

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

in today's world, it is more important than ever **to manage and syndicate product data to ensure** that all relevant platforms and channels are up to date.

Learn more about the benefits and how **PIM and product content syndication** can help you manage your product data more efficiently, as well as potential challenges, you should consider when implementing a PIM or content syndication system.

## WHITE PAPER



In our latest **white paper "Why PIM is not a DIY project"**, we outline, the required steps for a successful PIM project as well as the **benefits of a PIM implementation** by experienced project consultants.

[READ WHITE PAPER NOW](#)

## GARTNER REPORT



The growing amount and increasing speed of product data and touchpoints increase the operating costs as well as the **complexity of product data management**. The right **product data syndication (PDS)** strategy is therefore crucial for success.

[FREE DOWNLOAD](#)

## BYRD – theplatform

**Best Practice: Cosnova – Content Syndication with BYRD b-managed**



»Our sales staff enter information directly in the customer's data format via the user-friendly interface of **BYRD – theplatform** and generate product specifications automatically according to the requirements of our retail partners«

Jens Gädeke | Director IT | cosnova

Error-free product data that reaches the customer faster thanks to automated product content processes. The **cosmetics manufacturer Cosnova** trusts in **BYRD** not only because of the technical possibilities, but above all because of the particularly intuitive usability.

Read [here](#) how **Cosnova** optimizes data supply to retailers with **BYRD**.

[REQUEST DEMO](#)

**Analyst Report: Your decision-making tool for software solutions & providers**



With the **Market Performance Wheel (MPW)**, the analyst house **The Group of Analysts (TGOA)** offers an in-depth assessment method that serves as a basis for decision-making for companies facing their next digitalisation project.

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My team and I wish you a successful start into the new year!

Kind regards  
Björn Bayard and the BAYARD Team



Bring your Product Content to Life.

