# INRIVER + SAP:
## YOUR ECOMMERCE POWERHOUSE

Increase Revenue.
Decrease complexity.

**iNRIVER** | **SAP** Partner | ebook

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# YOUR ECOMMERCE POWERHOUSE

Building a best-in-class ecommerce tech stack is no small task. But if you're using SAP, whether it's SAP ERP, Commerce Cloud, or full stack, you've got the right pieces in place to manage your business operations. But if you're using SAP without a product information management (PIM) tool, you're lacking the flexibility you need to sell in every channel you're in.

Inriver Product Information Management (PIM) is ready-made to expand your capabilities that allows you to use a single platform for all of you product data across every channel you sell in, whether it's your own website, Amazon, or TikTok.

Inriver is a certified SAP partner and has been an instrumental part of helping global SAP customers find new ways to optimize ecommerce optimizations. Inriver takes the current of product data flowing through your business, into and out of siloed systems managed by various departments and turns it into a single stream that's easy to control, deploy, and consume, both for internal users and your customers.

Let's look at how adding Inriver PIM to your SAP stack can help you unlock growth.

## GET MORE OUT OF YOUR SAP STACK

SAP ERP and Commerce Cloud are amazing tools. However, omnichannel selling capabilities are a missing piece of the puzzle.

Inriver PIM bridges that functionality and massively expands your selling capabilities using SAP. That's because PIM can help turn all the data living across your SAP infrastructure into structured, compelling product content that can be syndicated across all your selling channels.

Here's a few ways PIM can help you unlock the full potential of your SAP investment:
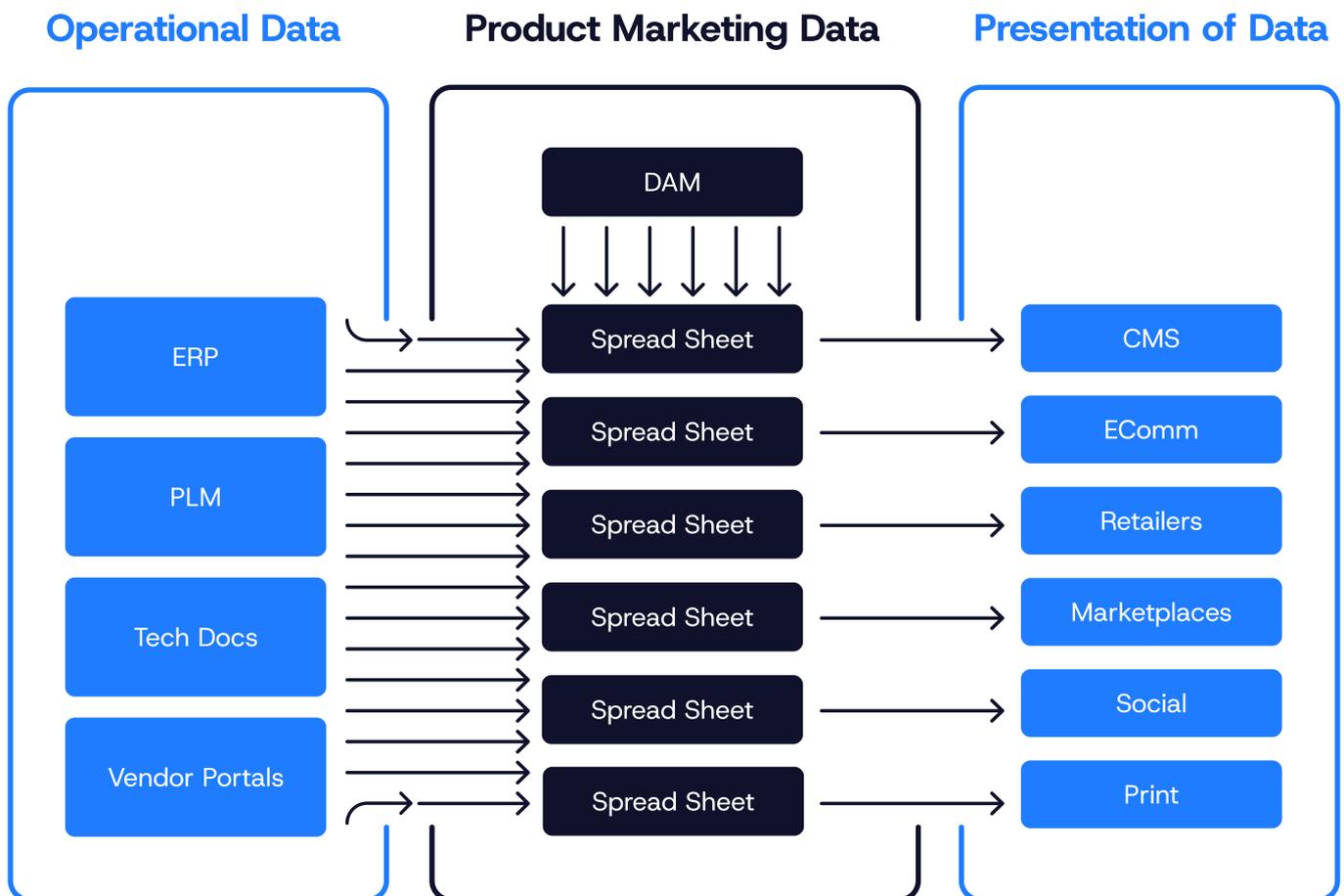
▶ **Scale into new channels**

If you are running your own ecommerce website on SAP Commerce with product information stored in SAP's Product Catalog Manager (PCM), you are limiting the ability to scale into new channels without increasing workloads and complexity.

Inriver is purpose built to consume data from point sources like SAP ERP, PLM, and other non SAP sources and syndicate it to multiple channels.

## ▶ Improve operational efficiency

If you're already selling into multiple channels, odds are your team is using a combination of tools and spreadsheets to try and manage the load. By spreading the workflow across multiple teams, spreadsheets, and tools, things are bound to go wrong. Product information fidelity gets lost, work gets duplicated or missed, and the process is slow.

Inriver PIM streamlines the workflow by creating a single golden record of product information that's accessible to all your teams, no matter where they sit in the workflow.

| Operational Data | Product Marketing Data | Presentation of Data |
|---|---|---|
| | DAM | |
| ERP | Spread Sheet | CMS |
| PLM | Spread Sheet | EComm |
| | Spread Sheet | Retailers |
| Tech Docs | Spread Sheet | Marketplaces |
| | Spread Sheet | Social |
| Vendor Portals | Spread Sheet | Print |

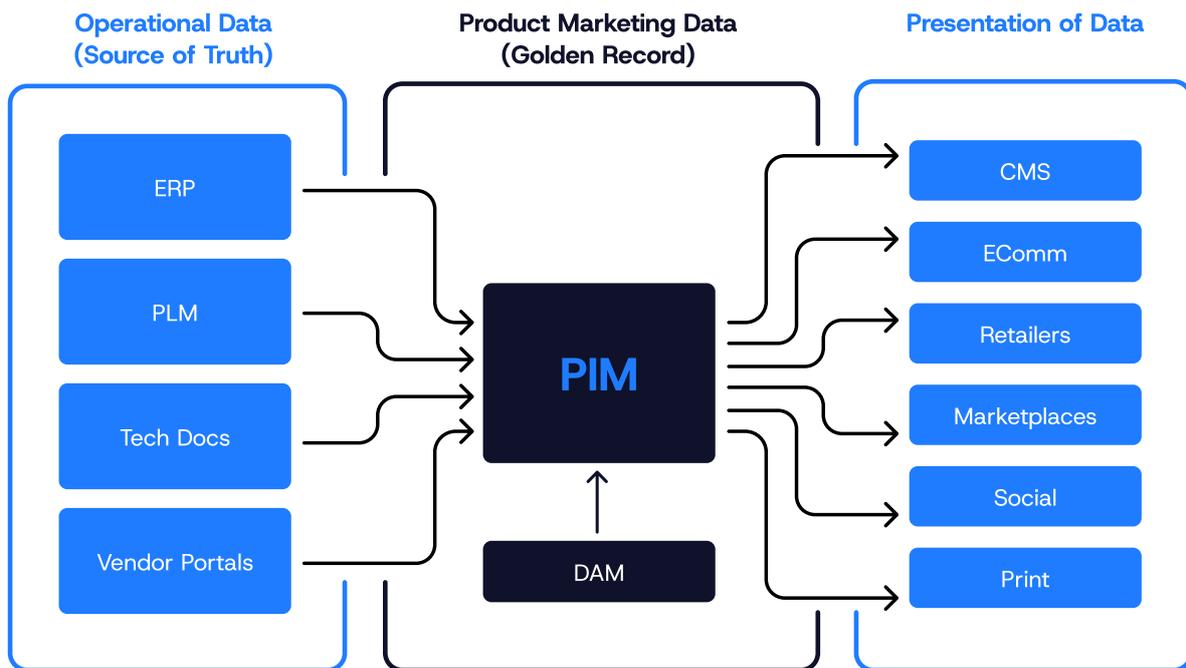## ▶ Give your customers what they want

Customers demand accurate, engaging content. If you're handling each new sales channel, social post, and listing as a separate workflow, you're introducing more chances for incorrect data, out of date attributes, and non-optimal images to get in front of customers.

Inriver PIM creates a single repository of product information, that can be validated, syndicated, and constantly updated and managed over the life of the product, ensuring product information is always correct and up to date.

# HOW PIM OPTIMIZES YOUR SAP WORKFLOWS

▶ **Unify product data into a single flow**

Bring together data from SAP ERP, PLM, and other systems into one "golden product record." Inriver transforms disconnected, manual processes into an AI-powered, automated flow that enriches, validates, and syndicates data to every digital touchpoint—accurately and efficiently. That means teams work faster, more efficiently, and with increased accuracy. By consolidating the entire management of product data in one place, teams don't have to hunt around for updated attributes, verify new vendor specs, or manage product data on a per-platform basis.

| Operational Data (Source of Truth) | Product Marketing Data (Golden Record) | Presentation of Data |
|---|---|---|
| ERP | | CMS |
| PLM | **PIM** | EComm |
| Tech Docs | | Retailers |
| Vendor Portals | DAM | Marketplaces |
| | | Social |
| | | Print |

▶ **Make Product Content a Revenue Driver**

Inriver helps you optimize the unqiue content for every channel, reduce returns, and improve findability—driving up conversion and customer satisfaction. With enriched content, generative-AI supported workflows, and more, Inriver empowers teams to create compelling, rich content that draws customers in and inspires them to buy with confidence.
With improved findability, increased conversions, and fewer returns, Inriver customers have seen real success when they've layered PIM on top of SAP.

▶ **Stay Agile in a Changing Market**

Regulations and the way customers shop are ever evolving. From new product labeling regulations to social selling, your business needs to stay agile to meet customers' needs and regulators' requirements.
Inriver's flexible  data model and composable architecture scale with your business. Inriver PIM is endlessly adaptable to changing markets, and can easily accommodate new channels, content requirements and content types, customizable for how your business works .
That nimbleness means you'll never be left scrambling to meet new regulations, or how to figure out how to sell in the hottest new social spaces.

# IS INRIVER RIGHT FOR YOU?

Inriver easily layers on top of your SAP stack, no matter which products you have or what other platforms are part of your ecommerce infrastructure. But there's a few use cases where Inriver is a great fit to help you unlock hidden potential and realize big benefits to your business.

▶ **Migrating to S/4HANA:** Adopting Inriver can accelerate all the goals you have for your migration to S/4HANA. Don't bolt PIM on as an afterthought – integrate Inriver early in your SAP journey helps you start delivering business value from day one.

▶ **Using SAP Commerce Cloud:** Inriver enhances the return on your Commerce Cloud investment. With Inriver, you can manage and deliver product data across any number of channels and endpoints, not just those powered by your SAP Commerce Cloud implementation.

▶ **Relying on PCM:** If you're relying on the PCM included with Commerce Cloud, you're limiting your ability to scale your product information and content across new channels. The data can also be enriched with AI workflows to create content that's scalable, appealing, and inspires confidence.

# WHEN TO ENGAGE INRIVER?

| Transform to cloud | Leverage existing | Expand to new |
|---|---|---|
| **ERP Consolidations/Migrations** | **Expand product sales to multiple channels with existing SAP Commerce** | **Bridge Upstream SAP with Downstream Customer Experience Applications** |
| • Move beyond a technical upgrade by adding revenue-generating business value.<br><br>• Eliminate legacy integrations to product data sources by centralizing product data.<br><br>• Streamline product data management processes for use across multi-channel revenue opportunities. | • Customer has outgrown the use of PCM for a single SAP Commerce channel.<br><br>• Centralize product data from multiple sources, modeled for complexity and use across all end channels.<br><br>• Global enterprise with multiple commerce and selling channels, which may not all be SAP. | • Bridges the use of complex product data and selling scenarios between SAP ERP, SAP CX business applications, 3rd party marketplaces, and digital endpoints<br><br>• Closes the loop with Digital Shelf Analytics to ensure accurate data representation |
| sanoma RUST-OLEUM KETER | Tetra Pak PROTECTS WHAT'S GOOD | carhartt |

# TURN YOUR SAP STACK INTO AN ECOMMERCE DIFFERENTIATOR

Inriver is more than just PIM. Inriver turns the river of content and product data flowing through your SAP infrastructure into a customer experience powerhouse. No matter where you're at in your SAP journey—whether you're just getting started with Commerce Cloud, or planning your S4/HANA migration, Inriver helps your teams work smarter, move faster, and sell more.

To get started, visit Inriver.com to sign up for a demo today.

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