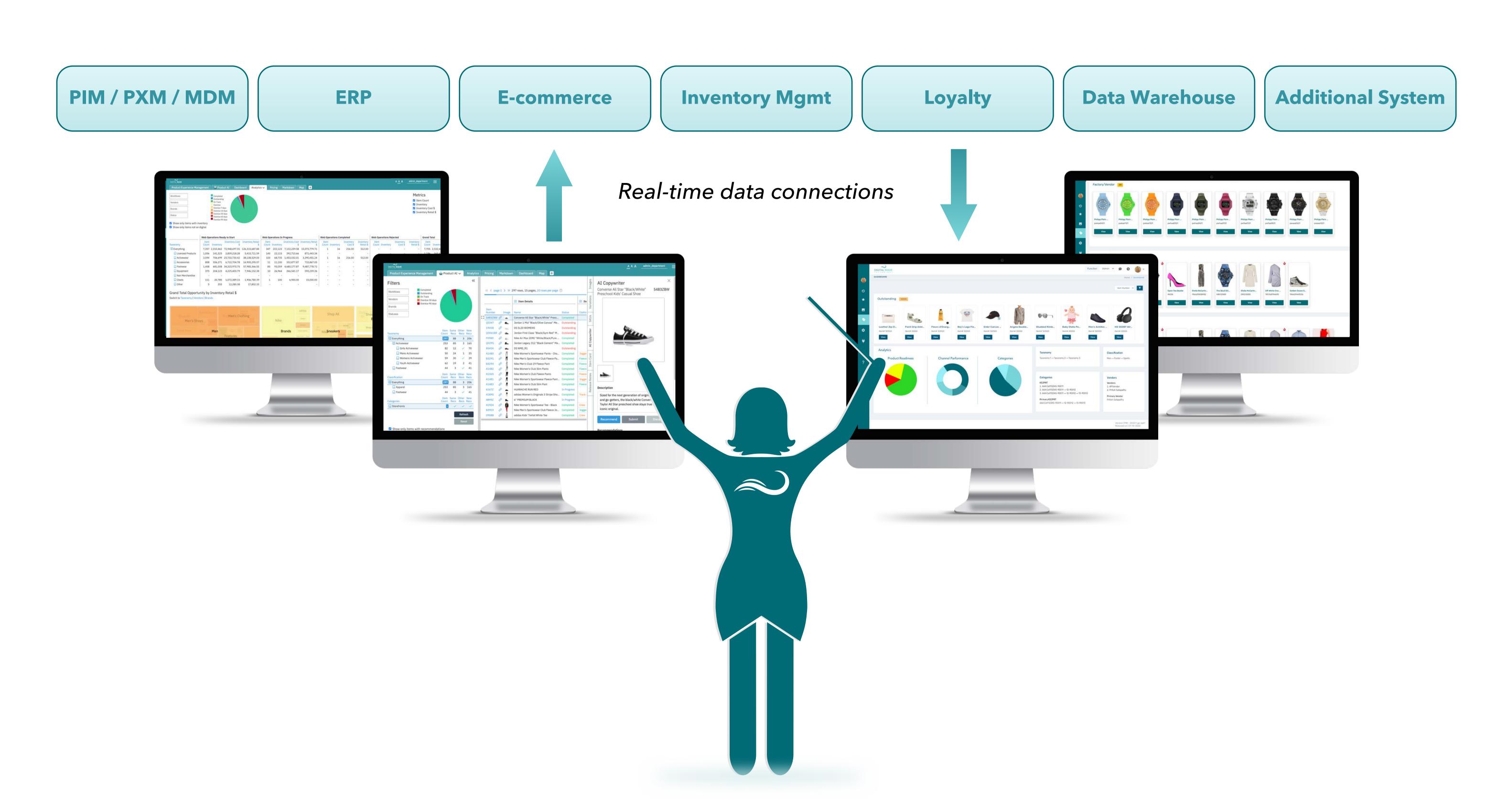
REAL AI. REAL VALUE. IN 4 WEEKS – REALLY!



Click to watch demo video.

Accelerate speed to market. Increase sales, basket size, and conversions. Increase AUR. Improve margins. Get full visibility and control over products, channels, systems, and processes. Maestro AI does it all!

Master Product Storytelling with Maestro Al



Al-Powered Image Attribution

Maestro's image analysis validates and enriches product attributes using neural networks and image recognition.

Dramatically improves digital revenue, SEO, and product discoverability, leading to increased basket sizes and conversions. All while significantly reducing labor and time by orders of magnitude.

Al-Powered Romance Copywriter

Maestro writes compelling and rich product stories that excite consumers to make informed buying decisions.

Within seconds, writes multiple product descriptions to choose from, delivered at scale - accelerating speed to market.

Al-Powered Intelligent Decisioning

Maestro surfaces costly issues to act on immediately without leaving the UI. Maestro can push decisions to connected systems for approval or immediate execution.

Low code and configurable reporting dashboards allow individuals, departments, and executives to personalize views easily, while allowing Maestro to do the heavy analytical lifting.

Click Here to Schedule a Demo!





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Merchandising

Merchandise Planning, Advanced Category Management, Visual Merchandising

With Digital Wave, surf past legacy merchandising and planning software built with siloed digital and physical product locations, attributes, and categories.

Only with Digital Wave do merchandisers experience "The Power of One." One platform, one data model, and one rich set of product information that allows better decision making, ease of use, and efficiency like you've never seen before!

Maximize sales and margins. Expand breadth and depth of assortments. Improve SEO and product discoverability. Delight consumers.

Merchandise Planning: Maximize sales and margins by creating consumer-focused, tailored assortments across both digital and physical channels that meet local demand. Streamline planning and product selection by integrating top-down financial and bottoms-up assortment planning with best-in-class workflow, artificial intelligence (AI), and configurable workflow, KPIs, and business rules.

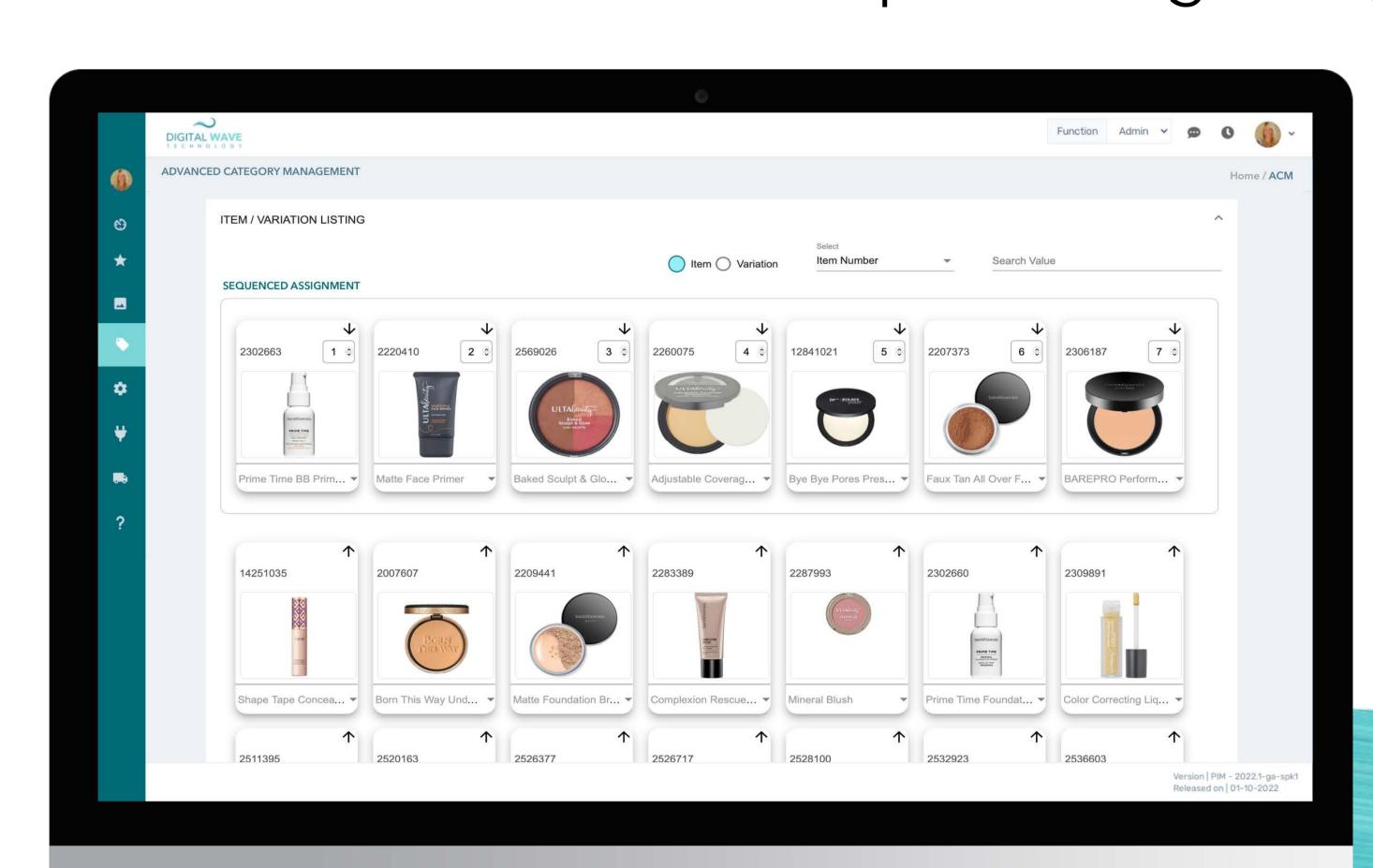
With better plans and more productive market visits, ensure the right inventory is available at the right times in the right locations.

Advanced Category Management: Manage the category tree and all associated metadata and SEO information required for your website(s) and marketplaces.

Easily assign products to categories using advanced rules-based automation and specific strategies, across periods of time. Take it a step further using AI to recommend which products should be assigned to which categories based on basket information or other strategic criteria.

Visual Merchandising: Digital Wave Visual Merchandising provides hands-on control over Product Listing Page (PLP) sequencing for digital teams!

Easily create PLP layouts using drag-and-drop, or algorithmically create pages driven off any number of criteria such as inventory, margins, customer personas, and more! Within minutes, have a variety of layouts saved and ready for approval, giving teams the ability to preview customer experiences in a sandbox before publishing to digital channels.









Lifecycle Pricing

Price, Promotion, and Markdown Optimization

Imagine a modern Lifecyle Pricing solution that enables merchants and pricing teams to optimally price across the omnichannel - regular price, promo, or clearance!

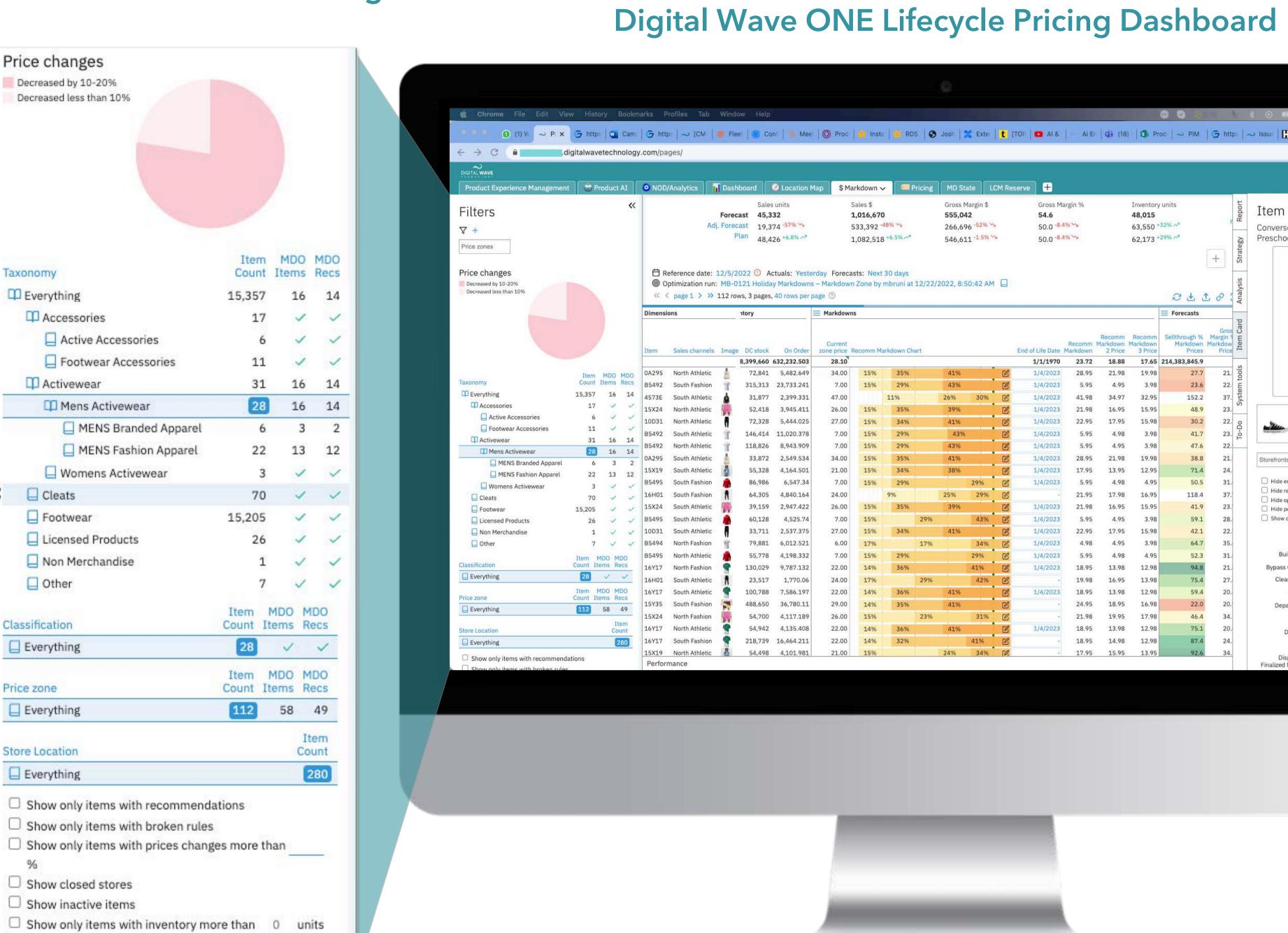
From grocery KVIs to DIY to high fashion and all products in between, different pricing strategies are required. As digital vs. store pricing is considered, and zone vs. store level, a modern pricing solution understands demand in real time, at any product, location, or channel level.

Lifecycle Pricing supports one version of the truth, using rich product attribution for decisioning, allowing frequent updates (including real-time), and easily sharing price decisions with other critical systems in your ecosystem.

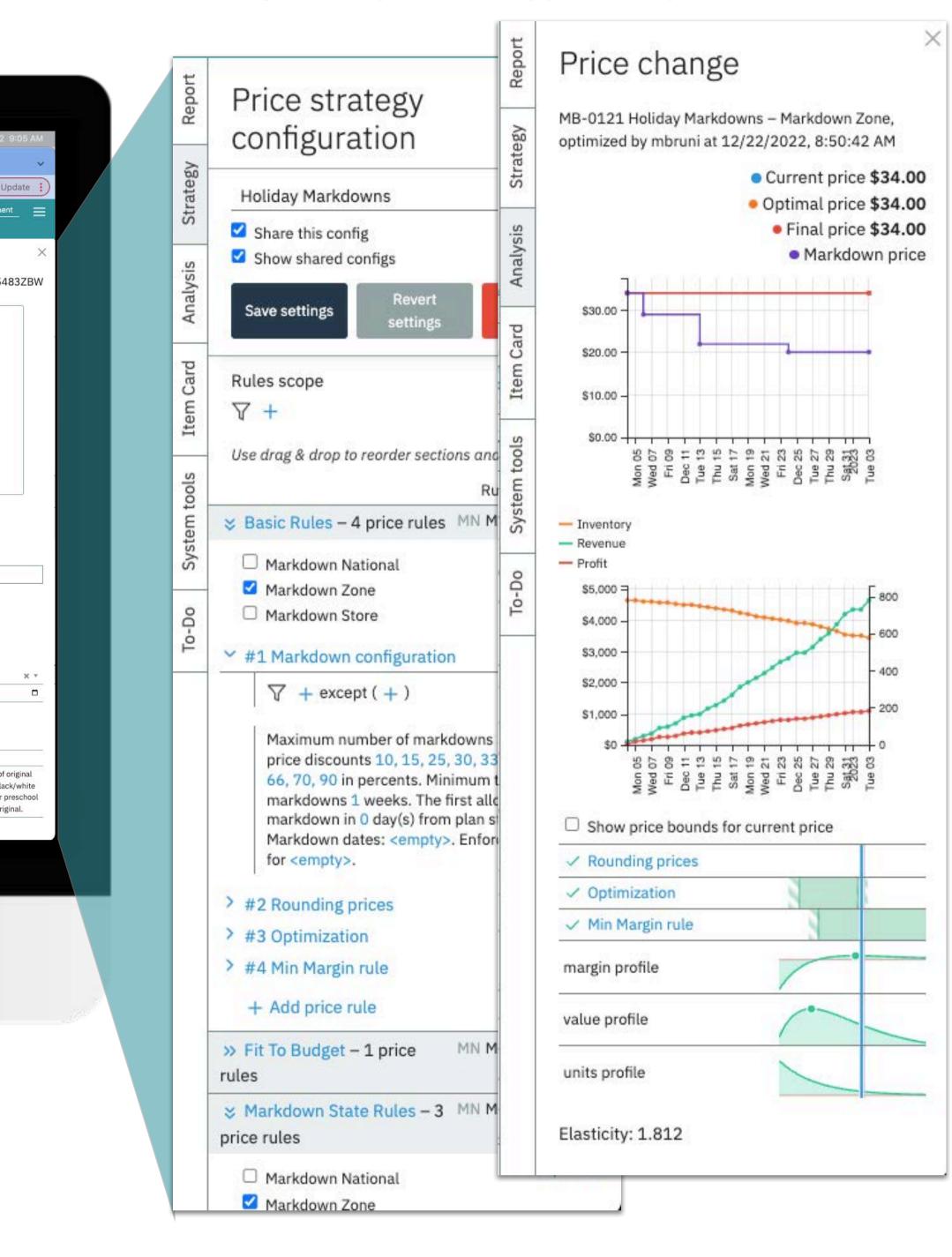
Maximize profit. Optimize margins. Reduce aged inventory. Protect price perception and brand image. Ensure market share. Increase basket size. Reduce manual work. Delight customers. Synchronize pricing across systems.

Groundbreaking Al-Powered Lifecycle Pricing

Powerful Automated Filtering



Panels Reporting, Strategy, Analysis, Item, and More



Price

Supports both rules-based and optimized price recommendations considering competition, business strategies, elasticities, and cannibalization across brands vs. private label, KVIs, KVCs and more.

Promotions Planning and Effectiveness

Develop promotions and measure effectiveness. Provide visibility of trade funds, understand cannibalization, halo, and crosscategory effects, as well as post-event analysis, to drive maximum profitability.

Markdown Optimization

Receive optimal recommendations and do what-if/overrides and fit-to-budget, with real time visibility, to adjusted KPIs vs. optimal recommendations. Drive efficiency, via workflow and alerts, with open science to reflect and protect brand image.

Protect price perception, react to ever changing supplier costs and quickly account for competitive price positions and shopper trends to price intelligently, avoiding generic price matching or unnecessary price increases that erode margins.

Drive customer engaging promotions across the omnichannel, that meet business goals e.g., product, KVIs, category, basket, traffic, revenue, and margin. Increase profit and ensure merchandise is fresh with optimal markdowns - timing, depth, and location/channel. Al-driven, profit-saving alerts and image attribution drive margin increases. Prioritize fulfillment locations on low sell through inventory/items vs. taking markdowns.





Digital Wave ONE Platform

Modern Architecture for Modern Brands and Retailers

Solutions

Solutions that span the product journey – from item create, through enrichment, planning, pricing, and publishing on sales channels.

Accelerators

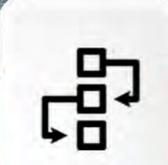
Accelerate speed to market with tools, automation, and smarts that do the heavy lifting for you.

Platform

Modern platform with artificial intelligence engines designed to help merchants, marketers, digital teams, IT, and executives master their domains.



Product Information Management | Product Experience Management | Maestro Al | Merchandising | Lifecycle Pricing



Accelerators

Workflow | Automation | Governance | Syndication Self-service | Low code | Rapid development | Lightning ETL



GPT-3 | Neural Networks | Machine Learning | Computer Vision | NLP | Fuzzy Logic | Intelligent Decisioning



One Data Model

Analytical database | Live business intelligence (BI) Single data view | Performance optimized



MACH Architecture

Micro-services | API-first | Cloud-native | Headless

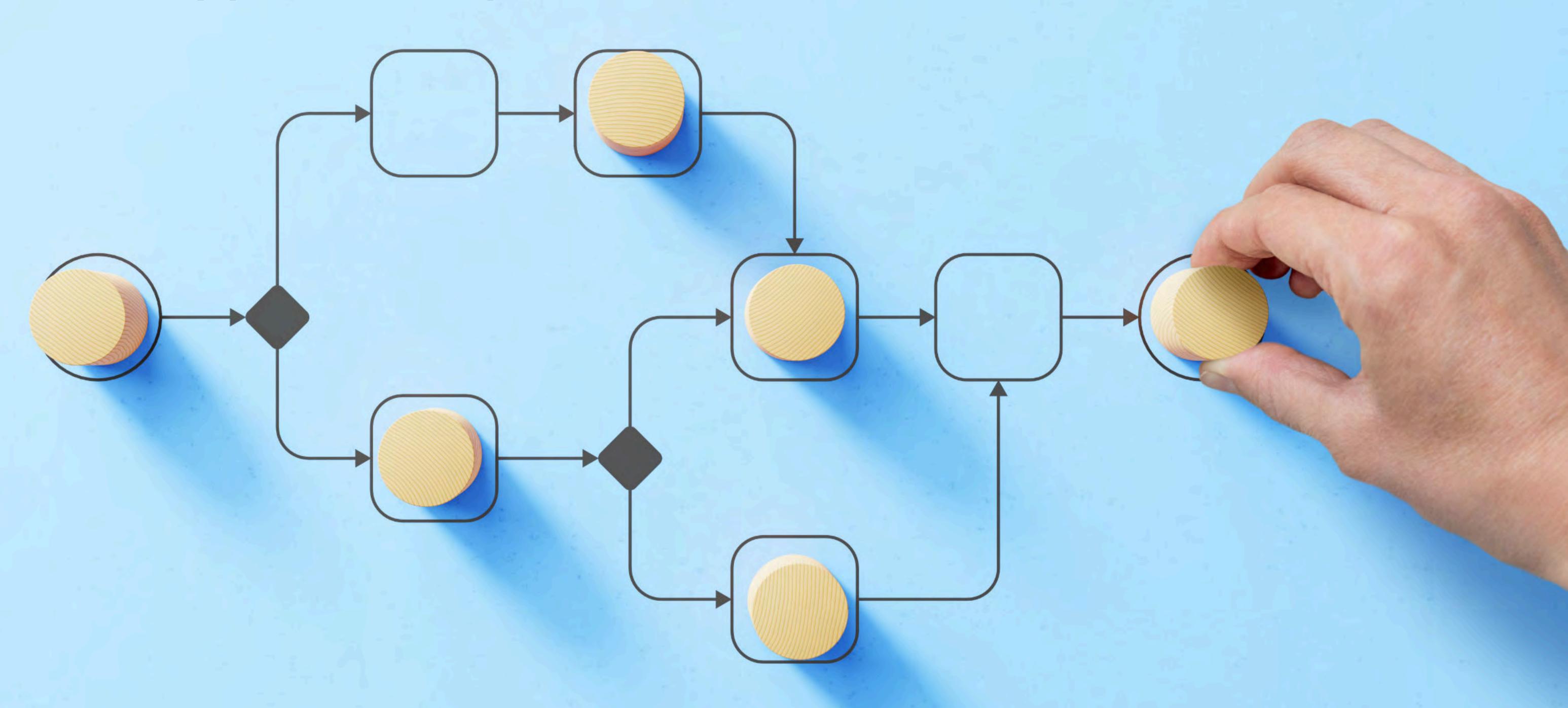
Accelerators

Work smarter, not harder!

Business Accelerators:

Workflow, Automation, Data Governance, Syndication

All solutions include powerful tools to streamline and manage business process activities, teams, and external contributors such as vendors, suppliers, and partners.



Technology Accelerators:

Self-Service, Low-Code, Rapid Development, Lightning ETL

Business users and IT teams can update and modify their Digital Wave ONE Platform configurations via self-service and low code, rapid development frameworks, and lightning fast ETL.





