



Dear BC Community,

Digital Commerce includes a continuously growing number of channels and touchpoints such as the GDSN or online marketplaces. To effectively use product content for all these channels, it takes a holistic strategy that optimizes the complete life cycle of this content. The **Gartner report “Scaling Digital Commerce Requires Product Content Life Cycle Optimization”** provides application leaders with such strategy plus lists the most important tools for implementing it.

- **MDM** strategy for core data to achieve strong governance and data consistency
- **PIM/PXM** solution for enhancing and optimizing content and data
- synchronization with global product databases such as the **GDSN**
- anticipation of **syndication** needs to prepare for new channels
- effectiveness analyses to continuously **improve product content**

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How do you get fit for the challenges of digital retail? In our latest success story, you can find out how the **MTS Group** places its **product content management** on a new foundation and the right system with Bayard Consulting.

[Become fit now](#)

» The strategy project with Bayard Consulting is one of my showcase projects. That's exactly how it should be. It would be perfect if I had such little stress with all projects.«

Moritz Förster | Chief Digital Officer | MTS MarkenTechnikService GmbH & Co. KG.



GS1 Nigeria has selected us as a partner to build the **GDSN** for the healthcare and FMCG sector in their country and is building their own GDSN data pool based on **b-synced**. We will also provide advisory, onboarding and support services to efficiently implement product content exchange with GDSN in Nigeria.

[Read more](#)

» With Bayard Consulting's outstanding knowledge and experience in this field as well as with their excellent solutions, we will be able to establish GDSN promptly and reliably in Nigeria.«

Tunde Odunlami | CEO | GS1 Nigeria



Brandt Backwaren Vertriebs GmbH has also decided to make its product content available to retailers in future via our **GDSN** data pool b-synced and relies from expertise and technology from Bayard Consulting Group – Easy image data handling thanks to integration of **BrandLogistics.NET's BrandMediaCloud**.

[Read more](#)

The decision makers at Brandt had previously spoken to **fruit juice manufacturer Amecke** about their experiences with the move to b-synced. Amecke switched to b-synced at the beginning of this year - and was extremely satisfied.

Benefit from our experience.

Best regards
Your Bayard Consulting Team