

# CATALOGING & SEO EDITORIAL SERVICES

## Business Overview

Attracting customers and keeping them engaged on the site is imperative for succeeding in the eRetail market. For effective online retailing, unique SEO product descriptions, comprehensive specifications and images that makeup for the absence of touch and feel are critical. Moreover smart analytics tools can provide insights to enable 'mass-personalization' for better customer connect and higher conversions.

With the growing preference for mCommerce, eRetailers also face the additional challenge of creating content and images suitable for the form factor of the mobile devices.

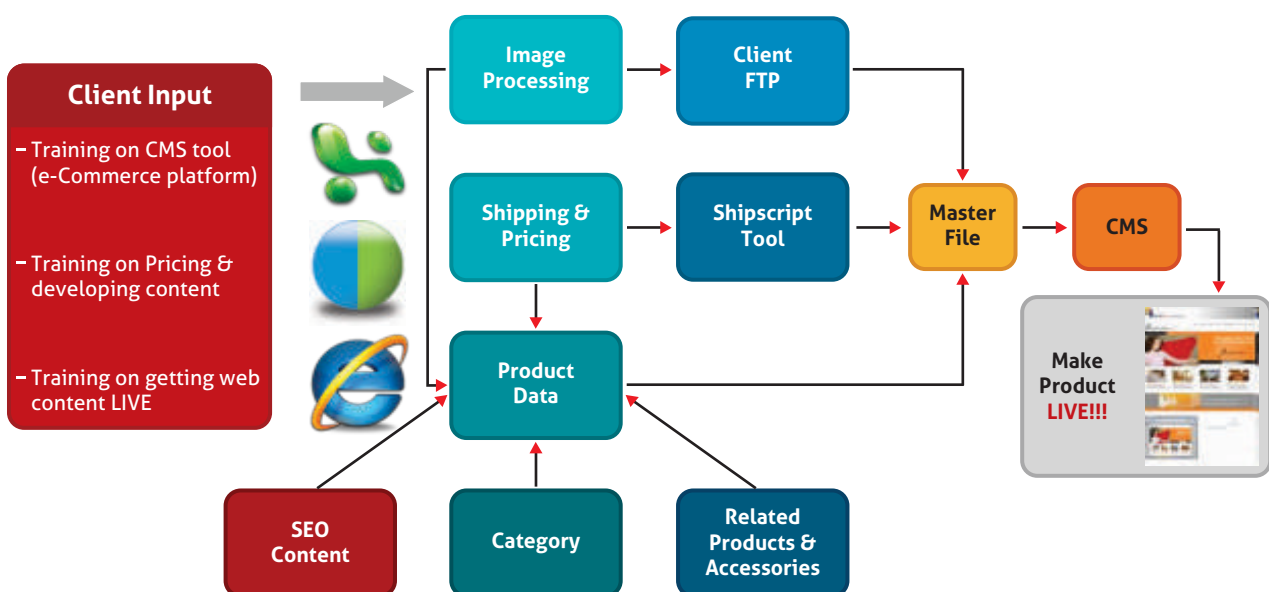
Datamatics has worked with some of the world's leading eCommerce players to improve their site traffic, product presentation, as well as up-selling and cross-selling opportunities for enhanced customer experience and loyalty.

## Datamatics' Next-Generation Solutions

Datamatics Next-Generation solutions portfolio for eRetail comprises an intelligent blend of cataloging, SEO, editorial, imaging, analytics and business intelligence capabilities integrated with a strong retail domain expertise. Some of the salient features of the Datamatics Next-Generation solutions for eRetail are:

- Content & image optimization specific to the internet and mobile devices
- Search engine/analytics friendly content and images
- End-to-End responsibility: from receiving vendor's raw price list to converting to final eCatalogs
- Expertise/experience in working with various proprietary CMS environs
- Fulfilling all imaging needs through our own studio set-up – color corrections, resizing, background removal, 360° views, & more
- Cross-tagging and bundling of products to maximize visibility
- Quality assurance/content moderation as an independent and neutral expert

## Datamatics' Work flow Chart



## Datamatics' Offerings

<b>Content Creation &amp; Enhancement</b>	<ul style="list-style-type: none"> <li>Product Descriptions</li> <li>Product Reviews</li> </ul>	<ul style="list-style-type: none"> <li>Search Engine Optimization (SEO)</li> <li>Buying Guides/How to Guides</li> </ul>
<b>Cataloging Creation &amp; Enhancement</b>	<ul style="list-style-type: none"> <li>End-to-End product cataloging</li> <li>Product attribution, categorization &amp; localization</li> <li>Creating options &amp; add-ons</li> <li>Price &amp; stock updates</li> </ul>	<ul style="list-style-type: none"> <li>Embedding content (manuals, videos, etc)</li> <li>Content moderation (reviews, listings)</li> <li>Content QA across multiple languages</li> </ul>
<b>Imaging Services</b>	<ul style="list-style-type: none"> <li>Web/ SEO image optimization</li> <li>Color correction</li> </ul>	<ul style="list-style-type: none"> <li>Background cleaning</li> <li>Image processing, retouching &amp; resizing</li> </ul>

## Datamatics Advantage

<b>PROVEN TRACK RECORD</b>	<ul style="list-style-type: none"> <li>Clients among the global Top 10 eCommerce portals</li> <li>Relationships cumulating over \$100 mn in TCV</li> <li>Successful 5+ years relationships with leading global eCommerce businesses</li> </ul>	<b>DOMAIN EXPERTISE</b>	<ul style="list-style-type: none"> <li>eMarketplaces, e-Retailing</li> <li>Speciality eCommerce portals like audio-video, electronics, travel, furnishings, etc.</li> <li>Click-and-brick business models such as multi-brand retailers &amp; broadline retailers</li> </ul>	<b>PLATFORM</b>	<ul style="list-style-type: none"> <li>Technology &amp; domain expertise across multiple industry-standard technology platforms like Magento, ISAS (IBM), SPSS, Quantum, Omniture/Adobe SiteCatalyst, Google Analytics, Web Trends, Cognos, proprietary tools, custom application environments &amp; multiple CMS tools</li> </ul>
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## Success Story

The world's largest e-marketplace was facing a seemingly insurmountable problem - millions of people were directly adding their products and product content to the site. Often, the content was inaccurate and interfered with proper search results for the buyer.

This is where Datamatics stepped in: drawing upon the expertise in retailing, we redefined and restructured the product attributes. Our unique product descriptions showcased the products in an interesting and informative style. This enabled the seller community to present structured, standardized product information that fully met the buyers' expectations.

These services, combined with Datamatics' proficiency across 6 international language versions of the site, resulted in not just customer delight, but also substantial operational cost savings of over 40% for the client.

## About Datamatics

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC<sup>2</sup>
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

## Associated Services

<p style="text-align: center;"><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Presence Creation &amp; Management</li> <li>Customized Social Media Portal Development</li> <li>Blogs &amp; Micro-blogs Content Creation</li> <li>Podcasting Creation &amp; Enablement</li> <li>Wikis Creation &amp; Management</li> </ul>	<p style="text-align: center;"><b>Analytics &amp; Data Management</b></p> <ul style="list-style-type: none"> <li>Click-stream Analytics</li> <li>Demographic Pattern Analytics</li> <li>Predictive Analytics</li> <li>Data Mining &amp; Text Analytics</li> <li>Associative Recommendations</li> <li>Data Management</li> <li>Multi-dimensional Cubing</li> <li>Mobile Metrics</li> </ul>	<p style="text-align: center;"><b>Portal Management &amp; Enhancement</b></p> <ul style="list-style-type: none"> <li>Portal Creation, Management &amp; Enhancement                             <ul style="list-style-type: none"> <li>Technology                                     <ul style="list-style-type: none"> <li>Maintenance</li> <li>Migration</li> <li>Upgrades</li> </ul> </li> <li>Content                                     <ul style="list-style-type: none"> <li>Publishing</li> <li>Enrichment</li> <li>Language &amp; Translation Support</li> </ul> </li> </ul> </li> <li>Mobile Applications Development                             <ul style="list-style-type: none"> <li>Business &amp; Entertainment Applications</li> <li>Rich Media Mobile Elements</li> </ul> </li> </ul>
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## Contact

### India

Knowledge Center, Plot No.58  
Street No.17, MIDC, Andheri (East)  
Mumbai – 400 093  
Tel +91 (22) 6102 0000-09  
Fax +91 (22) 2834 3669

### USA

Suite #100  
510 Thornall Street, Metropark  
Edison, NJ – 08837  
Tel: +1 (888) 772 5532  
Fax: +1 (732) 635 0600

### UK

268 Bath Road,  
Slough, Berkshire  
SL1 4DX  
Tel: +44 (0) 1753 7011683

### Dubai

Premises: 2917, Floor: 29  
Building: Al Shatha Tower  
PO Box: 17176  
Tel: +971 (4) 362 4568  
Fax: +971 (4) 362 4568