Making your next product a hit depends on marketing and sales teams knowing what they’re selling and how to sell it. For information-hungry downstream teams that make their mark after design and creative development is complete, productivity depends on one-stop access to the right information and content.

Marketers, sales personnel, and retailers rely on up-to-date, accurate product information to make critical decisions about how products are displayed to customers. At companies creating complicated, diverse product assortments, the fast-moving teams responsible for taking products to market struggle with searching through many different systems for the information they need.

When Nuxeo spoke with some of the largest product companies in the world, we found frustration surrounding access, visibility, and security:

- Teams using marketing assets request work they know has already been completed, but can’t find in the systems they have access to. Search is broken for many systems, and browsing results in frustration and delays.
- Some retail portals can’t differentiate the content visible to each customer, so one department store could see a competitor’s private label products.
- Without upstream visibility, sales teams try to piece together what they need from Google, then spread out-of-date or incorrect product information.
- Social media marketers search different repositories to find what they’re looking for, or run their own creative photo shoots—and still miss out on a perfect product lifestyle shot for the new Instagram campaign because it was in yet another, unsearched location.
The right content, the right context

Nuxeo reimagines the content discovery process, with a platform that gives businesses full flexibility to create new content hubs and portals tailored to the needs of each internal and external team.

With Nuxeo, a content hub for retailers can link into inventory and product information systems, enabling access only for the brand images and information specific to the products the retailer has purchased. Another hub could be created for social media marketers or PR agencies, displaying influencer product mentions in a Pinterest-style board for easy visibility and image selection.

Teams can do all this and more with Nuxeo, without individually configuring permissions or manually adding assets to the hub. Products can automatically enter a hub or portal when specific actions are taken (Macy’s buys the shirt, so it enters the Macy’s retailer portal) or when approval processes are complete.

Portals as unique as your teams

With a fully-configurable UI, Nuxeo enables each team to create portals and hubs that are unique to your specific business needs, with a look and feel designed to put their needs first. The one thing all of these content hubs have in common: they can connect information across business systems to put information in the right context at the right time.

To learn more about how Nuxeo can give your downstream teams instant access to upstream content in context, visit nuxeo.com/pam.