XERIS
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

>1000
new SKUs per year

700
attributes managed today per SKU

500
formats to support retail partners globally

4
weeks on average to prepare attributes for a new SKU

3-5
people per market dedicated to aggregate product data

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

XERIS

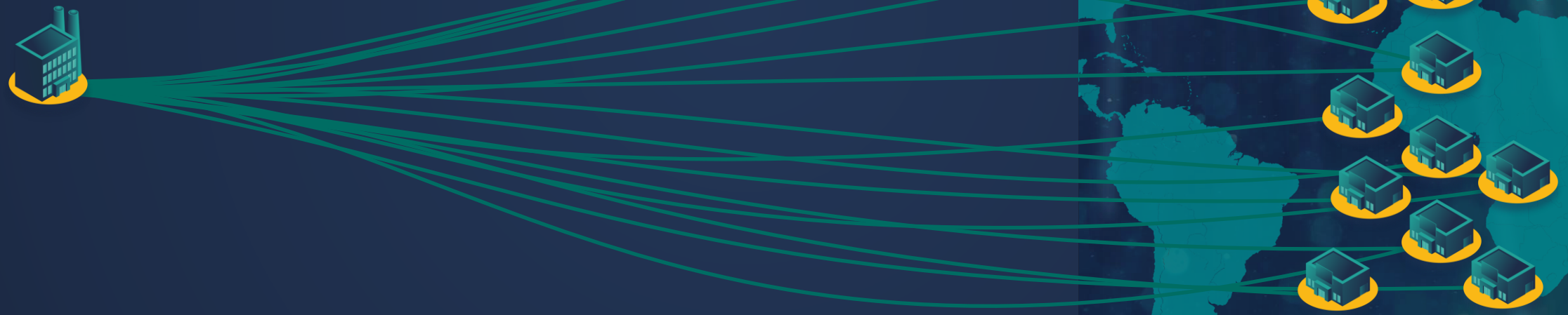
McKinsey & Company

The Problem

Every retailer requires a bespoke solution...

MANUFACTURERS

RETAILER



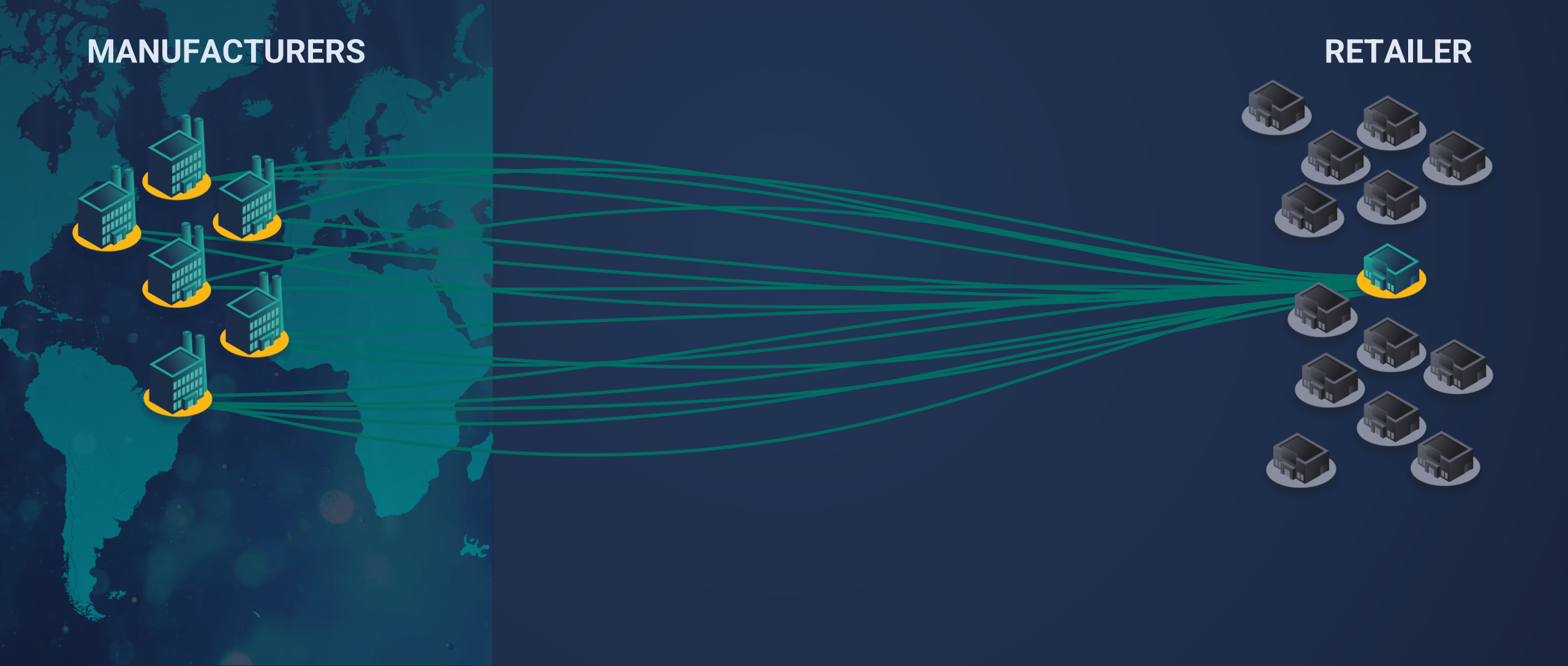
+100

The Problem

...And it works both ways!

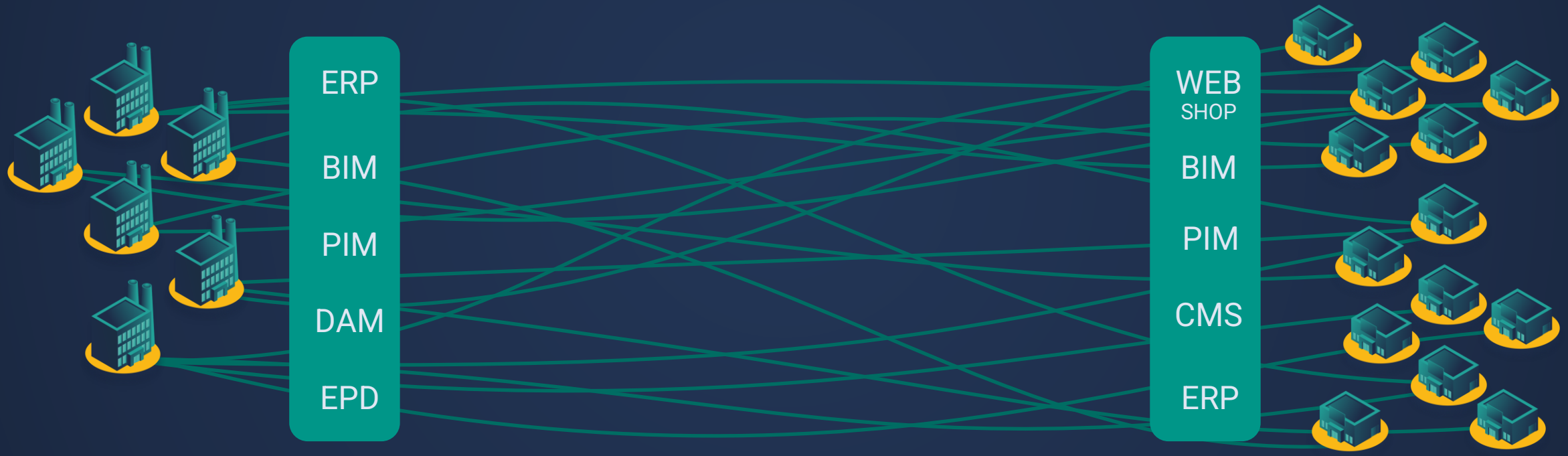
MANUFACTURERS

RETAILER



The Problem

But where others see complexity…



The Solution

We see opportunity to simplify and automate.

Connect and Perfect...

...your product information capability

BIM

AUTODESK REVIT

ERP

MOVEX

infor M3

ECOMMERCE

shopify

Magento

PrestaShop

adtube

amazon

Google Merchant Center

PIM

inRiver

Plytix PIM

CMS

DAM

Connect and Perfect…

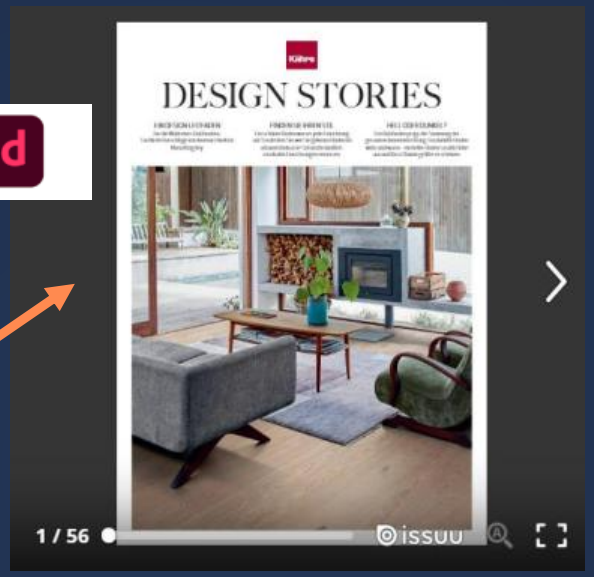
Functionality	Benefit	Business opportunity	
		Efficiency	Revenue
Dataset creation for • Individual customers • Web shops • Catalogues, Price lists	✔ Decreased workload for product, technical and marketing managers ✔ Faster speed to market ✔ More customer choice	✓	✓
Format conversions (e.g. images)	✔ Lower workload for product managers ✔ Reduced customer compliance checking	✓	
Bespoke mapping to meet customer requirements and any classification (e.g. GS1, eClass, ETIM)	✔ Less time achieving classification compliance ✔ Heightened SEO performance from GTIN product and image labelling ✔ Better customer product experience drives conversion and retention	✓	✓
Intuitive for the product / category manager to use	✔ Less portfolio maintenance, freeing time for revenue enhancing tasks: analyzing trends & quickly adapting offering via assortment builder	✓	✓

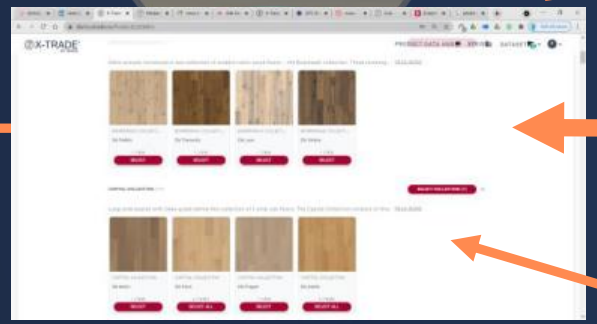
Digitising brochureware with InDesign and Issuu

XERIS

X-TRADE® BY XERIS

With links





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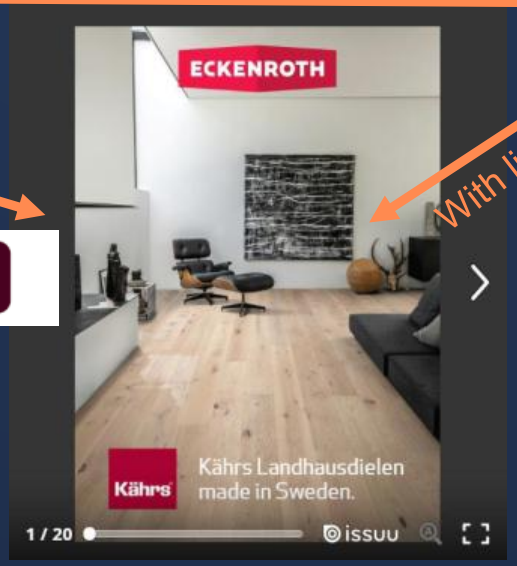
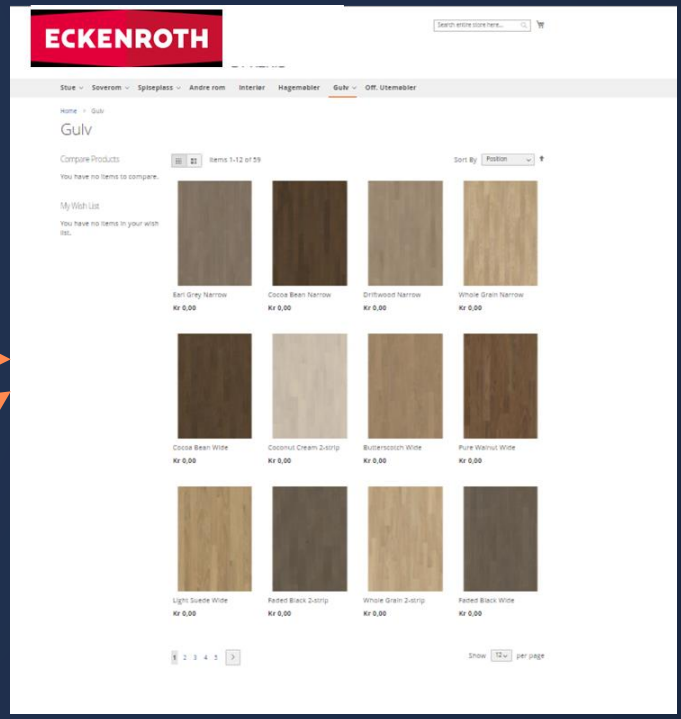


With links

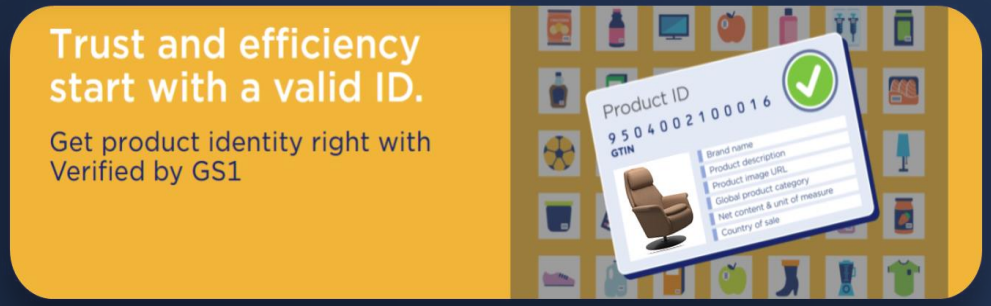
Customer website



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

X-Trade and GTIN

boost product visibility



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Google Shopping

amazon marketplace

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

MANUFACTURERS
ERP
BIM
PIM
DAM
EPD
Mapping
and Export
Assortment
Builder
Eco Product
Search
X-TRADE®
BY XERIS
Adaptors
Adaptors
Data Sets
eCommerce
Connections
RETAILER
WEB
SHOP
BIM
PIM
CMS
ERP

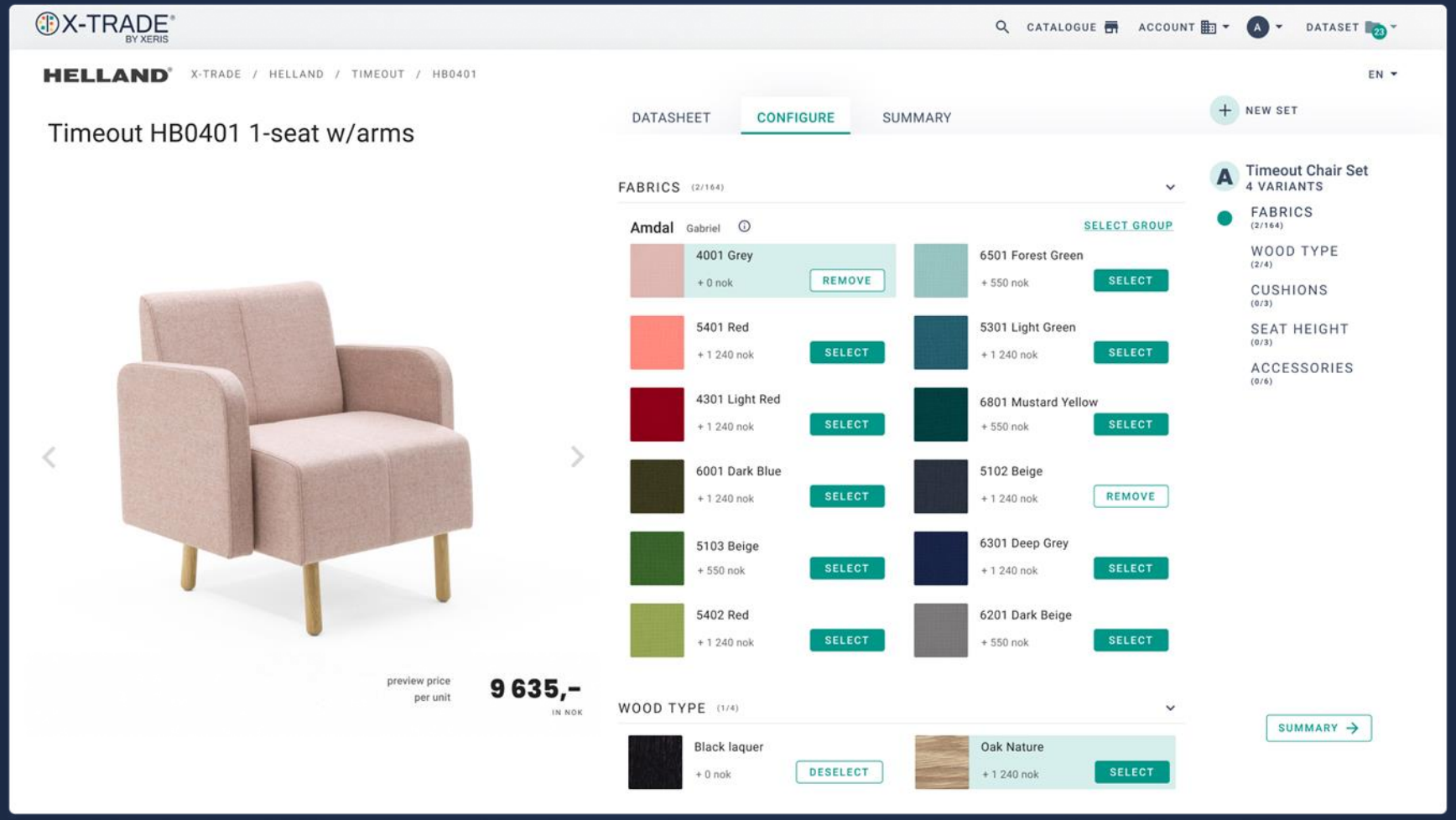
Assortment Builder

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

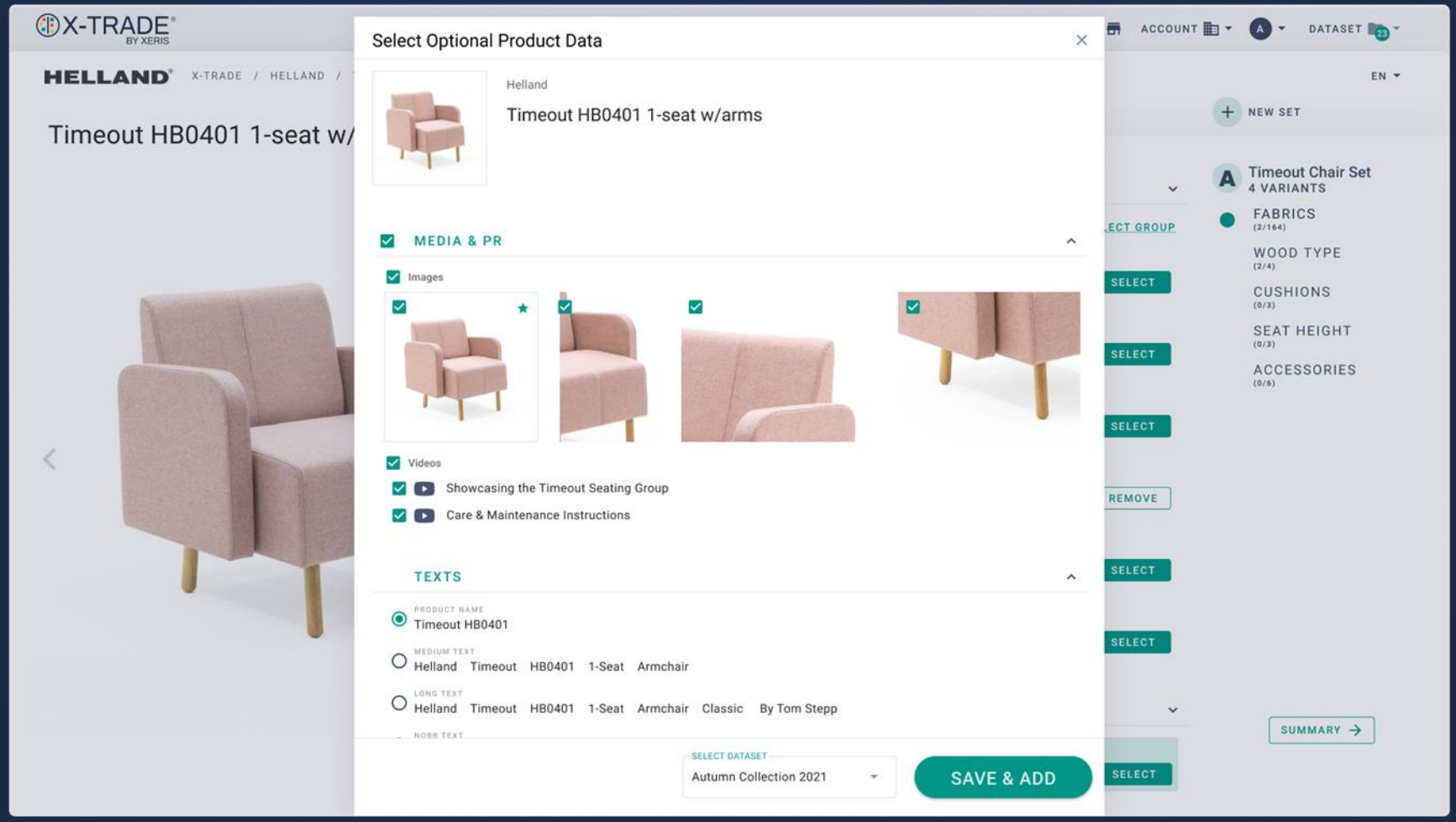
Assortment Builder

Build an assortment from 97k SKUs in 8 clicks



Assortment Builder

And select only the data YOU want in your system



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

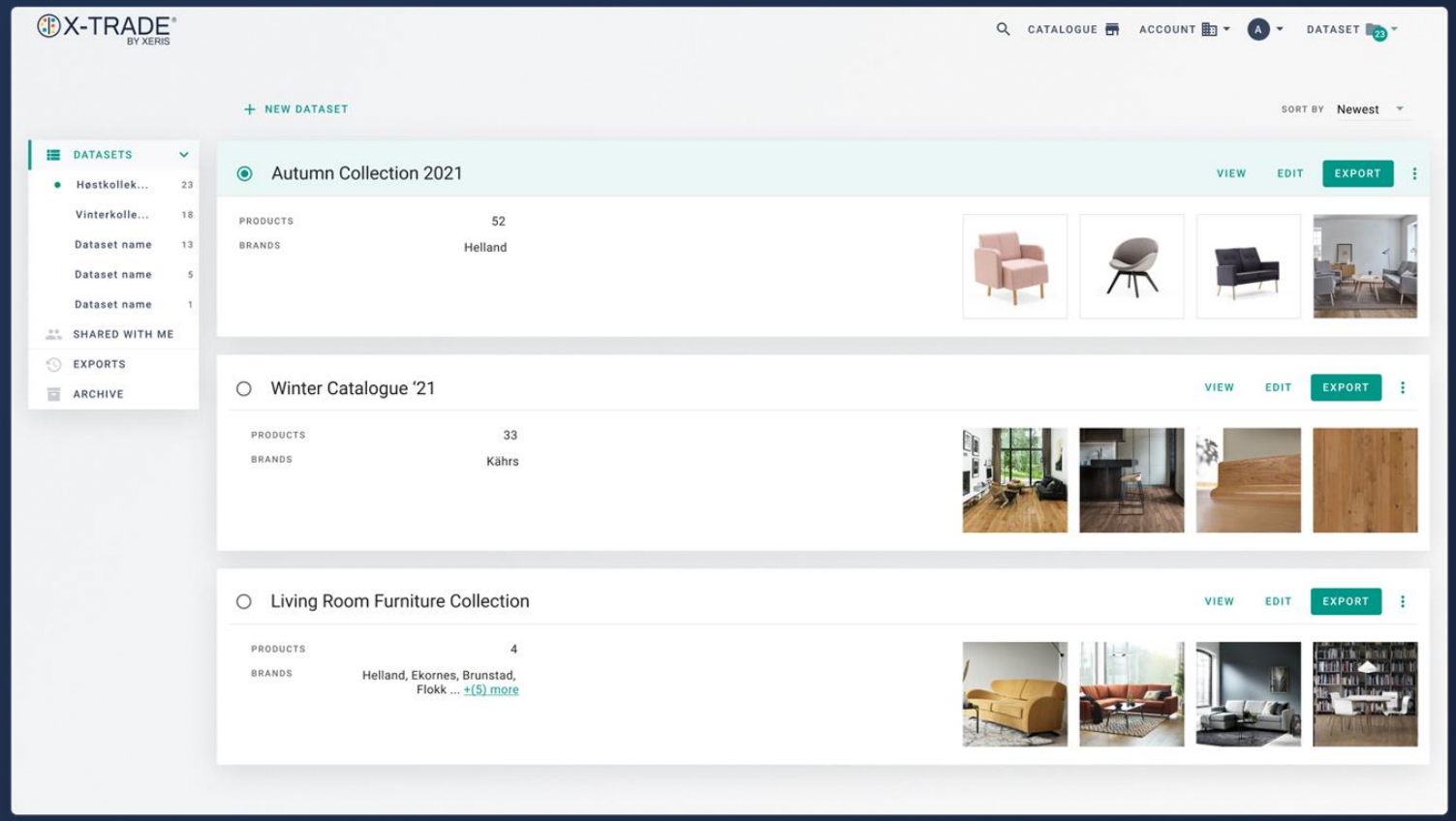
- X-TRADE is connected to Svane, Basta Sweden, & EcoPlatform (Norway, Italy, Intl)

Datasets

Value Added Service

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

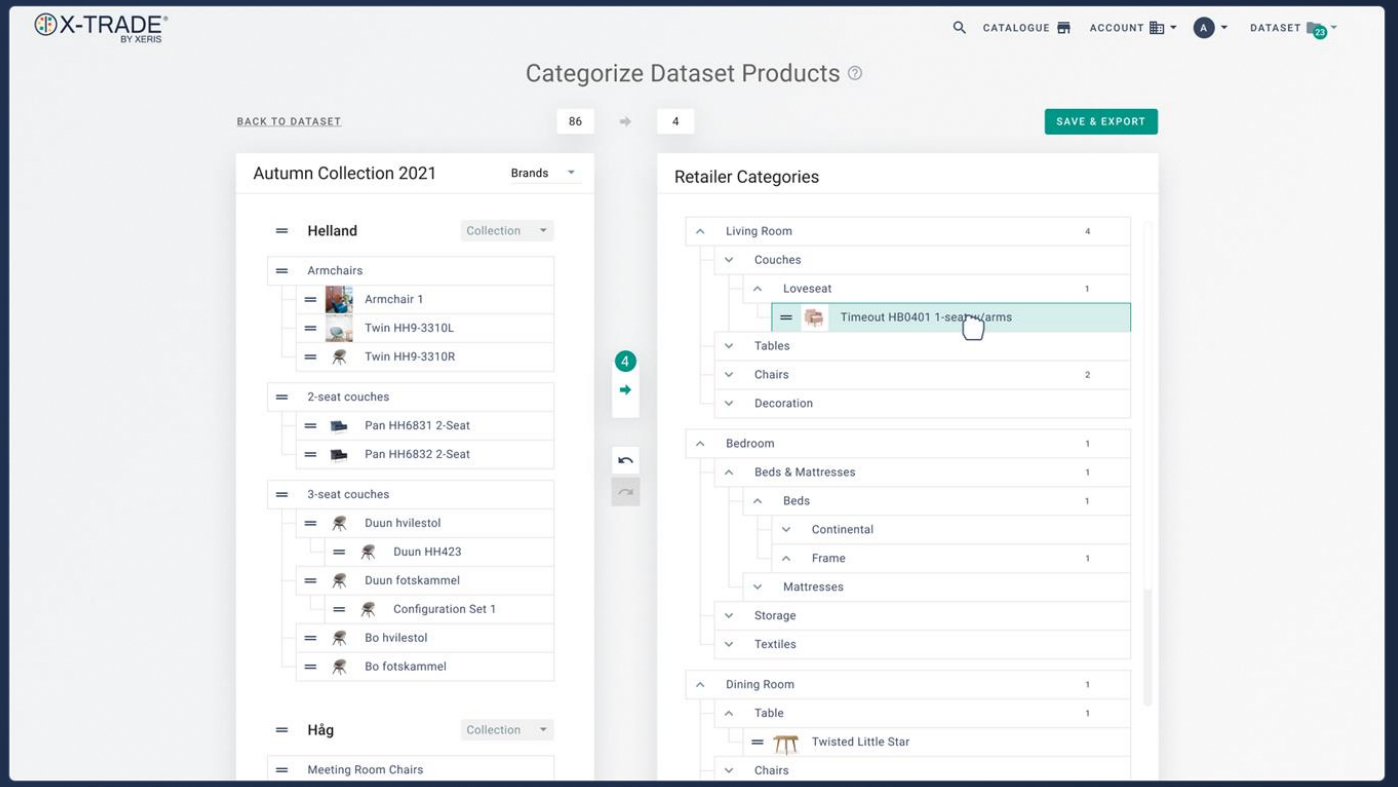
- Export to webshops
- Offers
- Campaigns
- Updating external databases
- Basis for InDesign pricelist
- Basis for brochures
- Export in different languages
- And more!



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.

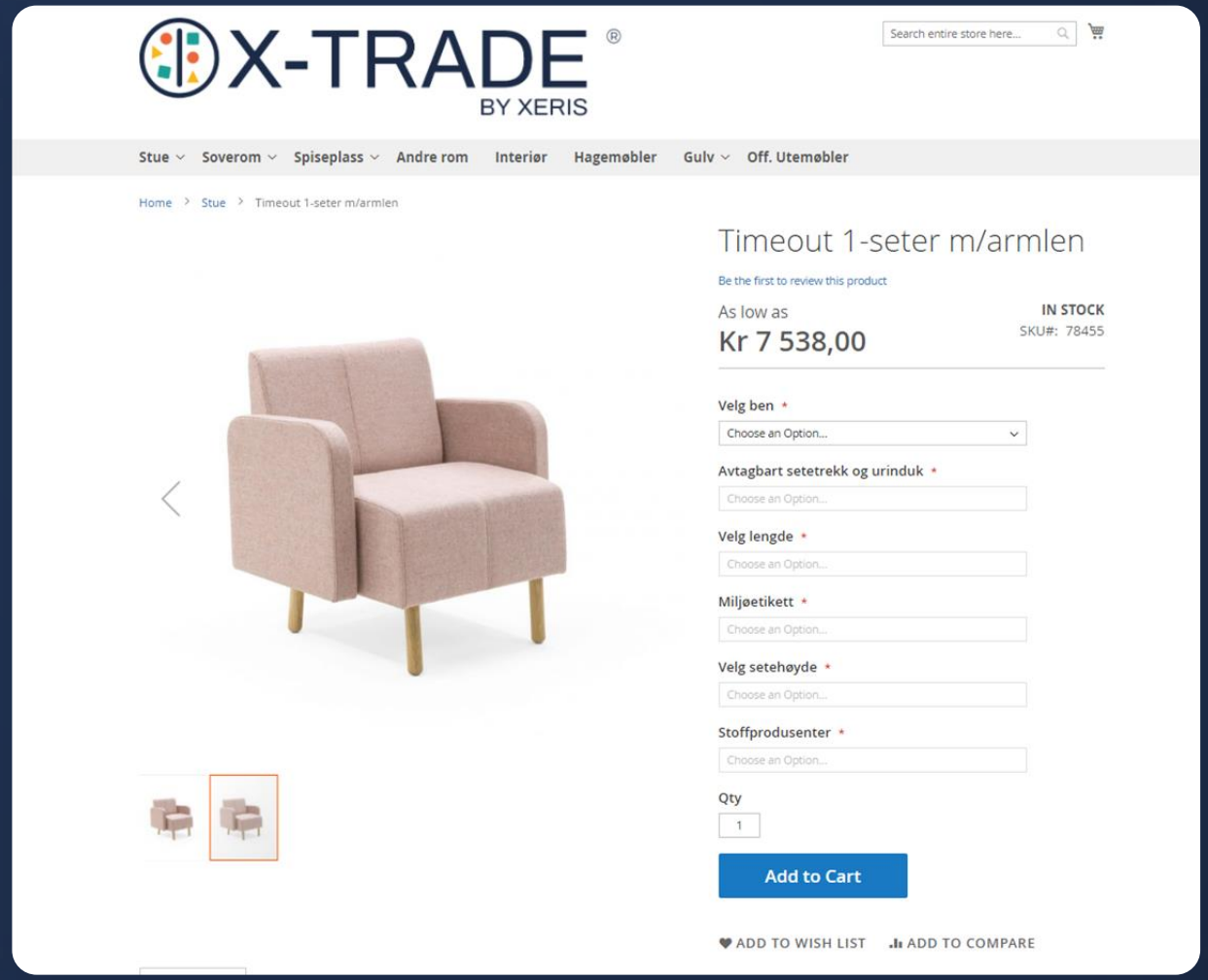


Web shop connections

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.



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