Role-Specific Templates for Action Planning

Retailers: Tackling Chaotic Supplier Data

Goal: Clean, consistent, scalable product content to improve speed and quality across channels.

Step	Activity	Responsibility	Outcome / KPI	Notes / Tools
1	Centralize supplier data & standardize inputs	Supplier data is chaotic, no central platform	Single source of truth	Data intake templates, onboarding
2	Automate data quality checks	Data Quality Analyst	% completeness, accuracy	Validation rules, automated reports
3	Normalize channel requirements	Channel Manager	Faster syndication	Channel specs, transformation rules
4	Automate cross-channel publishing	Operations / IT	Reduced time-to-market	Publishing workflows, APIs
5	Set up supplier onboarding & validation process	Supplier Relationship Manager	Reduced onboarding time, fewer errors	Supplier portals, training material

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Manufacturers: Ensuring Product Data Readiness
Goal: Deliver clean, unified, market-ready product data to partners and distributors.

Step	Activity	Responsibility	Outcome / KPI	Notes / Tools
1	Implement MDM to unify ERP, PLM, CRM, PIM data	Data Governance Lead	Unified data repository	MDM platform, integration tools
2	Define and structure product hierarchies	Product Manager	Clear variant, bundle, accessory hierarchies	Data modeling guidelines
3	Deliver clean, market-ready content in required formats	Content Delivery Manager	% compliance with partner specs	Export templates, format converters
4	Localize for global markets	Localization Manager	Multilingual, regulation-compliant content	Translation management systems
5	Align product, marketing & tech teams	Project Manager	Cross-team collaboration & accuracy	Collaboration platforms

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Brands: Creating Winning Digital Product Experiences
Goal: Centralize and enrich product content to deliver consistent, engaging experiences.

Step	Activity	Responsibility	Outcome / KPI	Notes / Tools
1	Centralize product content & digital assets	Content Manager	Single asset repository	DAM (Digital Asset Management)
2	Ensure consistency across all touchpoints	Brand Manager	Consistent brand experience	Style guides, content governance
3	Create & deploy rich content (360° images, videos)	Marketing Manager	Increased conversion rates	Content creation tools
4	Prepare data for personalization	Data Analyst	Structured data usable by AI/CRM	Data structuring & tagging
5	Track product content performance using KPIs	Performance Analyst	Conversion uplift, time-to-publish	Analytics dashboards