



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

the terms **Product Content Lifecycle Management (PCLM)**, **PIM**, **DAM**, **PXM** and **MDM** may seem complex at first but we explain them to you in our [latest blog post](#). You can also find out how these concepts are implemented in practice in our [latest press release with Karlsberg Direkt](#). Last but not least, we take a look at the Highlights of the **ECR Day 2023**.

We hope you enjoy reading.

PRESS & NEWS

Karlsberg Direkt optimises product content management with BYRD



Karlsberg Direkt has chosen **BYRD** as its consistent Product Information Management (PIM) solution. Going forward, suppliers can either enter their product data with BYRD's user-friendly portal **b-managed**, upload their data from Excel documents or transmit it to Karlsberg Direkt via the Global Data Synchronisation Network (GDSN).

[READ NOW](#)

BLOG

PIM, DAM, PXM, MDM, PCLM – Clarity at last in the confusion of terms



In today's digital business world, it's more important than ever to understand the terminology of product data and digital content. Find out how these terms relate to each other and why it's important to get them right for your business. We make it easy for you to get an overview in our [latest blog post](#):

[READ THE BLOG POST](#)

EVENTS

ECR Day 2023 – A complete success!



From inspiring presentations and meet the speaker sessions to the expert tour and a great ECR party – the **ECR Day 2023** was a complete success. Together with our colleagues from the Markant Group, our BAYARD team brought "**Future through Cooperation**" to life and brought you into the world of Product Content Lifecycle Management.

[GET TO RECAP](#)



The teamwork was great – as was the atmosphere during our presentation entitled "**Markant and Bayard – Product Content Lifecycle Management for Europe**" by Manfred Jürgens of the Markant Group and myself. ECR Day participants can access our presentation via this link:

[TO THE PRESENTATION](#)

BYRD

The Product Content Lifecycle Management Technology



Reach the peak together – Master PIM and Product Content Lifecycle Management with us. Talk to our experts about **BYRD**, our innovative Product Content Lifecycle Management technology, and reach new heights. We can help you efficiently manage, optimise and share your product information across channels.

[GO TO THE PRODUCT DEMO](#)

Arrange a [product demo](#) today or send us an [email](#). We look forward to hearing from you!

Best regards
Björn Bayard and the BAYARD Team



BYRD – The Product Content Lifecycle Management Technology. With **BYRD** we offer a smart Product Content Lifecycle Management technology with industry-specific packages that can be used out-of-the-box with no customisation or implementation effort.

[MORE ABOUT BYRD](#)

Bring your Product Content to Life.



BAYARD GmbH | Agrippinawerft 30 | 50678 Cologne | Germany
Amtsgericht Köln HRB 75610 | CEOs: Björn Bayard, Mark Michaelis
©2023

If you no longer wish to receive this email (to: {EMAIL}), you can unsubscribe [here](#) free of charge.