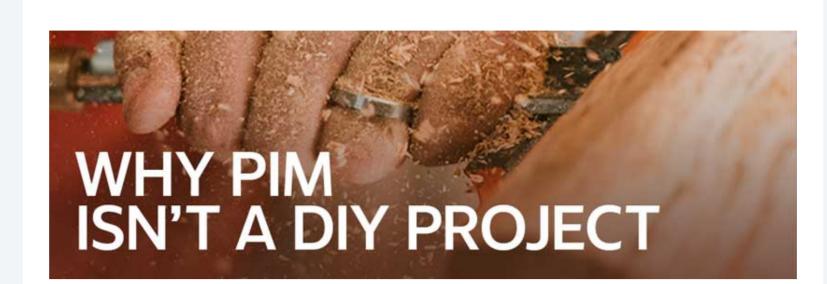


{SALUTATION[salutation:customlDear Mrs. IDear Mr. IDear customers]} {NACHNAME} {LASTNAME},

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 I Director IT I 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.

DOWNLOAD NOW

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.





