



We Provide Content To Trading Partners



X-TRADE by Xeris is a digital content hub which enables you to collect, manage and instantly distribute product information to all your trading partners, sales and eCommerce channels

# Complexity

The resource required to manage a large and complex portfolio can be significant.

## MANUFACTURERS



NEAR TERM



**30-60%**

reduction in effort involved in data exchange



**2 – 5X**

return on onetime investments from operational efficiencies

LONG TERM



**5-10%**

increase in online sales for early adopters through improved searchability



**5-10%**

reduction in consumer returns driven by product data



**2-3%**

sales lift through better personalization with new digital analytics capabilities

## RETAILERS



**10-15**

interactions with suppliers to launch each SKU



**15 000**

issues with inaccurate product data per year, on average



**5-10**

hours to train brand partners on data requirements per average SKU



**2-5**

hours to verify product data per average SKU



**>90%**

of products sent for physical verification





# The Problem

Every retailer requires a bespoke solution...

MANUFACTURERS

RETAILER



+100

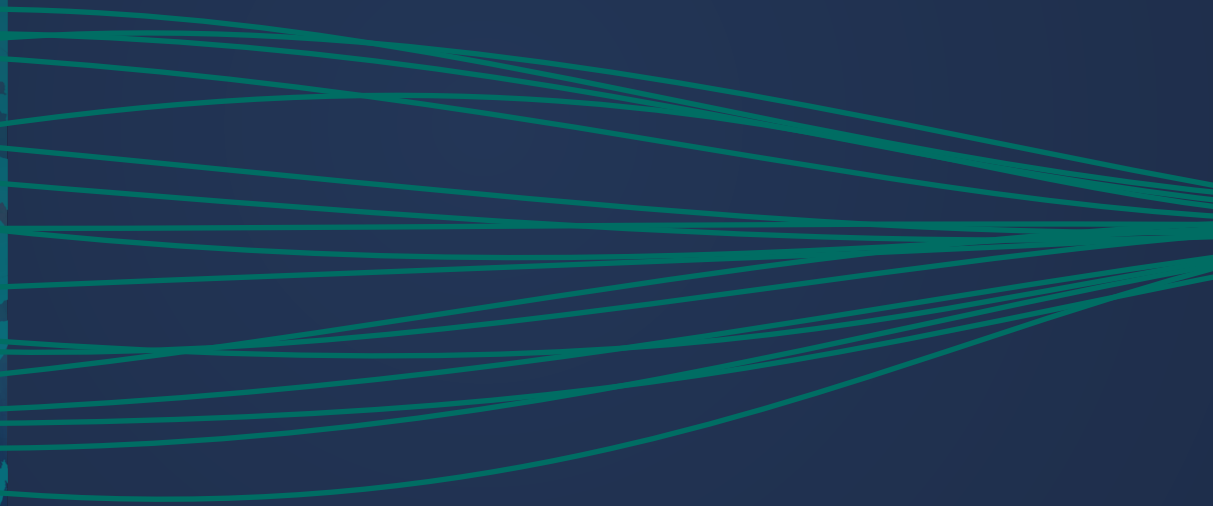
# The Problem

...And it works both ways!

MANUFACTURERS



RETAILER



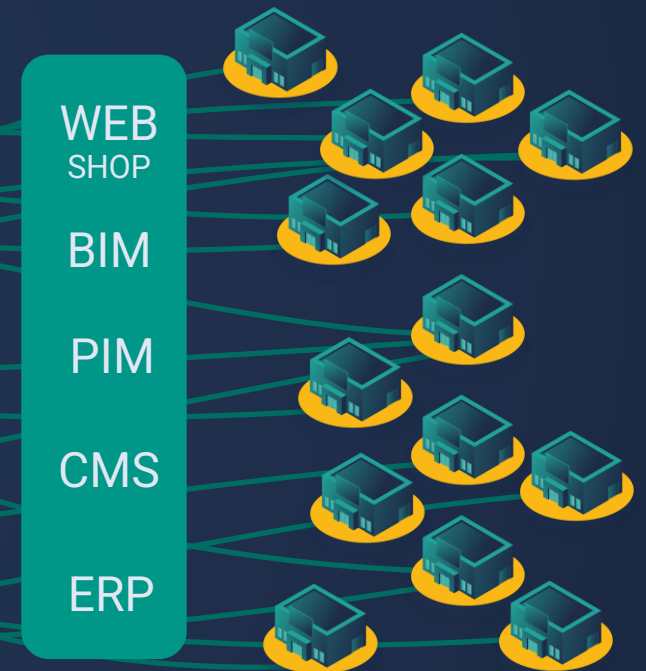
# The Problem

But where others see complexity...

MANUFACTURERS



RETAILER



# The Solution

We see opportunity to simplify and automate.



# Connect and Perfect...

...your product information capability



BIM



ERP



ECOMMERCE



PIM



CMS

DAM





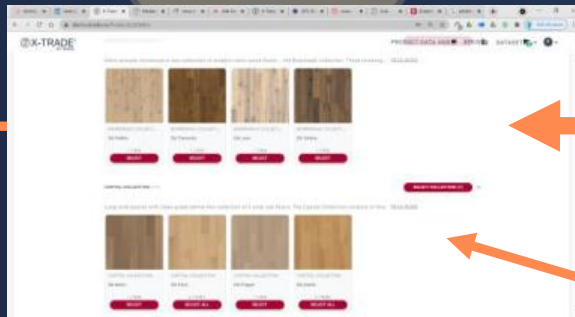
# Connect and Perfect...

Functionality	Benefit	Business opportunity	
		Efficiency	Revenue
Dataset creation for <ul style="list-style-type: none"> <li>• Individual customers</li> <li>• Web shops</li> <li>• Catalogues, Price lists</li> </ul>	<ul style="list-style-type: none"> <li>✓ Decreased workload for product, technical and marketing managers</li> <li>✓ Faster speed to market</li> <li>✓ More customer choice</li> </ul>	✓	✓
Format conversions (e.g. images)	<ul style="list-style-type: none"> <li>✓ Lower workload for product managers</li> <li>✓ Reduced customer compliance checking</li> </ul>	✓	
Bespoke mapping to meet customer requirements and any classification (e.g. GS1, eClass, ETIM)	<ul style="list-style-type: none"> <li>✓ Less time achieving classification compliance</li> <li>✓ Heightened SEO performance from GTIN product and image labelling</li> <li>✓ Better customer product experience drives conversion and retention</li> </ul>	✓	✓
Intuitive for the product / category manager to use	<ul style="list-style-type: none"> <li>✓ Less portfolio maintenance, freeing time for revenue enhancing tasks: analyzing trends &amp; quickly adapting offering via assortment builder</li> </ul>	✓	✓

# Digitising brochureware with InDesign and Issuu

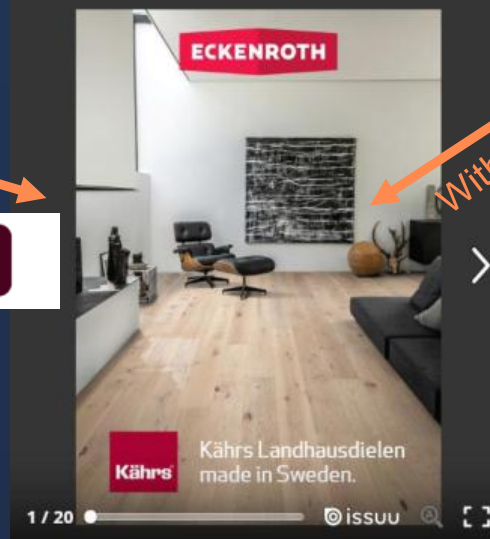
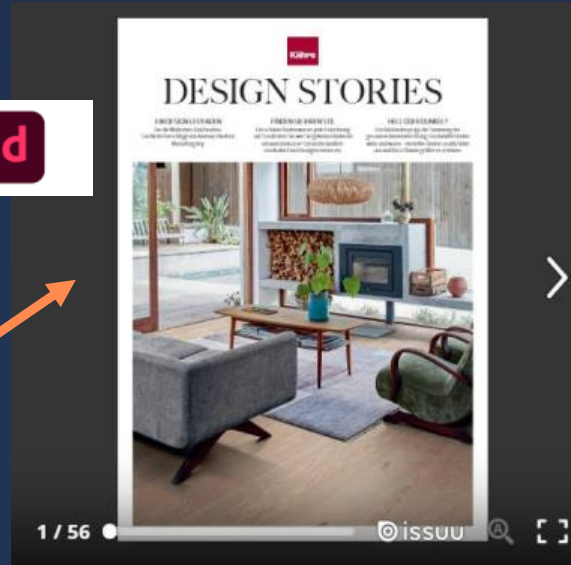


Manufacturer  
- 4-5,000 retailers  
- 10-15 languages



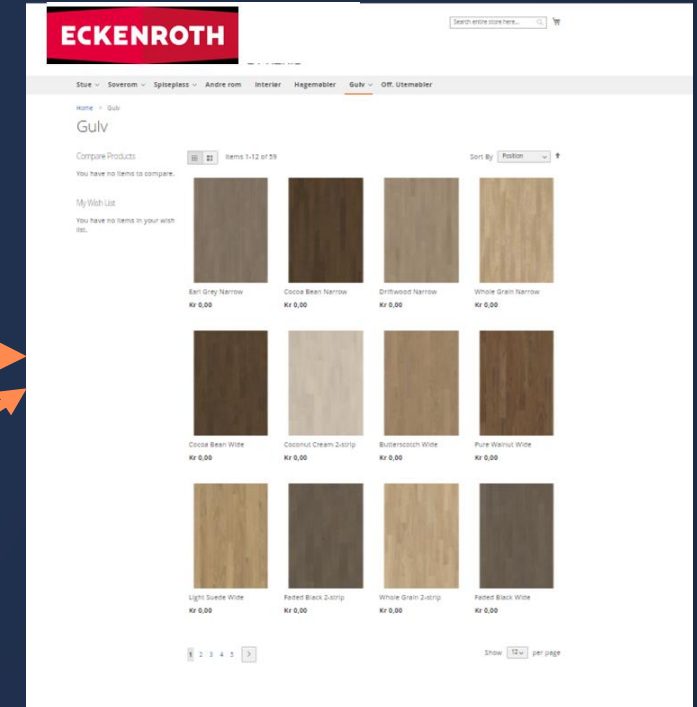
With links

With links



With links

Customer website



# X-Trade and GTIN

boost product visibility

Trust and efficiency  
start with a valid ID.

Get product identity right with  
Verified by GS1



 Google Shopping



Google recommends that brand owners and retailers ensure their products have GTIN identifiers that can be consistently and accurately shared.

This helps Google precisely identify products and match them to Google search queries. Same logic applies to marketplaces.

# Added Value





# Assortment Builder

Value Added Service

- Create whole product assortments combining attributes and datasets
  - Choose products, configure, add images, export.
  - Tailor your offering to specific market and geographic trends.
- Generate digital image renders for each product variation, minimising the need for photography

# Assortment Builder


Build an assortment from 97k SKUs in 8 clicks

🔍 CATALOGUE
👤 ACCOUNT
🌐 A
📄 DATASET 23

X-TRADE / HELLAND / TIMEOUT / HB0401

EN ▾

## Timeout HB0401 1-seat w/arms



preview price  
per unit
9 635,-
IN NOK

DATASHEET
CONFIGURE
SUMMARY

FABRICS (2/164)
SELECT GROUP

<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #c08080; margin-right: 5px;"></div> <div style="font-size: 10px;">4001 Grey + 0 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">REMOVE</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #80c0c0; margin-right: 5px;"></div> <div style="font-size: 10px;">6501 Forest Green + 550 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #ff6666; margin-right: 5px;"></div> <div style="font-size: 10px;">5401 Red + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #336666; margin-right: 5px;"></div> <div style="font-size: 10px;">5301 Light Green + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #990000; margin-right: 5px;"></div> <div style="font-size: 10px;">4301 Light Red + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #006633; margin-right: 5px;"></div> <div style="font-size: 10px;">6801 Mustard Yellow + 550 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #666633; margin-right: 5px;"></div> <div style="font-size: 10px;">6001 Dark Blue + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #333333; margin-right: 5px;"></div> <div style="font-size: 10px;">5102 Beige + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">REMOVE</div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #669933; margin-right: 5px;"></div> <div style="font-size: 10px;">5103 Beige + 550 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #333366; margin-right: 5px;"></div> <div style="font-size: 10px;">6301 Deep Grey + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #99cc66; margin-right: 5px;"></div> <div style="font-size: 10px;">5402 Red + 1 240 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 20px; height: 20px; background-color: #999999; margin-right: 5px;"></div> <div style="font-size: 10px;">6201 Dark Beige + 550 nok</div> <div style="margin-left: 20px; border: 1px solid #ccc; padding: 2px 5px; border-radius: 4px;">SELECT</div> </div>

A Timeout Chair Set  
4 VARIANTS

- FABRICS (2/164)
- WOOD TYPE (2/4)
- CUSHIONS (0/3)
- SEAT HEIGHT (0/3)
- ACCESSORIES (0/6)

SUMMARY →

# Assortment Builder

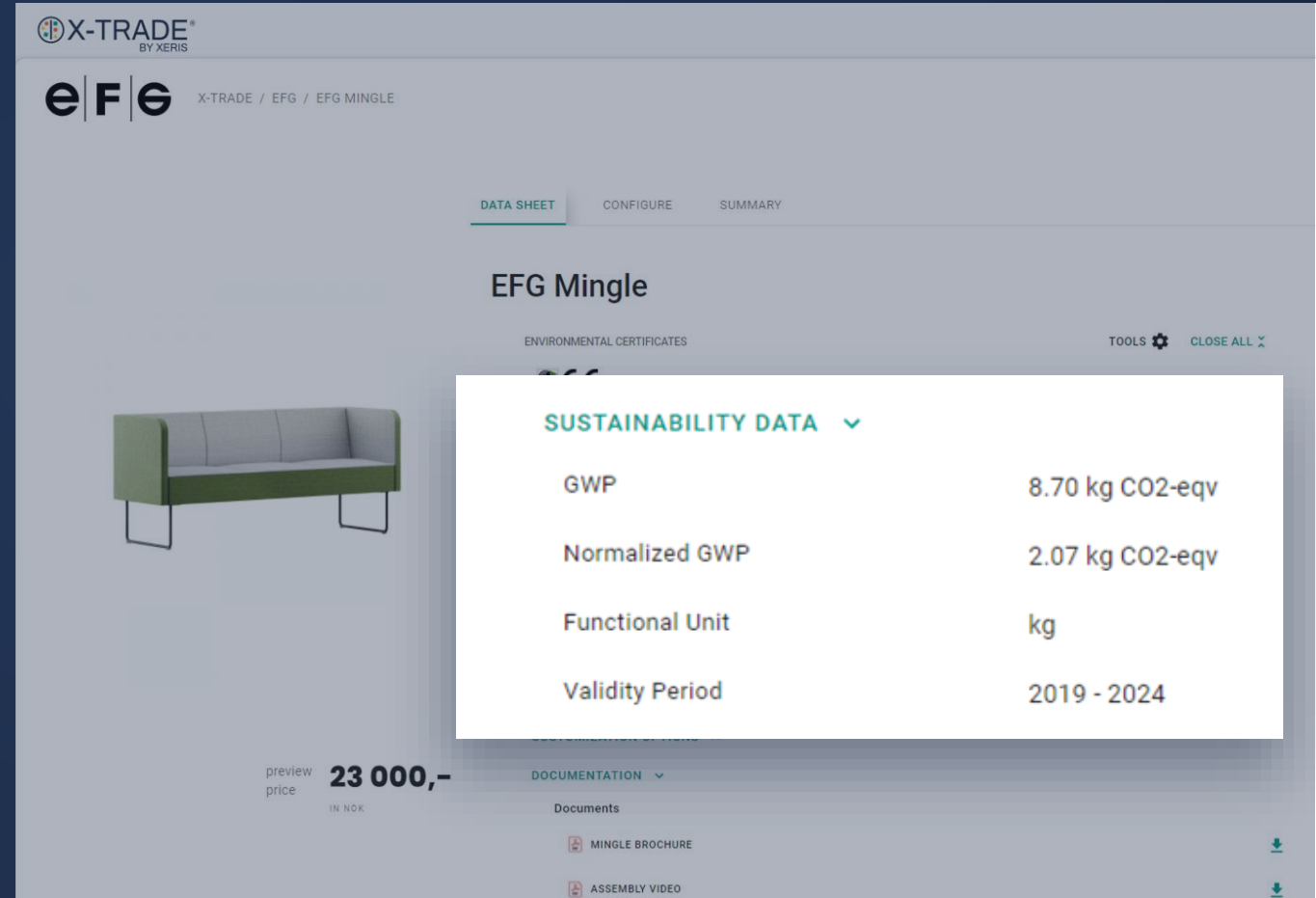
And select only the data YOU want in your system

The screenshot displays the X-TRADE BY XERIS interface for the 'HELLAND' brand. The main product shown is the 'Timeout HB0401 1-seat w/arms'. A modal window titled 'Select Optional Product Data' is open, allowing the user to choose which data points to include in their system. The modal is organized into sections: 'MEDIA & PR', 'TEXTS', and 'SELECT DATASET'. The 'MEDIA & PR' section includes 'Images' (with four image thumbnails, the first selected) and 'Videos' (with two video thumbnails, both selected). The 'TEXTS' section includes 'PRODUCT NAME' (selected), 'MEDIUM TEXT', 'LONG TEXT', and 'NOBB TEXT'. The 'SELECT DATASET' dropdown is set to 'Autumn Collection 2021'. A 'SAVE & ADD' button is visible at the bottom of the modal. In the background, the product page shows a large image of the chair and a sidebar with various selection options like 'FABRICS', 'WOOD TYPE', 'CUSHIONS', 'SEAT HEIGHT', and 'ACCESSORIES', each with a 'SELECT' button.

# Eco-Product Search

Value Added Service

- Eco-product search matches your product with its EPD data drawn direct from the approval body's live database
  - Improves the visibility and use of your EPDs to improve specification wins
  - Improves product authenticity via live independent validation
- X-TRADE is connected to Svane, Basta Sweden, & EcoPlatform ( Norway, Italy, Intl)



The screenshot shows the X-TRADE by XERIS interface for the EFG Mingle product. The page includes a product image of a green and white sofa, a price of 23 000,- IN NOK, and a sustainability data overlay. The overlay displays the following information:

SUSTAINABILITY DATA	
GWP	8.70 kg CO2-equiv
Normalized GWP	2.07 kg CO2-equiv
Functional Unit	kg
Validity Period	2019 - 2024

Below the sustainability data, there is a 'DOCUMENTATION' section with links to 'MINGLE BROCHURE' and 'ASSEMBLY VIDEO'.



# Datasets

Value Added Service

X-Trade dataset makes it possible to combine product selection with assortment builder – using this in:

- Export to webshops
- Offers
- Campaigns
- Updating external databases
- Basis for InDesign pricelist
- Basis for brochures
- Export in different languages
- And more!

The screenshot displays the X-TRADE BY XERIS interface. The top navigation bar includes 'CATALOGUE', 'ACCOUNT', and 'DATASET' (with a notification badge for 23). A '+ NEW DATASET' button is visible. The main content area shows a list of datasets:

- Autumn Collection 2021** (Selected): 52 PRODUCTS, BRANDS: Helland. Includes preview images of a pink armchair, a white chair, a dark armchair, and a living room scene.
- Winter Catalogue '21**: 33 PRODUCTS, BRANDS: Kährs. Includes preview images of a living room, a dining table, and wooden furniture.
- Living Room Furniture Collection**: 4 PRODUCTS, BRANDS: Helland, Ekornes, Brunstad, Flokk ... [+\[5\] more](#). Includes preview images of a yellow sofa, an orange sofa, a grey sofa, and a dining table.

A left sidebar menu contains 'DATASETS' (with a dropdown arrow), 'SHARED WITH ME', 'EXPORTS', and 'ARCHIVE'. The 'DATASETS' section lists several items with counts: 'Hostkollek...' (23), 'Vinterkolle...' (18), 'Dataset name' (13), 'Dataset name' (5), and 'Dataset name' (1).

# Mapping & Export

Value Added Service

- X-Trade datasets makes it easy to map the data from X-Trade to any chosen category structure
- Bespoke formats that makes category management and exporting effective.

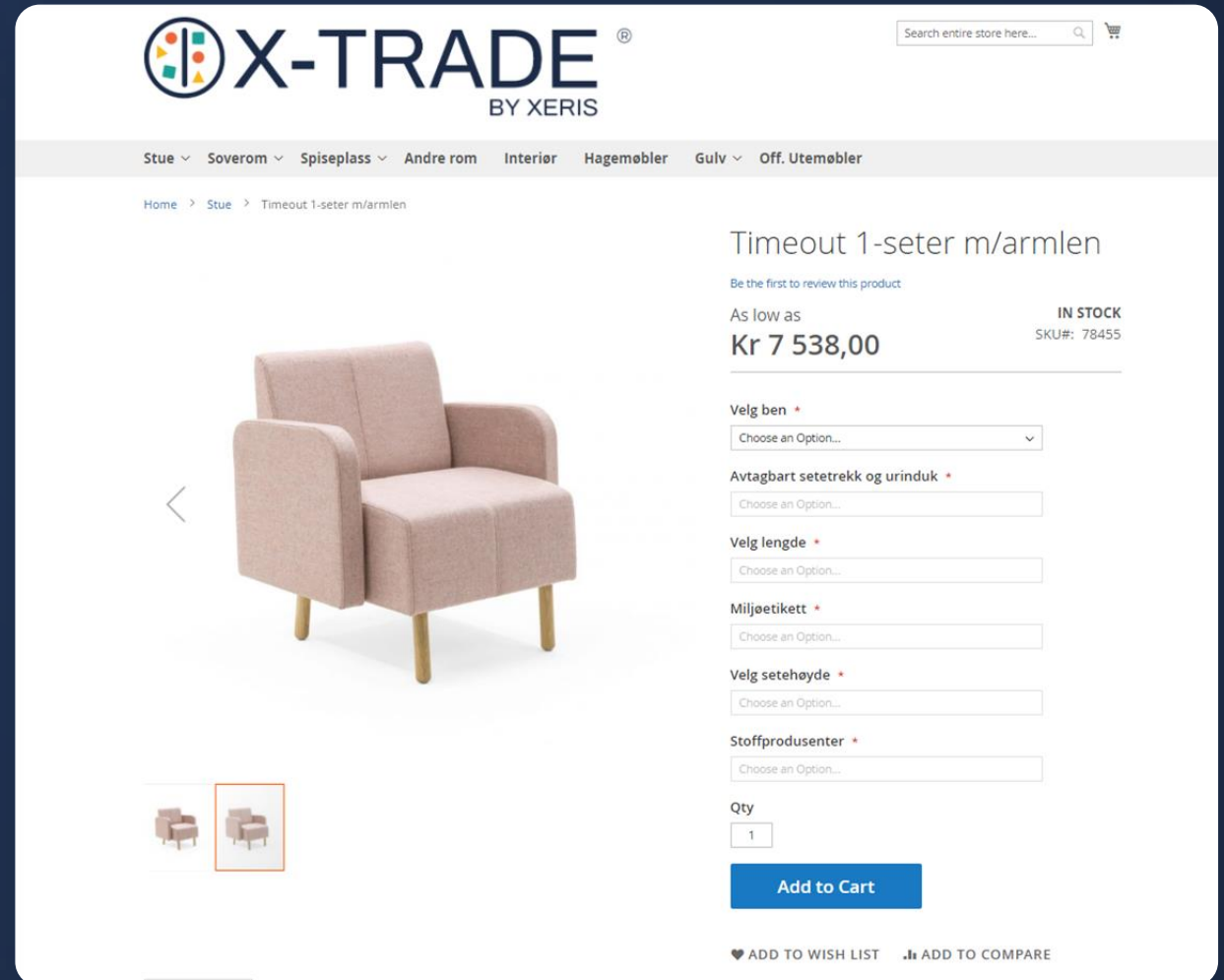
The screenshot displays the 'Categorize Dataset Products' interface. On the left, the 'Autumn Collection 2021' is shown with a tree structure of products under brands 'Helland' and 'Håg'. On the right, the 'Retailer Categories' tree is shown, with 'Living Room' expanded to show 'Couches' and 'Loveseat'. The 'Timeout HB0401 1-seat w/arms' product is highlighted in the mapping process. The interface includes a 'SAVE & EXPORT' button and a 'BACK TO DATASET' link.

Brand	Product Name	Category
Helland	Armchair 1	Living Room > Couches > Loveseat
Helland	Twin HH9-3310L	Living Room > Couches > Loveseat
Helland	Twin HH9-3310R	Living Room > Couches > Loveseat
Helland	Pan HH6831 2-Seat	Living Room > Couches > Loveseat
Helland	Pan HH6832 2-Seat	Living Room > Couches > Loveseat
Helland	Duun hvilestol	Living Room > Couches > Loveseat
Helland	Duun HH423	Living Room > Couches > Loveseat
Helland	Duun fotskammel	Living Room > Couches > Loveseat
Helland	Configuration Set 1	Living Room > Couches > Loveseat
Helland	Bo hvilestol	Living Room > Couches > Loveseat
Helland	Bo fotskammel	Living Room > Couches > Loveseat
Håg	Meeting Room Chairs	Dining Room > Chairs

# Web shop connections

Value Added Service

- X-Trade web shop connections provides content to your ecommerce platform
- Customers can select your products and fill their ecommerce solutions with your products in minutes.



The screenshot displays the X-Trade web shop interface. At the top, the logo "X-TRADE BY XERIS" is visible, along with a search bar and a shopping cart icon. Below the logo, a navigation menu includes categories like "Stue", "Soverom", "Spiseplass", "Andre rom", "Interiør", "Hagemøbler", "Gulv", and "Off. Utemøbler". The breadcrumb trail shows "Home > Stue > Timeout 1-seter m/armlen".

The main product page features a large image of a light-colored armchair with wooden legs. To the right of the image, the product name "Timeout 1-seter m/armlen" is displayed, along with the price "As low as Kr 7 538,00" and the status "IN STOCK" with SKU# 78455. Below the image, there are several dropdown menus for customization options: "Velg ben", "Avtagbart setetrekk og urinduk", "Velg lengde", "Mijøetikett", "Velg setehøyde", and "Stoffprodusenter". A "Qty" field is set to "1", and a blue "Add to Cart" button is prominently displayed. At the bottom, there are links for "ADD TO WISH LIST" and "ADD TO COMPARE".

# Value Added Services

We can add bespoke functionality for you





# Summary

We use technology and some clever brains in Trondheim to enable you to:

Support your customers individual product information and format requirements through automation.

Improve the Product Experience of your buyers and end-users.

Free up significant product manager time for more value-added activities.

Realise revenue opportunities by:

- Building an Omnichannel capability from structured searchable product information either directly or via your partners.
- Increasing choice & relevance via Assortment Builder to increase online conversion rates.

Xeris can help you start to transform your product information into an asset class