



B2B Marketing: eBook Samples

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TO

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AUDIENCES



Our Philosophy

At glassCanopy – we love eBooks.

They make ideal “bait” when trolling for top-of-funnel leads and create a great first impression for your brand – they also provide valuable collateral for your sales force. What’s more, eBooks can be easily chopped into SEO-optimized blog posts and provide the context needed to quickly create videos, datasheets, case studies, and other collateral.

However, to be effective, the research, writing, and overall quality of the eBooks must be top-notch. Nobody feels good about giving out their contact information in exchange for a thinly disguised sales brochure.

Many of our clients felt that no one outside their organization could write an ebook that wouldn’t come off as just marketing fluff. That was **before** they started working with glassCanopy. Quarter after quarter, we produce in-depth eBooks on technical and complicated subjects that our clients (and *their* clients and customers) love.

Here’s a taste of what we can do...



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What Every Dentist Should Know Before Selling or Buying a Practice

The thriving sellers' market for successful dental practices and the financing that readily supports these transactions are true unicorns in the world of small business, where only 20-30% of owners who attempt to sell will do so successfully. The vast majority of those successful sales will be entirely seller-financed (where the seller takes all the risk of buyer repayment because no lender will finance the transaction).

In contrast, a prospective seller of an average dental practice should expect a plethora of interested buyers, most of whom will qualify for 100% financing. As a result, most dentists will consider buying or selling a practice at some point during their career. For many, this is a logical progression, and one that can bring great financial benefits and professional satisfaction. But before making this move, planning is essential. Creating a successful transaction involves understanding how dental practices are valued and preparing accordingly.

Parties on both sides of the transaction - sellers and buyers - should be as prepared to approach the transaction as possible.

Dental practice owners obviously want to take the necessary steps to maximize value of their practice before selling. Keep in mind though that it's a seller's market so prospective buyers also need to be prepared to ensure that they are at the head of the line when an attractive practice becomes available.



We recommend you consult a licensed and experienced practice broker and also a dental-specific tax advisor and attorney (let us know if you want a referral) for professional advice when preparing your practice for sale. Just like these folks would be worse off doing their own root canals, you're risking much more than you are saving by going through your transition without expert industry advisors. As the providers of the bulk of the money a buyer uses to acquire a practice, the perspective of dental lenders is also important. The guidelines lenders use to evaluate how much they will lend against a given practice to a given borrower significantly impact how much dentists get for their practice - as well as who ends up buying it.

This eBook looks at the things that sellers and buyers, as distinct entities, can do to maximize their "financeability" so that they can successfully create a transaction with a minimum of friction.

Specifically, we outline the following:

FOR A SELLER:
How a lender evaluates the value and "financeability" of your practice.

FOR A BUYER:
How a lender determines your ability to borrow and how to best prepare your finances.



Expanding to Multiple Practices

Many dental practice owners are interested in expanding to open a second practice - or a third, fourth, etc. This can be a good way to build increased cash flow, provided the practice owner has the fundamentals in place to make the expansion sustainable. In order to successfully take this step, we recommend the following:

- Build a practice that demonstrates you can take on a second. Ensure that the initial practice is in a sustainable profitable state - with 30-40% margins.
- Demonstrate that your existing practice is mature. Be prepared to provide reasons why it cannot expand further at your current location. For example, you may be maxed out in your current office, or it is not well located for additional patients to visit.
- Many lenders will expect to see that you have 10% of the loan value on hand as cash.
- Provide a plan as to how you'll operate the second location. For example:
 - How will you divide your time between the practices?
 - Is the commute between the locations realistic?
 - How will you utilize an associate's time (if any)?

The criteria above provide a measure of whether the expansion is realistic. You need to show that you (and your team) can perform the clinical procedures at the required volume and are ready for the next step.



Who is Lendeavor?

Lendeavor is the modern lender to healthcare practices. We are a technology-enabled specialty lender to dentists nationwide.

- We offer better terms than a bank without the bank hassle.
- We enable new practice owners to pre-qualify in minutes to purchase your dream practice, without affecting your credit score.
- We enable current practice owners to refinance practice debt, purchase equipment or real estate, remodel, relocate, or expand.
- The efficiency of our technology - plus a lack of brick and mortar presence - means faster funding and lower costs, which we pass along in the form of lower rates for you.
- With no paper applications and excellent customer service, powered by industry experts, we approve applications five times faster than a bank.
- Our innovative software takes complicated transactions - like buying your first practice - and makes them simple. As a result, you spend less time applying for your loan - and we spend less time processing it.

Lendeavor is the third-largest dental lender by origination run rate and is based in San Francisco, CA, with an additional office in Columbus, OH.



Client: Lendeavor



What they do: Dental practice and equipment loans



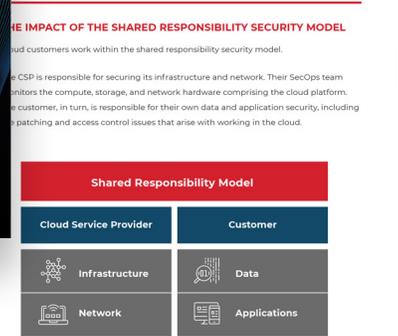
Summary: A guide to buying or selling a dental practice for dentists.

Want to read the entire 16-page eBook?

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ACCESS CONTROL ISSUES IN THE CLOUD

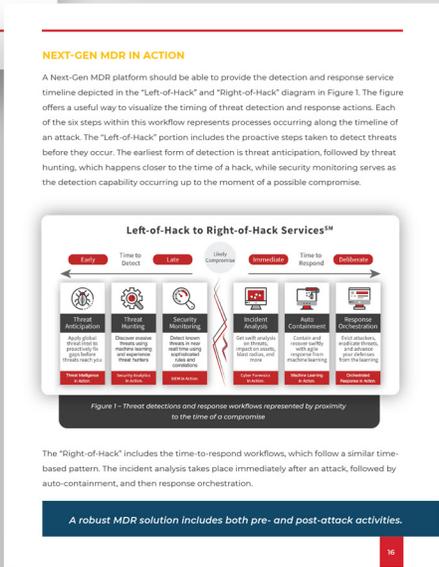
Who accessed what? That's one of the most critical questions facing SecOps teams as they analyze session logs and reports.

Deciphering the access control map becomes more complicated in the cloud. Users may get in using a "side door" by accessing digital assets remotely without having to pass through the corporate network. Cloud Access Security Brokers (CASBs) can help – as can identity access systems that have been set up for cloud use.

Using cloud deployments can inadvertently set up side-door access to critical data and systems.

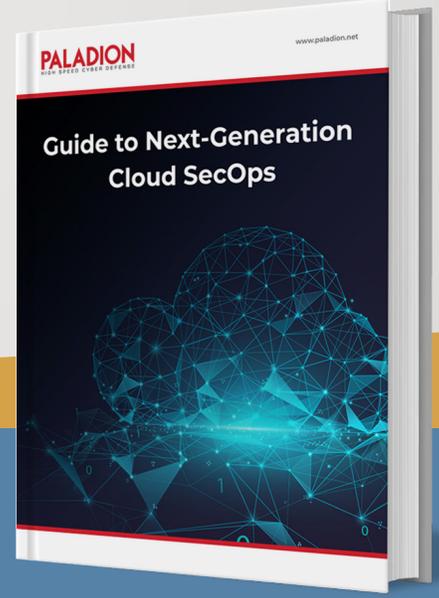
ADDITIONAL COMPLEXITY AND GAPS CAUSED BY HYBRID AND MULTI-CLOUD ARCHITECTURES

Few organizations are one hundred percent in the public cloud. Many businesses have data across on-premise, public, and private cloud architectures. Others have applications and data that span AWS, Azure, and Google cloud. Such hybrid cloud architecture sets up a tricky security dynamic for SecOps to track by requiring many overlapping and repetitive systems for multiple cloud instances, further increasing the possibilities for human error and the need for automation.



This shared responsibility model makes a great deal of sense. The CSP cannot be expected to know which users are authorized to use the software installed in the customer's cloud. Nor is it realistic for the CSP to remember the specifics of how the customer wants to secure its data and applications.

However, the shared responsibility model leads to a lot of problems too. At a minimum, the cloud becomes yet another digital asset SecOps has to monitor by installing cloud-based versions of on-premise SIEM systems, Intrusion Detection Systems (IDS), and other security tools.



Client: Paladion

What they do: Next-gen managed detection and response (MDR)

Summary: In introduction to managed detection and response (MDR) for cyber security professionals.

Want to read the entire 26-page eBook?

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DO YOU REALLY WANT TO SUPPORT YOUR OWN UNIQUE LINUX DISTRIBUTION?

Newcomers to embedded Linux often don't understand that every RYO Linux platform created in-house is by definition a unique and custom Linux distribution. Embedded Linux requires compiling and linking on a host system for download to a target host.

The creation of all of the right puzzle pieces to make the OS run on an embedded target is effectively an in-house distribution of Linux. For this reason, embedded Linux is different from desktop and server Linux, where one typically uses a well-known distribution already packaged and ready to go. Companies deciding to roll their own Linux must understand that they are taking on the maintenance and support of a custom Linux distribution, which requires significant expertise and staff, a commitment that **dramatically increases over time.**

While community support for Linux abounds for current releases of the kernel and distribution releases, support quickly wanes as versions become outdated compared to the most current releases.

It's unrealistic to expect open source community support for an older version of the Linux kernel that, for example, has been built into a product and been on the market for several years. The community is typically focused on the leading edge of development, and older components (kernel, libraries, packages) are mostly left unmaintained, untested, and unsafe to use. As the years go by, companies must rely on internal specialized expertise to support their products. This goes well beyond the capabilities of most organizations' IT departments.

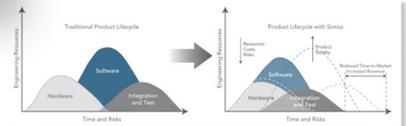
Beyond the heavy personnel costs involved, organizations must ask themselves if this is how they want this engineering talent tied up—in maintenance—or if their time would be better spent in product development. Indeed, there's a risk that companies might lose key engineering talent altogether if those employees are not enthusiastic about maintaining an old embedded distribution.

Managed Services with Wind River

Wind River® offers end-to-end Linux development products and services—from prototype to optimization, to deployment and beyond. Wind River Linux subscription service delivers Yocto Project-based source code for platform developers. It includes maintenance, long-term support, compliance artifacts, and security updates. All enhancements and fixes to the Yocto Project-based Linux source code are upstreamed for the entire community to leverage. Wind River also provides a premium service to help customers customize, manage, and optimize their Linux platform and applications. Wind River also provides a premium service that delivers a dedicated team to help customers customize their distribution, manage source code and binaries, support from branch distributions, and optimize their Linux platform and applications to meet specific market requirements.

Full System Simulation

An example of an extremely useful category of software tools is the full-system simulation—the simulation of not just the embedded target processor, but also the system-on-chip (SoC) features, board-level hardware, and even interconnected targets in a complete system of subsystems. Developers, with their commercial development tools, can deploy and test on a simulated full system. This innovation greatly improves the support for iterative and agile development processes, but also removes the hardware supply bottleneck that plagues most embedded development projects.



"The ability to shorten our development period by 15% was a remarkable result of using Wind River Linux. This led to a considerable reduction in development costs."

—Takahide Inoue, Sharp Corporation

WIND RIVER

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CONCLUSION

Commercial embedded Linux offers a clear return on investment versus RYO, in-house developed, and maintained Linux. Not only is the total cost of ownership lower, but the technical, business, and legal risks of commercial embedded Linux are much lower. The ability of the commercial embedded Linux vendor to supply training, services, maintenance, security updates, and support greatly increases productivity and also reduces the overhead of maintaining your own, unique embedded Linux distribution.

Success in a competitive market means concentrating on what you do best—building great products—and avoiding the risk and expense of platform development that adds to neither your feature set nor your bottom line.

Carrier-Grade Linux? Check.

Need carrier-grade reliability? Wind River Linux offers carrier-grade capabilities, which deliver 99.9999% availability, clustering, security, virtual routing and forwarding (VRF), test suites, and more.



WIND RIVER

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Export Compliance and Encryption Disclosure

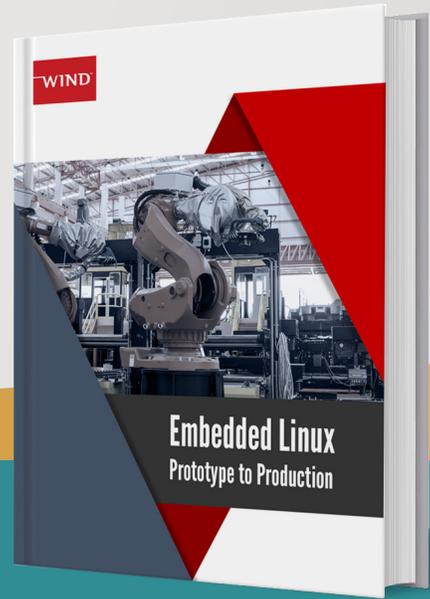
Preparing products for international export adds another layer of compliance complexity to the documentation of open source software. In addition to the necessary license compliance requirements, export compliance largely centers on the disclosure of cryptography software, which presents security concerns in many countries.

This is an additional reason software suppliers, application developers, and device manufacturers need to have formal processes in place for tracking open source software (OSS). When it comes to documenting OSS in general and cryptography in particular, many technology companies experience a disconnect between the engineering and export teams. Export teams typically expect engineering to know everything in the code base so they can properly report on the cryptography used in a product. If the product has a large number of OSS components and the engineers did not actually write the code, however, they may not have a clear understanding of the cryptography inside. But export disclosures rely on accurate information from the engineering team, so organizations need to improve the quality of their cryptography discovery in OSS.

When there are hundreds or even thousands of OSS components within a product, a manual search is not practical. Some type of automated tool is needed, but automation alone is likely to yield some false positives, which then have to be reviewed manually. The most efficient solution—the one Wind River employs—is a combination of automation and encryption expertise. First, a tool is used to search the code for encryption, and then a designated team trained in encryption technology analyzes the findings to weed out false positives. A report detailing the levels and types of cryptography found is generated and added to the compliance envelope. The export team can then more accurately determine which instances of cryptography need to be reported based on the requirements of the country.

WIND RIVER

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Client: Wind River



What they do: Software that supports the development of embedded systems



Summary: A review of the pros and cons of different types of embedded Linux offerings for embedded engineers.

Want to read the entire 23-page eBook?

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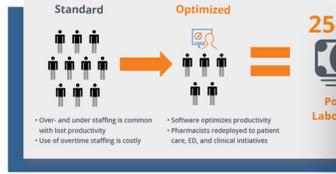
The common denominator for a majority of these initiatives is the pharmacy, as most patients are prescribed at least one drug before, during, or after their stay in a hospital. A simple cloud-based solution is all that is required to consolidate these patient records provides foundational plumbing not just for telepharmacy, but for cross-departmental data analytics programs and all future telehealth initiatives.

A robust telepharmacy program provides the bedrock for building any future telemedicine programs.

Rapid ROI: Consolidating Existing Resources

The same cloud-based technology should allow you to consolidate pharmacy labor across facilities. Clinical pharmacists are highly paid resources with highly variable utilization rates. Telepharmacy allows you to smooth out those peaks and valleys, expand coverage, and provide more consistent turnaround times for improved quality of care. It also produces operational efficiencies that can be translated into significant savings or reinvested in expanded pharmacy-driven clinical initiatives. All of this combines with simple SaaS-based deployment to enable rapid ROI.

Telepharmacy offers a rare opportunity to get a "quick win."



Contained and Manageable Scope

The compartmentalization of pharmacy departments from the rest of the hospital makes it relatively easy to bring the relevant stakeholders to the table and come to agreement. The technology and processes involved in telepharmacy are already well proven across medical centers of all sizes.

The bleeding edge is not the place to start telemedicine initiatives

Regulatory Maturity

Telepharmacy traces its roots in the United States back to 2001 as a solution for patients of rural pharmacies in North Dakota that would otherwise have gone unstaffed! In the intervening years, clinical telepharmacy has quickly evolved into an operational mainstay for smaller community hospitals as well as larger integrated delivery networks (IDNs) and other multifacility hospitals.

At the time of this writing, all 50 states have regulations or positions in place that allow for clinical telepharmacy.

Clinical pharmacy services have been performed remotely for years—the technology is stable, and the regulatory environment is clear.



1. <http://www.pharmacytimes.com/news/state-regulation-of-telepharmacy> accessed July 30, 2017

We've developed a staffing calculator that a hospital CFO can utilize to calculate how much telepharmacy can save you in optimized labor costs as well as calculate the ROI on an investment in PipelineRx infrastructure. [Let us know if you'd like a copy.](#)

How to Get Started

Unlike the complex EHR rollouts that many hospitals are still wrestling with today, telepharmacy deployments can be done in a matter of months, not years.

A relatively small number of personnel needs to be trained, and because the software is not trying to be all things to all people, it's intuitive and easy to learn.

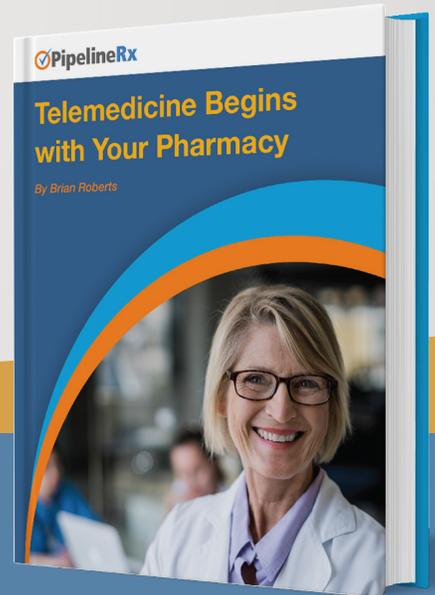
PipelineRx

PipelineRx is the leading provider of both telepharmacy infrastructure and virtual pharmacy services. We enable multifacility hospitals and ACOs to optimize their own staffing across diverse institutions and underlying technologies and provide optional on-demand virtual pharmacy services.

- 16M+** Medication line orders clinically verified on PipelineRx software each year
- 800+** Pharmacists use our technology every day
- 42** States with active customers
- 33%** Pharmacists have a PD1 or PD2 advanced degree
- 300+** Hospitals use our solution
- 10-15** Average years of experience held by PipelineRx pharmacists
- 100+** Experienced hospital pharmacists on staff

We are proud to work with organizations like:

- UCSF Medical Center
- Lahey Health
- Dartmouth-Hitchcock
- CHS
- INTALERE
- HEALTHSOUTH
- Catholic Health Initiatives
- tenet
- PREMIER
- MedAssets



Client: PipelineRx



What they do: Telepharmacy services and solutions



Summary: An introduction to telepharmacy for hospital and healthcare system executives.

Want to read the entire 19-page eBook?

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SWIMLANE

Pressures Faced by Cybersecurity Teams

Security managers work in a pressurized environment which seems to create new varieties of stress on a regular basis. The overall threat level continues to grow. Beyond that, however, the "surface area" of risk exposure expands over time. In tandem, the number of security alerts increases – creating a situation where staffers and their incident response capacity can become overwhelmed. This reality is compounded by the fact that businesses today are more reliant on IT than ever before. In many cases, IT defines the organization in strategic and operational terms. When a bank essentially becomes an IT entity that happens to lend money, for example, the stakes for cybersecurity become higher than ever.

Increasing Attack Surface Area

Organizations today face new types of threats. Evolving IT platforms such as IaaS and SaaS, coupled with innovations in mobile devices, conspire to increase the spectrum of risk exposure. For instance, the practice of placing data assets and applications on cloud infrastructure expands the security perimeter. The popular trend of hybrid IT, which blends on-premises and cloud infrastructure, results in more – and more diverse – systems to monitor for security incidents.

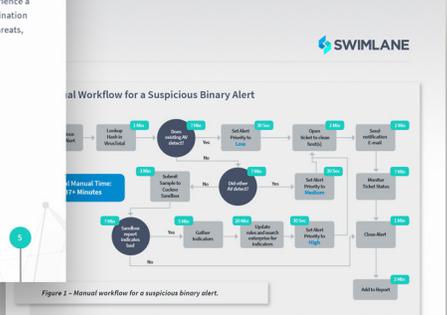
The growing use of "As-a-Service" solutions like Infrastructure-as-a-Service (IaaS) and Software-as-a-Service (SaaS) now places critical systems outside the firewall and beyond your direct control. However, data security and incident response are still your responsibilities. For example, with a SaaS solution such as Salesforce.com, an organization generally has its entire customer list in the cloud and accessible by third party entities and contract-based employees.

SWIMLANE

Even with security incident and event management (SIEM) tools, which are designed to correlate security data across multiple systems, there can still be a need for manual research of adjacent event data and so forth – tasks that slow down incident response and potentially overwhelm the team.

- **Staff turnover resulting in loss of institutional/tribal knowledge** – When cybersecurity staffers leave teams that operate on complex rules and informally defined workflows, incident response can only suffer. Getting a team member on-boarded and up to speed also requires an investment of time and money. When people leave, that investment is lost.
- **Compliance and regulation's effects on security policy** – New rules, driven by changing regulations, mean new headaches and more potential missed procedures.

These factors also tend to overlap. The high-turnover cybersecurity team may experience a lack of coordination between toolsets and personnel. A team that lacks good coordination between toolsets and personnel may experience inconsistent response to critical threats, and so forth.

At the rate of ~12 alerts handled per hour, a team of 5 cybersecurity staffers can get on top of about 500 alerts per 8 hour shift. That's a lot of alerts! But, given a workload of 10,000 alerts per day, they're ignoring 95% of the alerts they receive. (Of course, ideally, there should be more than one shift running. However, only 24% of enterprises have 24x7 monitoring in place using internal resources.)

Effects of Triage and Prioritization

How do most teams handle this overload? They adopt a triage/prioritization approach. The team establishes parameters for which alerts will receive attention and which will be ignored. This is an understandable response to being flooded with alerts, but it's quite flawed.

SWIMLANE

Triage inevitably leads to missing a real attack at some point. There is no way to skip a major portion of alerts and stay in front of all valid threats. Indeed, a number of major breaches in recent years have been attributed, in retrospect, to seemingly minor alerts being overlooked.

In addition, any process that essentially turns people into machines is going to have consequences for the business. On a practical level, the speed of response is never going to be good enough. Security demands the capability of real time rapid response. The problem is that humans are incapable of 100%, always on, immediate response. On a personal level, security pros did not get into security to spend their time performing administrative tasks like cutting and pasting data. Security pros generally want to be involved in challenging security work, but the great majority of security operations in a triage environment are highly administrative. Ultimately, it's a poor use of expensive human capital.



Figure 2 – The alert triage process lets cybersecurity staffers review alerts selectively based on criteria that establish the seriousness of the threat.

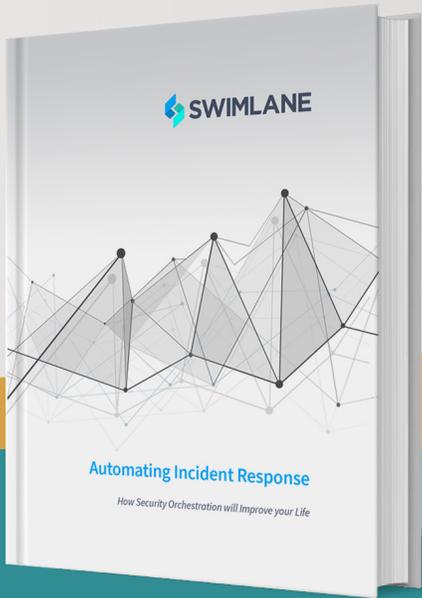
SWIMLANE

About Swimlane

Swimlane automates security operations for enterprise teams

Swimlane is a security operations management platform that centralizes an organization's security alerts, automates resolution, and dynamically produces metrics-based dashboards and reports. Using software-defined security (SDSec) methods and security orchestration, Swimlane automatically responds to alerts, automates the implementation of security controls, and protects the organization from future attacks – all at machine speeds.

To arrange for a demo of the Swimlane solution or to speak with one of our security architects to see if security orchestration would be helpful to your organization, please contact us at 1.844.SWIMLANE or email us.



Client: Swimlane



What they do: Security Orchestration Automation and Response (SOAR) platform



Summary: An introduction to automating incident response for cyber security professionals.

Want to see the entire 18-page eBook?

CONTACT US

What is PIM?

Product Information Management (PIM) is a set of business practices and a category of business applications focused on managing product information for use across an organization from the supply chain to commerce to customers.

A PIM solution provides a single place to collect, manage, and enrich your product information, create product catalogs, and distribute information to your sales and eCommerce channels. With PIM, marketers can dramatically improve product data quality, accuracy, and completeness while simplifying and accelerating product catalog management. As a result, enterprises who use a PIM solution can more easily and rapidly create and deliver the compelling product experiences needed to drive good customer experiences, reach more markets, improve sales conversion rates, and take advantage of new sales channels.

Figure 1 depicts an easy way to visualize how PIM works at a high level.

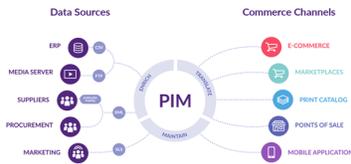


Figure 1: A PIM tool streamlines processes and delivers better quality product information across all channels.

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Why do I need PIM?

Beyond these focused objectives on improving the product information itself, the larger business context is also a driver for increasing interest in PIM.

If your enterprise is struggling with any of the following, you should be looking at what PIM could bring to your business:

The imperative to grow

Companies across the globe are seeing markets consolidate as economies of scale become ever more powerful. Effective product expansion has become a bottleneck for many companies seeking to grow with new product offerings across new markets and channels. PIM allows these companies to easily scale their catalogs and spread product information to additional channels.

Customization and localization

Global scale is only effective when matched with the ability to granularly customize the product experience for every customer. PIM enables global teams to create highly targeted product experiences tailored to different locales, channels, and languages.

The go-to-market need for speed

Victory doesn't always go to the biggest players. The race to be first to market is more critical than ever. PIM tools empower companies to streamline their product creation and enrichment processes to bring new products and seasonal collections to market much faster compared to wrangling product information in spreadsheets or other unfit-for-purpose systems.

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Business benefits from PIM

Products are at the core of your business, and therefore it makes sense to ensure your product information is as accurate and complete as possible, and makes an emotional connection with buyers. There is no great customer experience without a compelling product experience.

With the efficiencies it delivers, PIM is a force-multiplier that gives your marketing team the time and ability to ensure that your product information is compelling, up-to-date, consistent, and that it can be personalized across every channel. With a robust PIM in place, you'll be set up to craft the superior product experience you need to deliver a great customer experience.

There are three main benefits your business can get from PIM:

#1 - Sell more with fewer returns

Increase sales conversion rates

Higher quality and more comprehensive product data that includes impactful emotional information converts customers at a higher rate. When that data is made contextual based upon the channel – providing media and product descriptions that are specific to the channel – it further contributes to higher sales conversion rates.

Decrease product returns

Incomplete and incorrect product information is a primary driver for product returns - if customers don't get what they thought they bought, they'll return it, costing you money and potentially future sales. PIM helps reduce return rates by eliminating manual data errors, highlighting incomplete product information, and putting in place validation processes to ensure you deliver complete and accurate product information every time.

Enable new technologies and personalization

We all know that there are big changes coming to both B2B and B2C commerce: voice, chatbots, augmented reality (AR), artificial intelligence (AI) and smarter customization. What these new technologies share is a voracious need for structured data. Lots of data. PIM centralizes and structures product data making it instantly available for these new technologies while vastly simplifying the process of deploying these new sales and marketing initiatives.

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How do I convince my internal stakeholders I need a PIM solution?

CMOs and Directors of eCommerce

Compelling product experiences for enhanced brand identity and growth

PIM supports top-line growth and business expansion by enabling better and more efficient product information – which in turn creates better customer and brand experiences across all sales channels. The ultimate result is higher conversion rates, reduced returns, and a greatly enhanced capacity to scale.

[Unify product experiences across channels and accelerate time-to-market.](#)

[Give them this book.](#)

Other C-Level Decision Makers / General Management

A 21st-century sales experience

PIM is a business application. It enables efficient and continued expansion of the business with more product offerings, available in more markets, and across more channels. It powers the product experience and meets today's customer requirements for product information. ROI can be quickly proven in increased sales conversions, reduced product returns, and superior product experience across new channels including voice-activated search.

[PIM provides rapid ROI.](#)

[Send them a copy of \[Scaling eCommerce\]\(#\).](#)

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PIM vs. PLM:

PLM (Product Lifecycle Management) is a repository for the entire lifecycle of a product from design through end-of-life support. PLM allows manufacturers to track sketches, CAD files, parts, inventory information, disposal details, etc.

A PLM is focused on internal stakeholders and does not contain much, if any, customer-facing information. However, PIM can pull relevant specifications and other product information from PLMs to prepare products for customer-facing merchandising.

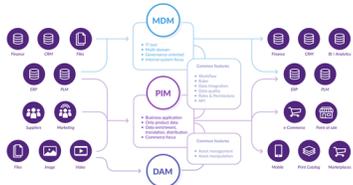


Figure 2: The overlap and differences between PIM, MDM, PLM and DAM systems.

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Client: Akeneo



What they do: Product Information Management (PIM) platform



Summary: An introduction to the benefits of implementing a product information management system (PIM) for eCommerce.

Want to read the entire 20-page eBook?

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About glassCanopy



You could probably write a fantastic eBook every quarter that would engage your prospects and customers... if you had the time. glassCanopy effectively creates that time by taking on all of the heavy lifting: conceptualization, research, writing, and final layout. All you have to do is provide feedback and revisions.

We then take those eBooks and integrate them into a lead generation machine that we run for you. We handle everything:

- Content creation
- Ad buy planning and execution
- Landing page and banner design
- Integrating with your CRM and marketing automation
- Lead nurture campaigns
- Closed-loop analytics, reporting, and optimization

Our core services cost between \$10-25K per month plus media buys. We're best suited to companies with complex products/services with average deal sizes of \$10K or more.

If you're interested in seeing what we can do for you:



**Give us a call at
(415) 663-7826**



**Send us an email at
rich@glasscanopy.com**



[Get in touch](#)