

www.vinieo.com



Providing Trusted Source &
Intelligent Insights to your Products

VINIEO PIM cloud based software, simplifies Product Information Management for brands, retailers and distributors, enabling product marketing professionals to collect, enrich content and distribute across all channels to sell more, faster.

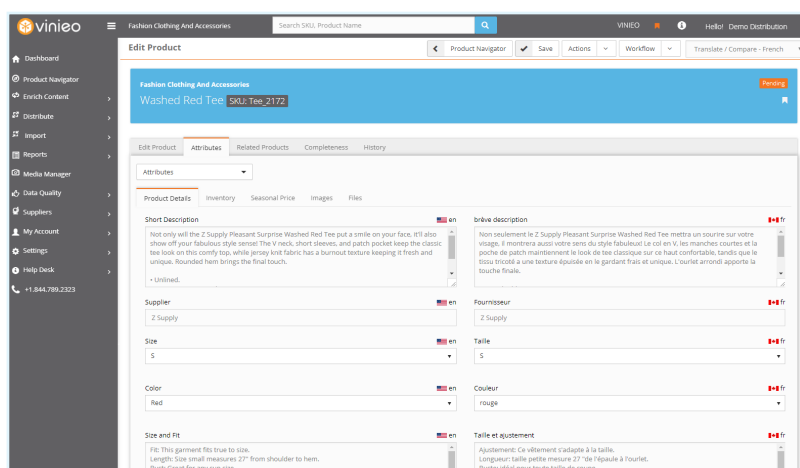
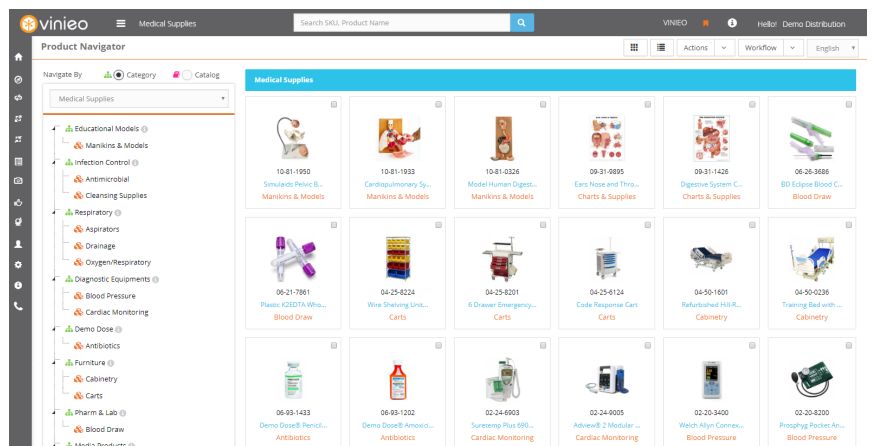


With VINIEO PIM you can:

- ✓ Trust Your Product Data
- ✓ Create & Manage Rich Content
- ✓ Classify & Organize Products
- ✓ Improve Product Data Quality
- ✓ Accelerate Product Introductions
- ✓ Enable Omnichannel Commerce
- ✓ Manage Multiple Catalogs
- ✓ Distribute To Any Sales Channel
- ✓ Increase Global Customer Reach
- ✓ Collaborate With Suppliers

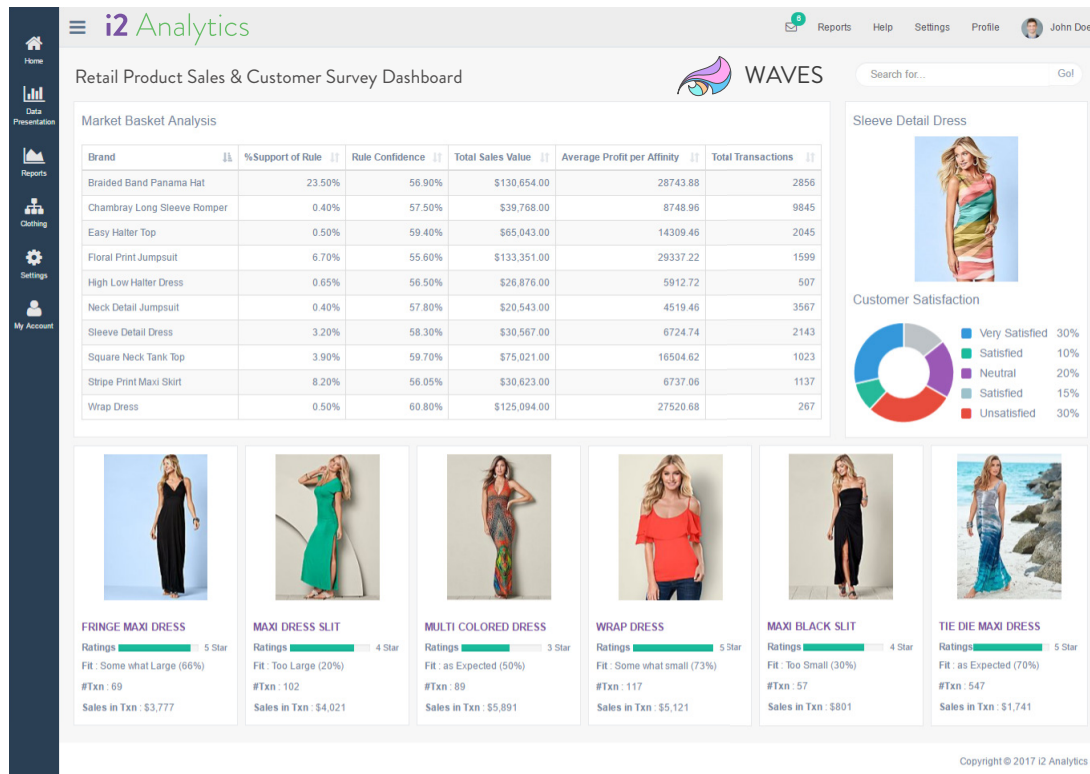
Key Features:

- Intuitive Web based functionality
- Manage unlimited items & attributes
- Manage price, category & images
- Product readiness dashboard
- Workflow approval and audit log
- Digital asset management
- Multiple language support
- Web based PDF catalog creator
- Integrated Product Analytics



- Export & Import product data
- InDesign plug-in for print catalog
- Marketplace integration
- Social media publishing
- Supplier portal to share product content
- Custom ecommerce web site integration
- Anytime, Anywhere cloud software access
- 24/7 customer service

VINIEO's i2 Analytics is a cloud based, ready-to-use solution that provides data driven analytics to make intelligent decisions that drive sales and profit. i2 can provide insight for every analytical process such as: product assortment, category assessment, price optimization, inventory, promotion campaign, product placement, visitor, sales and shipment and supplier.



i2 Retail Analytics

- Provides intelligent insight of all your merchandising and store analytics needs
- Analyze traffic, average sales over time, conversion rate and gross margin

i2 E-Commerce Analytics

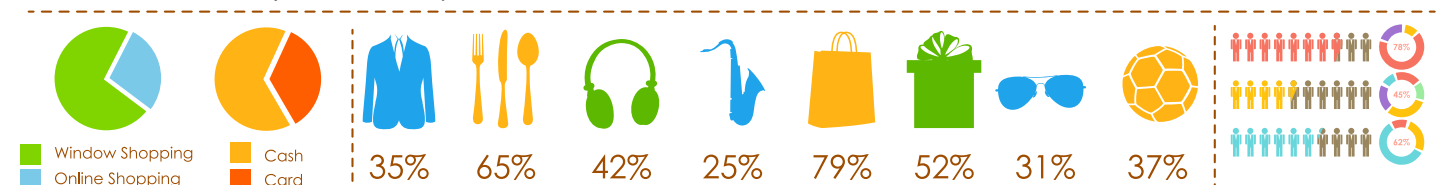
- Provides real-time analytics for sales, inventory, visitor, Web and mobile statistics
- Provides multichannel analytics to drive email, social media and mobile push campaigns

i2 Customer Analytics

- Understand your customer behavior and engage in effective personalized marketing
- Geo location, List segmentation analytics
- Market basket analysis & Churn prediction

Key Features:

- ✓ Pre-configured metrics & dashboards
- ✓ Organized by role & functions
- ✓ Big Data & Real Time IoT data analytics
- ✓ Impact analysis across all channels
- ✓ Secure connection to on-premise data
- ✓ Hybrid architecture: cloud or on-premise data
- ✓ **Simple setup:** Pre-built data connectors and well defined process accelerates the data loading to i2 Analytics database in cloud and you will be ready to make informed decisions for your business.



Rich Product Content Creation & Setup Service

VINIEO provides product data service to collect variant items, sku , categories, description, images, specifications from suppliers, manufacturers and update your product master data in VINIEO PIM system. Our service is fully customizable to your business need.

Categoryization: Product categorization helps customers easily navigate to find right products. Each product is placed in one or more category and normalized to ensure product search compatibility.

Searchable Attributes: For each sku and Category we collect and provide granular technical specifications that enable parametric and full text search.

Descriptions & SEO Content: Detailed descriptions for each product is collected with keywords to support web & mobile catalog search engine optimization.

Item & Image Setup: We collect manufacturer item (SKU) and provide content with uniform formatting.

Product Images: Product images are collected in various formats specifically for print, web and mobile.

Catalog Design & Publishing: Our team of catalog experts work with your marketing department to design Web & Print Catalogs.

Related Products & Accessories: Our product content experts research and collect related products and accessories for you to maximize sales potential with each product listing.

About VINIEO

VINIEO offers cloud-based product content management solution, VINIEO PIM to brands, retailers and suppliers to manage, optimize, and distribute consistent content to multiple channels. Our ready-to-use i2 Analytics solution is designed to provide a comprehensive metrics of product marketing, sales and customers for businesses to make informed decision.

We help B2C and B2B multichannel commerce and marketing professionals tell perfect product stories by distributing consistent and accurate product content across all channels. We are offering our product as a cloud hosted SaaS solution (Software-as-a-Service) so that companies can eliminate old way of maintaining products in spreadsheets, and use VINIEO PIM as 'single source of truth' for product information.

VINIEO, LLC. is headquartered in Maryland, USA with offices in India and Singapore. We offer 24 x 7 customer support and service from our global offices.

VINIEO's SaaS is securely hosted at Amazon AWS data centers and we fully leverage state of the art cloud, security, storage, Big Data and IoT services offered by AWS.



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