

NEW GARTNER REPORT

Product Data Syndication Strategy Is Business-Critical



{SALUTATION[salutation:custom|Dear Mrs. |Dear Mr. |Dear customers|]}
{NACHNAME}{LASTNAME},

product manufacturers face rising operational challenges thanks to the increasing volume and velocity of product data, which needs to be shared via more and more syndication channels. This fuels the urge of data and analytics leaders to develop a **comprehensive and end-to-end product data syndication strategy (PDS)**, including all important channels and lines of business.

Without such a strategy, companies continue to experience:

- avoidable operational costs
- impaired partner and customer experiences
- higher regulatory and compliance risks,
- and other business-critical effects.

The **Gartner report “Product Data Syndication Strategy Is Business-Critical”** does not only shed light on these effects as well as on the reasons why PDS has the potential to propel businesses, but it also gives valuable recommendations to data and analytics leaders on how to outline a successful PDS strategy.

As an experienced partner in designing and implementing PDS strategies, BAYARD is happy to provide interested readers with **free access to this report**, thereby encouraging companies to assess the current role and future goals associated with **product data syndication** initiatives by their different lines of business. **Access, download and read the complete report for free!**

[FREE DOWNLOAD](#)

Kind regards
Björn Bayard and the Bayard Team



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