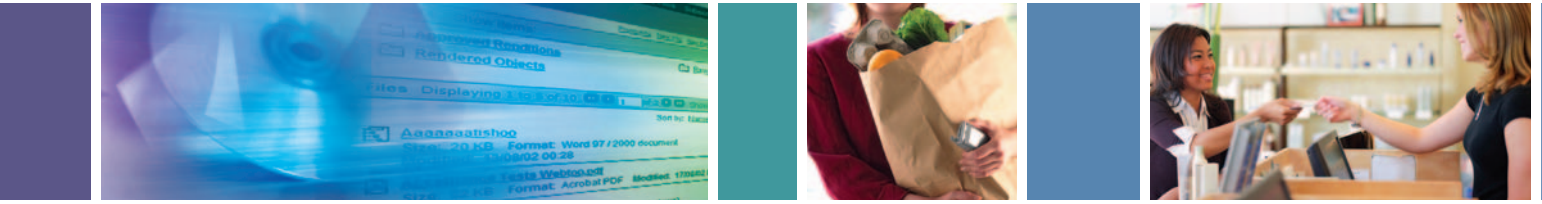


industry solutions



**EMC Documentum Solutions for Retail**

**EMC Documentum—Enriching Business Processes with Enterprise Content**

In retail, after all the numbers are crunched and the trends deconstructed, it comes down to this: it's a buyer's market. So more than supply chain efficiency, more than product innovation, the key to retailing success is knowing the consumer—who is becoming more difficult to understand and less predictable by the day. If ever there was a compelling argument for creating a seamless flow of accurate product information, it's in retail where responding quickly to changing demands across all customer touch points is the new retail imperative.



*The graphic above illustrates the ability of enterprise content management to integrate the content value chain across the primary functional areas of a retail company.*

**Highlights**

- Promotes merchandising consistency
- Unifies multichannel marketing
- Speeds the introduction of new products
- Streamlines the supply chain
- Enhances collaboration with vendors
- Supports the creation of high-margin services

**EMC Documentum—Up to the Challenge**

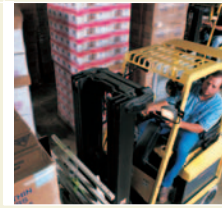
The content value chain describes how essential processes are related in an organization and how content moves and is used across those processes. By uniting information across the retail content value chain, EMC Documentum® helps improve merchandising consistency, deliver high-touch customer service, support demand driven inventory management, and speed new product introduction.

In fact, for every content management challenge a retail company faces, Documentum provides a solution. And

with our standards-based platform and world-class partner integrations, the opportunities to leverage Documentum throughout your organization are virtually unlimited. Documentum can help you exploit the natural relationships between content and processes that start in vendor management and merchandise planning and extend through advertising, sales, and store operations—which means your business becomes more agile, more responsive, and more competitive.

On the following pages, we profile solutions that illustrate the varied ways in which Documentum is used in every area of organizations in the retail industry.

**Vendor Management:** *Fierce competition and shrinking profit margins demand that retailers streamline and enrich the exchange of information with vendors and suppliers. It's one of the keys to reducing the cost of goods sold and effectively managing just-in-time inventories.*



1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

5: Business Operations and Corporate Administration

**Solution: Vendor Portal**

## A Major Office Products Retailer

*“EMC Documentum creates an environment that enables us to work efficiently with our vendors. We deal with an enormous volume of product content and Documentum ensures that it is accurate across channels.”*

*Director of Global Content Management*

*This company sells office products to customers in countries all over the world. Its distribution channels include stores, direct mail, contract delivery, the Internet, and business-to-business electronic commerce.*

### Challenge

This company interacts with thousands of vendors and hundreds of thousands of vendor products. Product content from these vendors, such as still images, audio, and video files, is used in the company's print and online catalogs and must be frequently updated. Vendors submitted content through e-mail attachments and on a variety of digital media forwarded by mail. Maintaining version control was a constant problem that made consistent communication across channels virtually impossible. The company wanted to enable vendors to submit content directly to a common repository that could be managed and integrated with its catalog management system.

### Solution

The company deployed EMC Documentum to manage its rich media and created a portal that allowed vendors to submit content to a Documentum repository from outside the corporate firewall. Documentum Digital Asset Manager simplifies the handling of rich media with thumbnail viewing, enhanced search, and the ability to generate low-resolution renditions that can be easily moved across a network without creating bandwidth gridlock. Once inside the repository, Documentum workflow and

version control were applied to each content asset. For example, accurate versioning ensures that newspaper advertisements used the same product images as those displayed on the company's e-commerce site. Or that website images match products currently available in stores. The portal also enables vendors, such as 3M, Microsoft, or Logitech, to establish merchandising guidelines for their products.

### Results

As many as 500 internal users work with product content from the Documentum repository. The vendor portal increases the efficiency of content publication to all channels and reduces publishing time while improving content accuracy. Customized workflows also help synchronize legacy systems with the portal solution. With Documentum, the company can leverage the power of multichannel publishing to compete in a global market, while simplifying and streamlining the content submission process for vendors.

### Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Web Publisher
- Documentum Media Transformation Services
- Documentum Site Caching Services



**Merchandise Planning and Distribution:** *Selling effectively across multiple channels requires the coordinated use of information to track product performance and improve planning, buying, and inventory-control decision making.*

1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

5: Business Operations and Corporate Administration

## Solution: Product Design and Development

# A Global Fashion Retailer

*“EMC Documentum has enabled us to optimize our product design process including the promotion of design collections. Our design cycle time is reduced, which means we can launch faster and respond to trends more effectively.”*

*Design Process Coordinator*

*This company operates in 120 countries around the world. Its core business is clothing, which it markets under a variety of well-known brands. It produces more than 110 million garments every year, primarily in Europe. The company's retail network of 5,000 stores is focused on large floor-space points of sale offering high quality customer service.*

### Challenge

Over the last four years, the company has been under increasing pressure from competitors such as Gap, Zara, and Abercrombie & Fitch. As a result, it wanted to optimize business processes and use resources more effectively to support creativity and respond more quickly to fashion trends. The company identified four content-related initiatives to achieve these goals: content management integration with SAP, electronic document management for administration and archiving, Web content management to support 15 websites, and digital asset management for its product design system.

### Solution

The firm chose EMC Documentum to deploy a content infrastructure that would support all of its enterprise content management needs. This comprehensive solution unites specific content applications through a single platform that integrates its product design tools, websites and intranet, ERP system, and administrative support. Each individual content solution is connected to a multi-media knowledge base that supports the product design phase and the

production of marketing and promotional materials. It enables any ad campaign, photograph, or video featuring a product collection to be retrieved instantaneously.

### Results

The company expects their Documentum solution to enable the company to expand from two to four collections per year while controlling costs and optimizing resource usage. It will also allow better response to fashion trends and competitive pressures with faster supplementary product launches throughout the year. Documentum will shorten design cycle time, increase productivity, and streamline advertising, marketing, and promotion.

### Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Media Transformation Services
- Documentum Content Services for SAP



**Advertising and Promotion:** Consumers are awash in advertising and promotional messages. To make an impact, these communications have to be driven by information that takes into account past purchase behavior, season, locale, and the competitive environment.

1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

5: Business Operations and Corporate Administration

## Solution: Product Image Management

# A Global Business-to-Business Office Products Retailer

*“Product images can be a barrier or an enabler in e-commerce transactions. Our product image management solution powered by EMC Documentum helps us deliver a high level of image quality on a consistent basis. We can make changes in minutes and also deliver value-added support content including video.”*

*Vice President of eBusiness Services*

*With operations around the world, this company is one of the largest business-to-business providers of essential office and computer products. It is a wholly owned subsidiary of one of the world's major suppliers of office products and graphic systems for the business market.*

### Challenge

This company's e-commerce site handles more than 50,000 national brands and 100,000 local and proprietary products. Over 100,000 product lines are ordered every day. Research revealed that product images were extremely important in helping customers make a purchase decision with two key factors—image size and quality—having the biggest impact. With more than 100,000 images to manage and the necessity of daily changes, the company needed a system that would automate the creation and publication of images to the site. It also wanted this system to manage and publish supporting content such as manufacturing safety data sheets, technical specifications, warranties, and rich media.

### Solution

Building on the EMC Documentum infrastructure that already supported a vendor portal, the company created a management system for product images. Through templates and workflow, the system enforces image standards and ensures image quality and consistency. Documentum streamlined and automated the publishing process and enabled the company to supplement basic product information with rich media such as product demonstration video clips.

### Results

With Documentum, the company was able to respond directly to important customer purchase drivers while improving its internal business processes. The solution reduces the time for routine image updates from weeks to minutes and enables content owners to publish quickly without IT involvement. Rapid publishing is important because customers require accurate, up-to-date information to make informed decisions on the company's vast selection of products. Reliable content can be the difference between making or losing a sale. The same system that manages images also controls the consistency and accuracy of all website content. Documentum helps the company achieve two of its strategic objectives: to acquire customers at low cost and sell more products to its established customer base.

### Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Media Transformation Services



**Sales and Store Operations:** *Today's successful retailers use all their information assets to fine tune store layout, merchandise display, customer service, and ease of checkout. These are the elements that can turn browsers into buyers.*

1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

5: Business Operations and Corporate Administration

## Solution: Associate Portal

# One of the World's Largest Home Improvement Retailers

*"From the beginning, we decided on an enterprise approach to content management and EMC Documentum was the clear choice for an enterprise platform. We've already recognized tangible efficiencies with our UPC codebook and planogram solutions."*

**Chief Systems Engineer**

*Founded in the late 1970s, this company is one of the top five home improvement retailers, catering to do-it-yourselfers as well as professionals in the home improvement, construction, and building maintenance markets. It operates more than 1,700 stores across North America.*

### Challenge

This company recognized that it had critical content management needs throughout the enterprise. During an assessment phase, while it evaluated ECM solution providers, the company identified more than 40 projects that depended substantially on managing enterprise content. One of the most pressing was its UPC codebook—a paper document distributed to stores that enabled cashiers to find UPC codes for merchandise, such as paving stones, nuts, bolts, and straw, which did not have barcodes. Thirty versions of the book, each containing thousands of products, were needed to service different regions of the country. The accuracy of the contents was a constant problem because the books were only updated once a year to control printing and distribution expenses.

### Solution

Choosing EMC Documentum as its ECM platform, the company formed a team to coordinate content management initiatives across the enterprise. For the UPC codebook, it leveraged Documentum virtual document technology. Codebook components are managed as XML content and rapidly assembled in multiple renditions for electronic distribution. Cashiers compare an item to an image from the codebook

displayed on their touch screen registers. By touching the image, a cashier automatically receives the UPC code and its price information. The solution also enables a rendition customized for customer self-service stations. The company used Documentum in a similar way to create and distribute planograms—documents that contain pictures and detailed diagrams of efficient merchandise racking and display options. With Documentum, planograms managed with version control are available to store managers through an employee portal.

### Results

Now, the company updates and distributes the UPC codebook once a month, dramatically increasing its accuracy. The electronic codebook speeds checkout time, improves the customer experience at self-service stations, and eliminates the cost of printing and physical distribution. The planogram solution ensures that valuable retail floor space is used in a consistent, attractive, and efficient manner.

### Recommended Product Suite

- Documentum Content Server
- Documentum Web Publisher
- Documentum Site Caching Services
- Documentum Content Transformation Services

**Sales and Store Operations:** *Boosting revenue per customer is a more cost-effective growth strategy than battling for market share with competitive equals. That's why effective merchandising is so critical, regardless of the channel.*



1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

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## Solution: Website Management

# A Global Retail Products Company

*“EMC Documentum brought order to the complete chaos of our websites. It has improved every aspect of Web publishing—speed, accuracy, and brand consistency—and reduced our dependence on outside agencies.”*

*Internet Services Manager*

*This company is a manufacturer and marketer of high-quality, brand-name apparel for consumers throughout the world. With headquarters in Chicago, it has operations in 55 countries and markets branded products in nearly 200 nations. The company employs 145,800 people worldwide.*

### Challenge

This company maintained websites that serve its underwear, casual wear, socks, intimate apparel, and footwear brands. These were support sites for catalog shoppers, that also featured an e-commerce component. As the sites grew in content, featuring a greater selection of sizes and styles, they became increasingly difficult to manage and control. The primary website for these brands was spread across five domains. Each area had a slightly different look and feel and it was impossible to make changes across all of the sites simultaneously. A secondary site presented the same issues. In addition, the company was incurring enormous expense from outside contractors for website changes and maintenance.

### Solution

The company turned to EMC Documentum for a solution that enabled non-technical users to update Web content while IT services controlled layout, navigation, and maintained the appropriate use of brand assets. Documentum support for XML enables the technical team to use Macromedia Dreamweaver and other popular development tools to create content that is managed in a central content repository. Over a dozen

templates were created in Documentum Web Publisher to facilitate content changes and control layout on the websites. The templates contained an embedded workflow, which ensures that content is reviewed and approved before publication.

### Results

The company relaunched both sites using Documentum. Now business users can make site-wide content updates without involving IT or creative staff. Site content is totally accurate; brand usage is consistent; and Web publishing time has been reduced from weeks to minutes. The company also reduced its dependence on outside Web agencies by 80 percent while enabling internal IT staff to focus on critical technology infrastructure projects.

### Recommended Product Suite

- Documentum Content Server
- Documentum Web Publisher
- Documentum Site Delivery Services



**Business Operations and Corporate Administration:** *The seasonality of retail means big-money decisions are made months in advance. Accurate forecasting and informed decision making, the keys to consistent profitability, require on-demand access to information from all parts of the organization.*

1: Vendor Management

2: Merchandise Planning and Distribution

3: Advertising and Promotion

4: Sales and Store Operations

5: Business Operations and Corporate Administration

## Solution: AP/AR Processing

# A Global Business-to-Business Office Products Retailer

*“Customer self-service is a major force behind our development efforts and EMC Documentum enables us to manage and deploy customer information in a secure and scalable manner. It is reliable and easily integrates with our applications and development tools.”*

*Vice President of eBusiness Services*

*This company extended its EMC Documentum infrastructure to enhance customer service through its market-leading B2B e-commerce procurement website.*

### Challenge

E-commerce has moved from the fringe to the mainstream. But with this growing acceptance, customer turnover is a persistent obstacle to growing profits. This company, a pioneer in business-to-business e-commerce, constantly searches for ways to increase customer loyalty. A five percent increase in customer retention can yield a 25 to 100 percent increase in profits. Loyal customers buy more and refer others. And it costs less to retain existing customers than it does to acquire new ones. The company wanted to add new features to its online ordering site, which would create a better Web experience for customers.

### Solution

The company has been a Documentum customer since 1996 when it deployed a solution to store, access, and manage its internal forms and financial documents and make them accessible over the Web. Based on research that indicated customers wanted more self-service features, it extended the Documentum platform to give customers access to online invoicing and reporting capabilities. Using Documentum, customer invoices are securely pushed to a customer when requested. They are stored in XML and presented using XML templates or rendered as PDFs. Customers can easily

search for specific information within an invoice and print out a subset of its contents—one page, for instance, instead of twenty. The online reporting function, which leveraged the invoicing capability, enabled the company to deliver paperless reports on product usage and buying performance scorecards for discounts.

### Results

With online invoice delivery the company saves between \$60 and \$100 per invoice in printing and delivery costs. The feature also cuts the average customer service call time by 60 percent. Currently, 1500 customers use the online invoicing feature. The company also uses Documentum to automate the creation and publication of product content and images to the website, reducing the time for routine updates from weeks to minutes and enabling content owners to publish without IT involvement.

### Recommended Product Suite

- Documentum Content Server
- Documentum Business Process Manager
- Documentum Business Process Services
- Documentum Content Transformation Services
- Documentum Webtop

## EMC Documentum—The Solution of Choice for Companies in Retail

As retail companies continually battle to remain price competitive within their niches and improve execution across their supply chains, they must strive to establish unique value propositions that resonate strongly with a precisely defined target. They must use information to manage inventory more effectively, improve operational efficiency, and, above all, speak meaningfully to their customers across channels. That's why these organizations rely on Documentum. Award-winning Documentum solutions unite content and business processes from merchandise planning and distribution to advertising, sales, and store operations. When every customer counts, every sales opportunity prized, and no channel can be neglected, you need Documentum.

To learn how Documentum can deliver improved business performance to your retail enterprise, visit us online at [www.EMC.com/documentum](http://www.EMC.com/documentum) or call **800.607.9546** (outside the U.S.: +1.925.600.5802).

### About Documentum Software from EMC

Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations,

from documents and discussions to e-mail, Web pages, records, and rich media. With Documentum enterprise content management, organizations improve their competitive advantage by accelerating time to market, increasing customer satisfaction, and reducing operating costs.



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