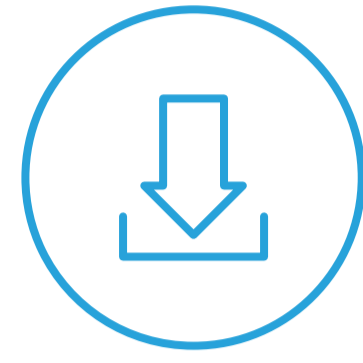


10 BUSINESS BENEFITS

As an upstream provider



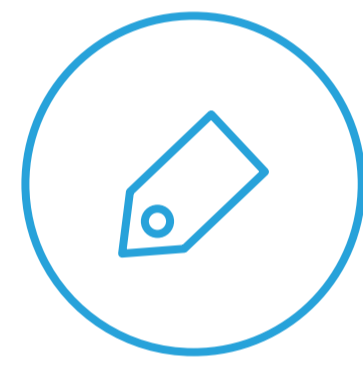
When you **introduce new products to the market**, you make the related product data and digital assets available to your downstream partners in one uniform way.



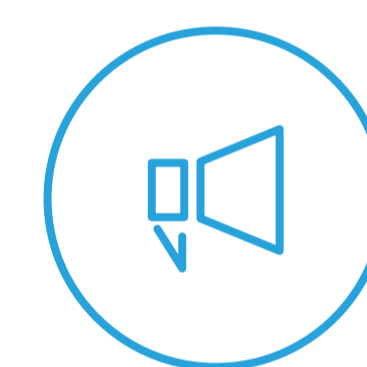
When you **win a new downstream partner**, you have the means to immediately and professionally provide product data and digital assets for the agreed range.



When you **add new products** to an existing agreement with a downstream partner, you are able to provide product data and digital assets instantly and effortlessly.



When you **update your product data** and related digital assets, you have a fast and seamless way of pushing it to your downstream partners.



When you **introduce a new product data attribute** or digital asset type, you have a fast and seamless way of pushing it to your downstream partners.

As a downstream receiver



When you **engage with a new upstream partner** you have the means to fast and seamless link and transform product data and digital assets for the agreed range from the upstream partner.



When you **add new products** to an existing agreement with an upstream partner, you are able to link and transform product data and digital assets in a fast and seamless way.



When your **upstream partners update their product data** and related digital assets, you are able to receive the updated product data and digital assets instantly and effortlessly.



When you **introduce a new product data attribute** or digital asset type, you have a fast and seamless way of pulling it from your upstream partners.



If you have a **backlog of product data** and digital asset collection with your upstream partners, the Product Data Lake is the fastest and most cost effective approach to backfill the gap.