

Solution Spotlight

Digital Product Creation: Connecting Content Across the Lifecycle by Genus Technologies



Bring clarity and connection to every stage of the product lifecycle. Digital Product Creation unifies content, data, and assets. From early ideation to final launch, teams can move faster, collaborate smarter, and eliminate costly bottlenecks.

With one integrated platform powering creation, review, and delivery, your organization gains the speed, consistency, and control needed to get products to market with confidence.

"Genus delivers creative solutions that have been critical to our success. Within the first 4 months of working with Genus, we completed 5 integrations to unify our content and product data. As a result of ongoing work, we continue to gain significant efficiencies in our digital product creation process."

*- Joe G. & Shawn E.
Fortune 500 Retailer*

What is Digital Product Creation?

Digital Product Creation represents the evolution of how organizations manage and deliver product-related content. Unlike traditional Digital Asset Management (DAM), Digital Product Creation unifies content, data, and assets across the entire product lifecycle, from ideation and design to marketing, sales, and post-sale support.

Whether the product is a tangible item like apparel, food, or consumer packaged goods (CPG), or an intangible offering such as software, financial services, or consulting, this approach ensures that every asset is aligned, accessible, and optimized for impact. In today's experience-driven economy, nearly every organization delivers some form of product – Digital Product Creation empowers them to do so with greater speed, consistency, and agility.

Beyond Basic DAM: Connecting the Entire Product Lifecycle

When you think of a traditional Digital Asset Management (DAM) solution, it often sits at the end of the content supply chain, storing finished assets. At best, it serves as a collaboration hub for marketing materials, a distribution point for eCommerce content, or a portal for sales enablement.

Digital Product Creation (DPC) goes far beyond this last mile. It transforms asset management into a connected, end-to-end process that starts at the very beginning of product development. DPC brings together data, content, and assets from ideation through design, sell-in, photography, and creative campaigns—ensuring every stakeholder has what they need, when they need it.

To achieve this, a DPC solution integrates seamlessly with systems like Product Lifecycle Management (PLM), Product Information Management (PIM), and Product Data Management (PDM). This connectivity eliminates traditional bottlenecks by providing visibility to the right data and assets at the right stage for the right audience. The result? Faster time-to-market, improved collaboration, and a more agile product development process that supports marketing—and so much more.

Accelerating Ideas to Market

In the fashion industry, shortening a product's time to market can be critical to its success. Although it's a specific use case, the processes to improve the speed to market are similar in any industry. Over the last decade, the top 20% of fashion retailers have delivered all the industry's economic profit. These top performers make speed to market their #1 priority and continue getting faster. They can provide products to market 6 to 8 weeks more quickly, shortening other brands' typical 40-week lead time.

The DPC approach brings every team, tool, and touchpoint together – promoting seamless collaboration, strengthening brand consistency, and powering a more efficient digital content lifecycle.



MATERIALS LIBRARY



DESIGN & PROTOTYPING



PHOTO STUDIOS



CAMPAIGN DEVELOPMENT



PACKAGING DESIGN



CONTENT HUBS & PORTALS



PRODUCT KNOWLEDGE BASE

A major reason for the inefficiencies is the disconnect from the beginning to the end of the product lifecycle. A DPC solution helps eliminate these inefficiencies by providing a single view of the most critical content, data, and assets at the appropriate time in the product lifecycle.

DPC promotes collaboration, reuse, brand consistency, and a more efficient digital content supply chain. This includes:

Materials Library – Product creation and ideation require having the right materials, such as parts, ingredients, formulations, or fabrics. One of the most significant challenges in the product creation lifecycle is the siloed and inaccessible information stored in multiple applications and without visibility to downstream needs. Some ways to alleviate these frustrations include:

- Eliminate significant product design delays if referenced materials and ingredients are no longer available because they are unaware of new, replaced, or alternative materials.
- Access to data about materials in a way that they could be used to identify suppliers, availability, or colors, removing a once manual, time-consuming process.
- Delivering recommendations for sourcing, pricing, and contracting
- Approve designs without ordering a sample, traditionally saving several weeks or even months.

Design & Prototyping – Samples and prototypes have long been required to bring products to market. There are myriad challenges that cause lengthened production times or lack of visibility into the availability of the parts, ingredients, or materials. A digital approach means eliminating some or all prototypes, potentially saving millions per year.

- Minimize change requests that can impact profitability and time to market by experiencing digital rendering before manufacturing prototypes.
- Leverage 3D renders and viewers to keep up with trends and companies that are digitally native.

Photo Studios – The traditional photo studio processes are crucial to offering product images for commerce and catalogs. Still, most processes were developed in the early days of digital photography and archiving, leaving a lot to be desired in today's digital environment:

- External photo vendors may not adequately tag photos resulting in images that can't be found, leading to unnecessary costs for additional photo shoots.
- Version history for images isn't available to users who may mistakenly use inaccurate images.
- The images may not be connected to product information, and salespeople may search the internet to find what they assume is the most recent product image.
- Different departments within the same organization may order photo shoots at varying points in the product creation lifecycle.

When your content, data, and teams move together, your products reach the world with greater speed and impact.

Campaign Development: More digital assets and creative content of different types and formats are required for omni-channel marketing. Several scenarios need to be addressed, including:

- The ability to easily share and reuse detailed briefs shared with external agencies.
- Creating a consolidated resource for videos, images, layouts, and documents, making it easier to source, access, and reuse material in new campaigns.
- Improvements in the approval process and elimination of manual handoffs.
- Maintaining version control with one source of truth.

Packaging & Design: The package development process is often complicated by the need to design for global regulatory requirements, manufacturing, and product information. Package design can be simplified by:

- An integrated PIM (or similar system) is leveraged to update the product specifications.
- Eliminating manual tasks when multiple systems are being used to create versions for various markets.
- Digitizing and making accessible the review and approval processes.

Content Hubs & Portals: To make a product successful, marketing and sales need to know what they are selling and how. A centralized enablement site makes it easy to deliver the information and content they need. Critical to its success is:

- The ability to search and browse effectively to find the right information.
- Segmenting and securing content that is visible to each department, customer, or vendor.
- Providing the information in the preferred format for easy consumption.

Product Knowledge Base: Customers expect more information about their products now than ever. So, the teams that respond to these inquiries must deliver.

- Support teams can access one source of truth for all product information without having to be trained on multiple complex systems.
- Improved customer experience by getting the correct information quickly.
- Integrated feedback loop from consumer to product owners, accelerating product improvements and defect resolution

Summary

Every product-driven company has a different go-to-market strategy. Genus empowers our customers by architecting flexible solutions on modern technology. We understand your specific challenges and can guide you in building a content platform that seamlessly manages all your content creation needs, from ideation to product launch and beyond.

If your organization aims to enhance collaboration, streamline workflows, and achieve significant cost savings, it's time for us to chat.

Reach out to sales@genustechologies.com to learn more.

GenusTechnologies.com