Product Library: Partner Content

iQmetrix®

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Overview

iQmetrix

At iQmetrix, we are servicing over 15,000 retail stores. Our goal is to create great retail experiences, for consumers, for retailers and their employees. iQmetrix is delivering an omni-channel experience that bridges the gap between the physical and virtual retail channels. We offer the latest in retail management and consumer experience technology.

Platform

In order to be able to deliver an omni-channel experience, iQmetrix has developed a Platform of services that provide shared functionality and shared data to power experiences across many different applications and form factors. By providing APIs that 3rd parties can consume iQmetrix is able to extend the functionality and data to 3rd parties so they can create experiences around the iQmetrix ecosystem. Our Platform ensures that iQmetrix, our retailers and our partners are able to continue to innovate and grow.

Overview of Product Library

The iQmetrix Product Library is a solution for master data management. It provides our partners and clients with a structured, consistent, cross-platform solution to product management. This cloud-based solution allows partners (suppliers, manufacturers, carriers and retailers) to push product content to iQmetrix. That content is then curated and polished by iQmetrix to consolidate sources and provide the best product to consuming applications.

This content is used by various iQmetrix applications; XQ, RQ, BI, eCommerce and tablet versions of RQ. It is also available through APIs for 3rd party applications.

There are three main pillars of Product Library:

- Master Data - is the concept of storing a master record of all products and sharing those throughout the iQmetrix ecosystem so that there is a consistent experience of a product through each application and each retailer.
- Structure - is the concept of being able to create a hierarchical structure of a product that allows for aggregation of a product in consumer-facing applications and also the ability to report on various aspects of a product model and structure.
- Rich Content - is the concept of being able to provide the selling points and benefits of a product in a rich format that consumers have come to expect in their shopping experience.

Value for Partners

For partners of iQmetrix, there are several significant gains they receive by providing content for the Product Library.

Consistent Brand Message

When partners push product content to iQmetrix, this content is used across thousands of retailer locations, ensuring that each of these locations is displaying a consistent brand message. This helps to ensure that the vision a partner has for their product line is being delivered to end consumers.

Increased Awareness & Engagement - Consumers

It goes without saying that consumers need to be aware of products in order to purchase them. Providing product content to iQmetrix ensures that consumers are aware of the products available to them.

It is not, however, enough for consumers to be merely aware of the product's existence. In order to convert initial interest to an actual sale consumers need to be aware of the qualities and selling features of a product. Today's consumers are very knowledgeable and require more information to make purchasing decisions. Providing rich content to the Product Library ensures that potential customers have the information they need to confidently make purchases.
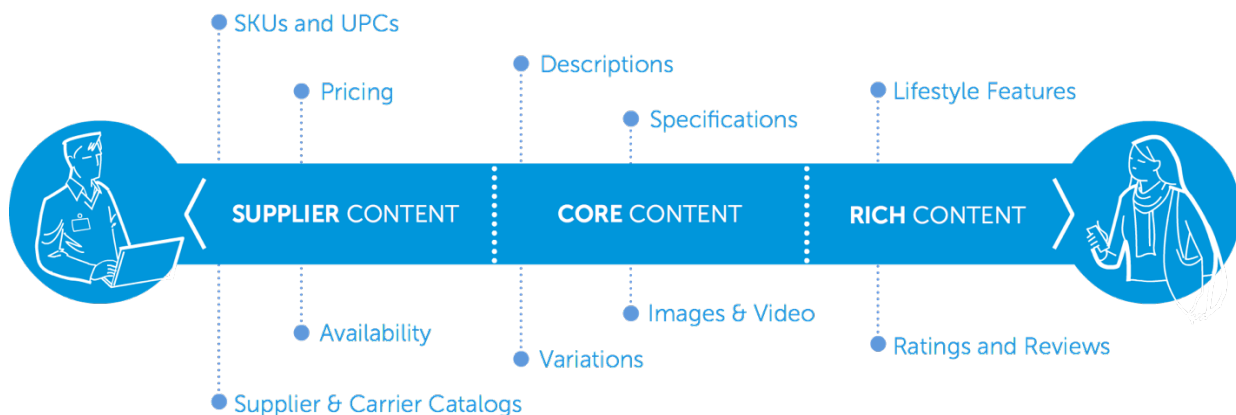
Endless Isle - Dropship

For any supplier or manufacturer, increasing distribution is critical to growing business. There is a disruption in the retail world at the moment and with the consumer adoption of online and mobile shopping, it is key for brick-and-mortar stores to bridge the gap between that online experience and in-store experience. One of the key strategies for bridging that gap is Dropship. Dropship allows retailers to offer an endless isle within their store, providing consumers with the choice they have online with the in-store personal experience. This offers a huge opportunity for the supply chain to increase their distribution by being able to offer more (if not all) of their product line directly to consumers. Pushing product content to the Product Library is a requirement for Dropship.

Supplier Integration

On top of the Dropship program there are a number of other supply chain integrations that iQmetrix can provide that will bring value to suppliers. Programs like VMI are much smoother when content is provided to the Product Library, reducing and in some cases eliminating data entry. Subscriptions allow suppliers, manufacturers and others to create catalogs that a retailer can subscribe to. These catalogs can be used to list out products for Dropship, VMI, recommended products, specials, etc.

Types of Content

There are three main categories of content that a product can have. These areas serve different purposes which serve a range from the supply chain to the consumer.

- SKUs and UPCs
- Pricing
- Descriptions
- Specifications
- Lifestyle Features

SUPPLIER CONTENT **CORE** CONTENT **RICH** CONTENT

- Availability
- Supplier & Carrier Catalogs
- Variations
- Images & Video
- Ratings and Reviews

Supplier Content

Supplier content comprises the core product details that power the supply chain experience in the iQmetrix ecosystem.

Examples:

- Product Name
- Classification - the categorization of the product
- SKUs - Manufacturer and Supplier
- UPCs
- Pricing - MSRP, Wholesale Costs, etc.
- Availability - Stock availability, end of life, etc.
- Catalogs

Core Content

The core content of a product helps to educate consumers and sales staff around the features of a product. This content allows consumers to feel confident they will get the product they want.

Examples:

- Descriptions - Long and short descriptions of the product
- Specifications (depending on product type)
    - o Dimensions
    - o Technical Features
    - o Attributes (color tags, swatches, etc.)
- Compatibility
    - o Specific compatible products
    - o Recommended companion products
    - o Comparable products
- Images & Video
    - o High-resolution images
    - o Videos
    - o Ads
    - o Technical demonstrations

Rich Content

The rich content is what really helps the consumer understand the value of the product in the context of how it will be used and make their purchasing decision. The concept of the rich content is to

provide the consumer with an understanding of how the product will fit in their lifestyle and what benefits it will bring for them.

Examples:

- Lifestyle features - the selling points of a product
- Reviews – consumer, sales staff, or expert reviews
- Ratings
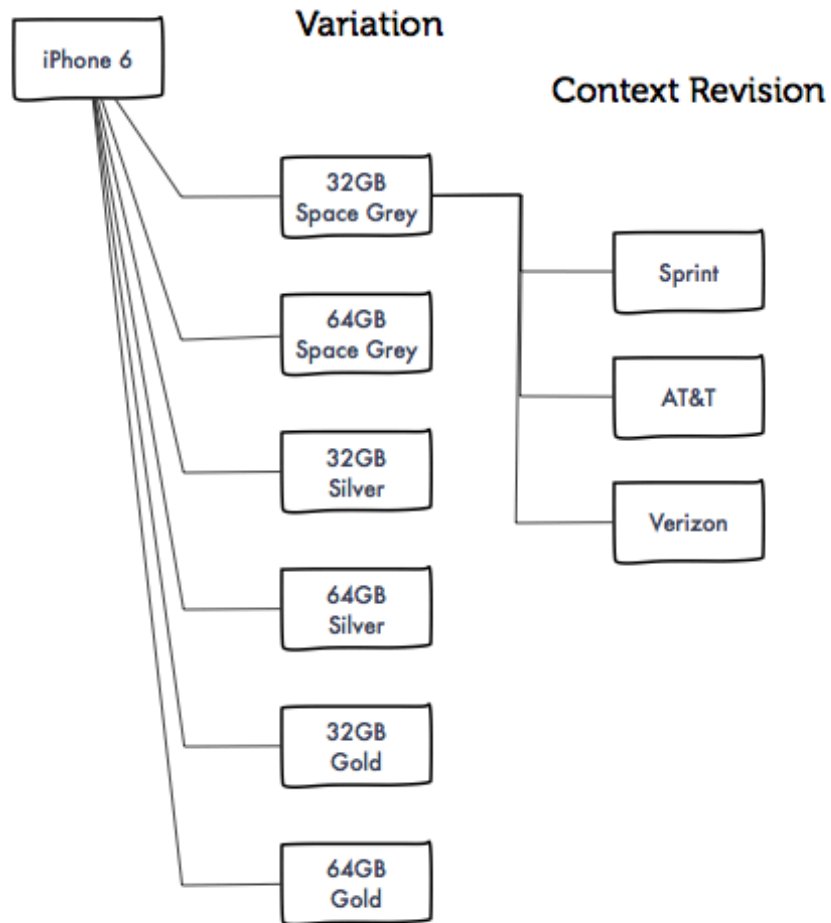- Advertising material

Structure

One of the key pillars of the Product Library is the structure of the product. Within the Product Library all products are structured by Master Product (the model) and Variations.

Master Products are the aggregation of variations of a product. Consumer-facing applications like eCommerce and XQ will use the master product to drive the display of a product. Variations are the individual sellable products, products can have variations on one or more specifications (color, size, capacity, etc.).

A third level of the structure allows for specific revisions of product content. Context Revisions take one variation and make revisions of content (descriptions, images, SKUs, etc.) that are specific to a context.

Contexts can be geographical: Country, region, state, city. They can also be entity-based: Carrier, Supplier or Retailer. These context revisions allow the Product Library to store specific information that is unique or different to that context.

Master Product (Model)

Variation

Context Revision

iPhone 6

32GB Space Grey

64GB Space Grey

32GB Silver

64GB Silver

32GB Gold

64GB Gold

Sprint

AT&T

Verizon

Requirements for Content

The following outlines some high level requirements for content fields. For a more in-depth listing of content fields, please refer/request the specific content fields document for the industry in which you are interested in supplying content.

Supplier Content

For supplier content there are a few pieces of content that are considered required in order to be able to push content to the iQmetrix.

Required:

- Product Name
- Model
- UPC
- Classification
- Variation Field(s)
- Supplier and/or Manufacturer SKU

Recommended:

- Last Modified Date
- Release Date
- Status (discontinued, in stock, upcoming, etc.)
- Manufacturer Name

Core Content

To ensure the viability of consumer-facing applications, product images are required. Additional content like videos and detailed product specifications are not required but are highly recommended as they significantly increase consumer education and engagement.

Images

Acceptable Image Resolution

- Minimum Height: 620px
- Minimum Width: 660px

Recommended Image Resolution

- Minimum Height: 930px
- Minimum Width: 990px

Ideal Image Resolution (ensures optimal consumer experience on emerging platforms with high-resolution displays like tablets and 4k screens)

- Minimum Height: 1500px
- Minimum Width: 1500px

Accepted File Formats:

- jpg, jpeg, png, bmp

Videos

For videos, horizontal videos are preferred, but vertical videos can be used for AdPlay and other applications.

Accepted videos may be up to 2 GB in size in the following formats: 3g2, 3gp, asf, avi, flv, mkv, mov, mp4, mpg, mpeg, mpeg4, ogg, ogm, ogv, rm, vob, webm, wmv (all incoming videos are automatically re-encoded for use by Product Library applications)

Detailed Product Specifications

Specifications will vary with different product classifications and are covered by technical documentation. Common specifications include: Color, Dimensions, Weight, etc.

Rich Content

Lifestyle Features

Lifestyle features are the selling points of a product. Not all products will carry lifestyle features, but those products that are of high value or high importance should have lifestyle features. These features help the consumer understand how the product would fit with their lifestyle.

Lifestyle have the following properties: Title, Body, Image, Lifestyle Layout.
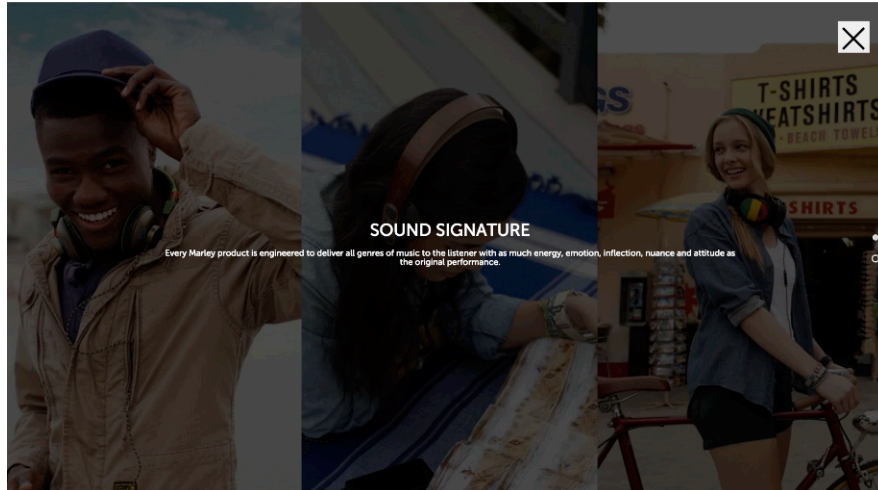
Review Content

Review content can vary widely in content and format. If review content is available please describe what is available and how it is sourced.

Advertising Content

Any ready-made advertising content, in the form of images or video can be used either with lifestyle features or for XQ AdPlay application.

Content Feeds

Content feeds are the method through which content is provided to iQmetrix. These feeds are aggregated together and then published to the iQmetrix Content Team for curation into the Product Library. There are three methods of providing content through these feeds.

APIs

The preferred method is to utilize the iQmetrix public content feed APIs. These APIs allow partners to pull back all the classification and field definitions. With these definitions the partner can add new products to the feed with whatever content they have ensuring consistent, accurate, and effective use in applications. Full documentation is available for these APIs upon request.

Custom Adapter

If a partner has a web service or other delivery method for their content, then iQmetrix can create a custom adapter that will pull the content from the partner's solution and bring that content into the feed aggregator. Development and maintenance costs will apply to custom adapters.

Spreadsheet (csv) imports

The last option, is for a spreadsheet (.csv) import of content. Though this approach can work, it is considered a very last resort for iQmetrix. There is little to no validation through this process and content coming from feeds that use this approach are often flawed and thus their integration deprioritized.

Security

iQmetrix values the investment our partners make in generating and providing rich product content for our mutual clients. iQmetrix's content feed integrations do not allow any 3rd parties to view or pull content from Product Library thus ensuring that the content provided is used as intended to help retailers sell products.

Important Field Definitions

Category	Field	Description	Type
Feed Management			
	Last Modified Date	The date that the product was last modified	date
	Created date	The date that the product was created	date
	Status	The status of the product, discontinued, in stock, etc.	single-line text
General			
	Product Name	The name of the Product, as per the manufacturer	single-line text
	Model	The model of the Product	single-line text
	Variation Field(s)	Which field(s) on the product are variant field(s)	single-line text
	Classification	The category of the product (Case, Smartphone, Charger, etc.)	single-line text
	Short Description	Tag line for the product	single-line text
	Long Description	Full marketing description for a product	multi-line text
	MSRP	Recommended price	currency
	Release Date	The release date of the product	date
	Manufacturer Name	The name of the manufacturer of the product	single-line text
	Manufacturer SKU	SKU from the manufacturer	alpha-numeric
	Vendor SKU	SKU	alpha-numeric
	UPC	Barcode for the product	numeric
	Color		single-line text
Dimensions			
	Height	Height of the product	single-line text
	Width	Width of the product	single-line text
	Depth	Depth of the product	single-line text
	Weight	Weight of the product	single-line text
Rich Content			
	Images	URLs for where the images are stored	URL
	Videos	URLs for where the videos are stored	URL
	Lifestyle Images	URLs for where the lifestyle features are stored	URL