



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

the role of AI in the product content lifecycle is currently being fundamentally redefined, including for us at **BYRD**.

Particularly in the **FMCG and retail environment**, generative AI has long moved beyond efficiency gains and is transforming how product data is created, structured and used across the entire value chain. We deploy AI specifically where it tangibly improves the handling of **Product Content**, from creation and enrichment through to **quality assurance and scalable delivery in PXM**.

For me, the real added value lies with the consumer, as relevant, **consistent Product Information** provides guidance, facilitates purchasing decisions and strengthens trust in the brand and product.

In this context, we explore the topic in our new **White Paper 'PIM Maturity'** and demonstrate how companies can strategically develop their data infrastructure and make it fit for AI-supported PXM. The integrated checklist helps you assess your own level of maturity and identify concrete next steps. In addition, our latest **publication article** examines **PXM trends for 2026**, focusing on AI, data quality and connected ecosystems.

I would also like to invite you to discuss AI strategies in retail and E-commerce in person. My team will be at the **Multichannel Day** at the RheinEnergie Stadium in Cologne on 23 April 2026 and looks forward to engaging in exciting discussions.

Warm regards,
Your
Björn Bayard



MULTICHANNELDAY 2026

23.04.2026 | RheinEnergie Stadion Cologne

Our team will be attending **Multichannel Day** in Cologne, Germany's largest trade fair for digital retail.



The event offers a comprehensive programme featuring renowned speakers, over 40 talks and workshops across multiple stages, practical insights into topics such as marketplace strategies, social commerce, the **use of AI in retail**, fulfilment, logistics and legal matters, as well as plenty of opportunities for networking and exchanging ideas with experts and other industry representatives.

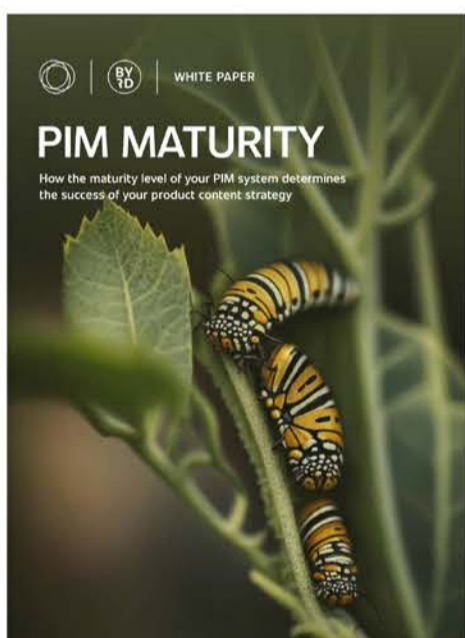
Christian Schmitz, **Sasaphin Lennartz** and **Daniel Lorbach** are very much looking forward to engaging in exciting discussions, learning from one another and exchanging views with you on current trends and successful strategies in e-commerce.

[INFORMATION ABOUT MULTICHANNELDAY](#)

WHITE PAPER: PIM Maturity

How the maturity level of your PIM system determines the success of your product content strategy

The importance of PIM for a successful business cannot be overstated.



As a **central data hub**, the **PIM manages key processes** for product management, marketing, sales and customer service, and provides the data foundation for data and analytics to generate strategically relevant business insights.

Modern PIM systems are increasingly evolving into platforms for Product Experience Management (PXM), which not only manage product data but also enable channel- and target group-specific product experiences throughout the entire customer journey.

[READ NOW](#)

PUBLICATIONS: The key PXM trends for 2026

A focus on AI, data quality and ecosystems



How companies are using intelligent Product Experience Management to boost revenue, scale processes and prepare for new regulatory requirements. **Product Experience Management (PXM)** is evolving rapidly - driven by rising customer expectations, new regulatory requirements and the increasing use of AI.

[READ NOW & BE INSPIRED](#)

Fix your Product Content Problems - with BYRD



BYRD is your **Product Content Management Solution** for digital commerce. Automate **Product Data Syndication** to retailers, marketplaces, and data pools, connect seamlessly with suppliers, and ensure consistent content across all channels. Reduce manual effort, avoid errors, and accelerate your time-to-market.

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