

# **INRIVER WORKFLOWS**

**Optimize your PIM processes for peak efficiency, speed, and collaboration with configurable, automated workflows.**

## At a Glance

Inriver's built-in workflows functionality optimizes product information processes across the entire lifecycle, from onboarding to enrichment, distribution and compliance. Designed to tame growing omnichannel complexity, it's easy to configure chains of steps to be carried out by different team members in tailored, intuitive user interfaces. Workflows accelerate your time to market, helping more of your team to collaborate in the PIM, working faster, on time, and with fewer errors to deliver trusted commerce experiences. Built for flexibility and scale, this core functionality adapts to your unique data model and business needs without the need for custom code or specialist training.

## Overcoming Today's Challenges

Both B2B and B2C business face spiraling omnichannel complexity. The number of product data points, source systems, localization needs, and distribution channels are growing exponentially year-on-year. Most businesses have multiple internal and external teams involved at different stages of the product information lifecycle, from onboarding and enrichment to approval, publication, compliance and analysis. It's a challenge to manage and oversee all these steps, ensuring each is carried out in good time, by the right people, in the right order. Inriver's automated workflows functionality tackles this complexity to increase efficiency and accelerate time to market. Brands can quickly configure and refine multi-step processes that suit their unique business needs and processes.

Relevant individuals or teams are automatically prompted to carry out relevant assignments in a timely manner when the pre-determined criteria are met. Workflow creators can also assign a tailored UI for each assignment, enabling many team members to collaborate on content optimization in the PIM without specialist training. Inriver PIM tames business complexity and harnesses product data flows to drive business success. With built-in AI, syndication, and digital shelf analytics, Inriver enables easy upstream and downstream connections and continuous optimization of product data, all on a scalable, secure, and composable SaaS platform. Workflows is a core component, available to all Inriver customers.

## Key Benefits

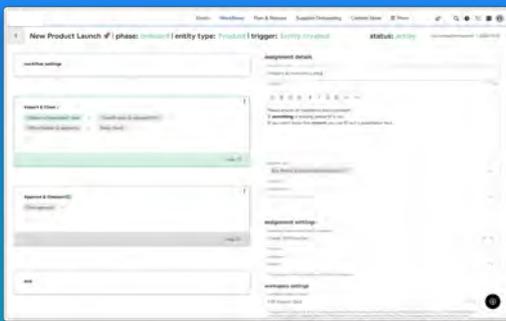
- **Streamline product operations.** Automate data management across the product lifecycle, from onboarding to digital shelf analytics, in workflows uniquely tailored to data model and business processes.
- **Boost productivity.** Give everyone visibility into their assignments, encouraging collaboration. Reduce manual effort, missed tasks, and human error for improved data quality.
- **Accelerate time-to-market.** Automatically prompt multiple people or teams to work collaboratively on the same entity, ensuring your product information passes more quickly from creation to distribution and into the hands of the buyer.
- **Avoid costly customization.** Configure workflows and UI views using intuitive tools, there's no need for custom code or specialized development.

## Inriver Workflows Overview

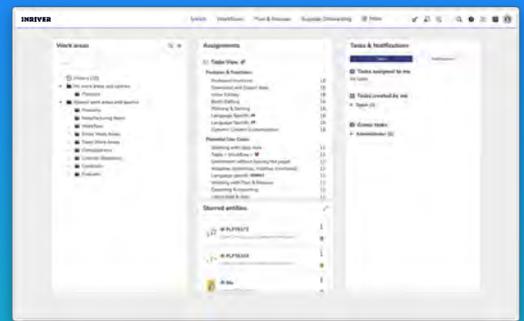
It's quick and easy for your PIM specialists to get started using the intuitive Inriver configuration tool to build chains of assignments – steps that need to be carried out to get your product content to market. PIM users are automatically given assignments when trigger conditions are met. For example, a localization assignment may be given to your translators as soon as an approver has signed off the text in your primary language.

The range of triggers is extensive and growing all the time. On login, PIM users see all their current assignments. Clicking on one takes the user directly to the product or asset they need to work on, reducing searching and scrolling time. During set-up, the workflow creator can assign a custom workspace (UI) or a specific configuration of Inriver's dynamic Table View that should be shown to the person completing each assignment. This allows creators to limit the fields shown to users, simplifying and accelerating processes and reducing confusion, even for non-specialist PIM users.

To promote speed and collaboration, assignments can take place in parallel. For example, one user may be adding the imagery to a product while another is translating the text into French. Conversely, some assignments will not be triggered until others have been completed. For example, you will want managers to be prompted to approve a new product only once all of the relevant images, text, and translations have been added by other personnel.



The workflow configuration interface



A user's list of current assignments

## Key Features

- Flexible configuration interface for workflow creators
- Constantly growing list of triggers to advance between workflow steps
- Ability to assign work to individuals or teams
- Configurable UIs per assignment to limit training needs and accelerate processes
- Advanced filtering and search of assignments
- History view for workflow tracking

### Want to accelerate your product content lifecycle?

Contact us for a demo and discover how Inriver workflows can optimize your processes and transform your go-to-market speed.

[Book a Demo](#)