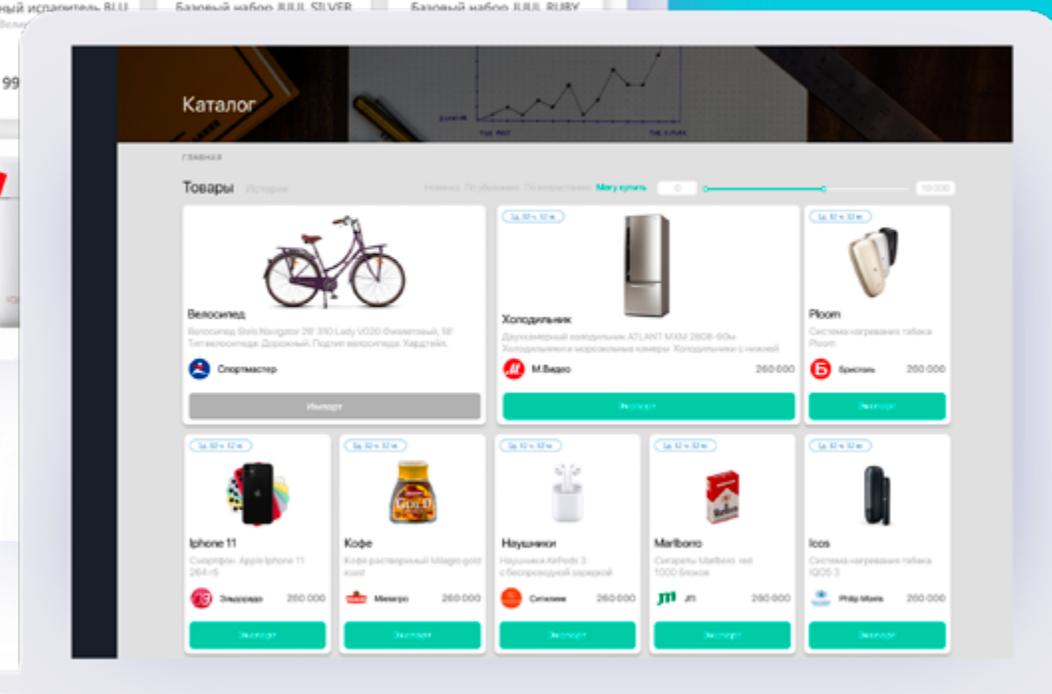
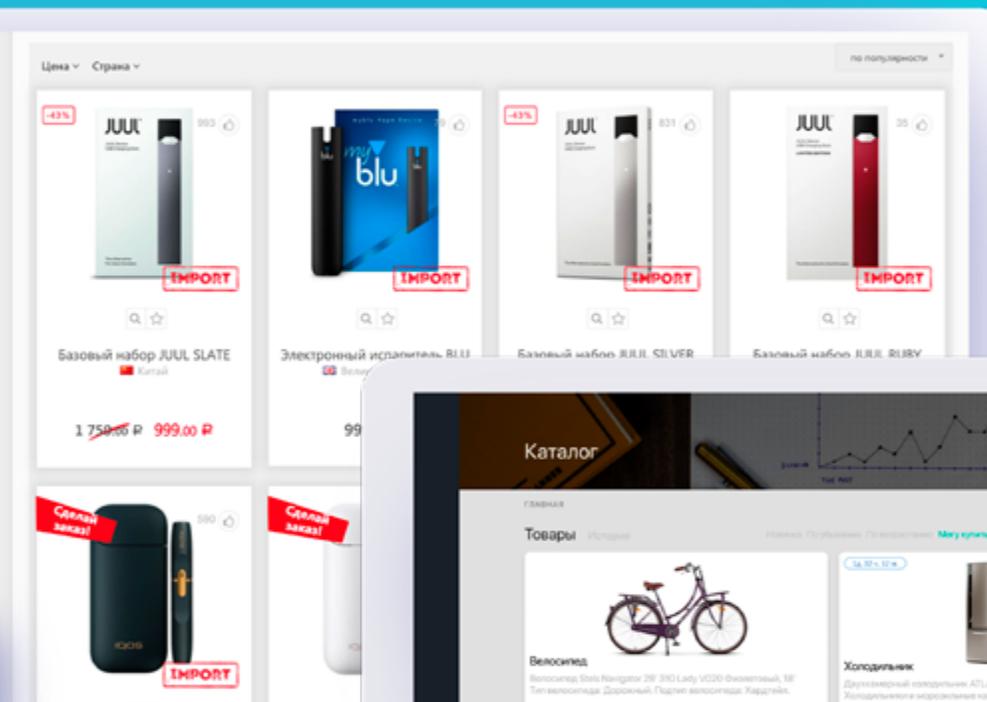
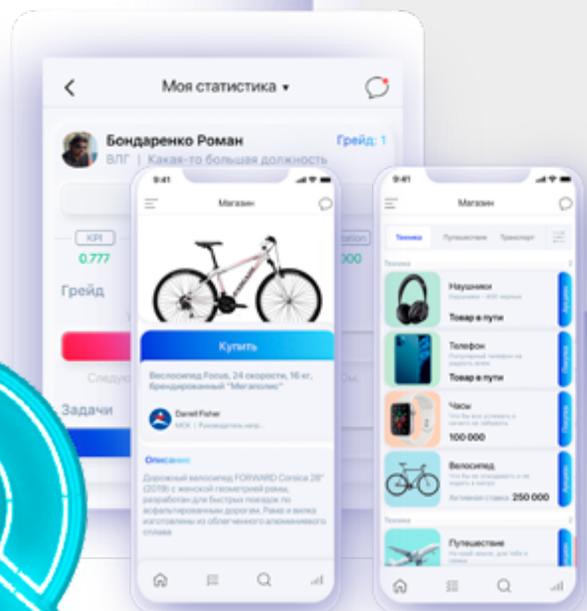


PROJECT MISSION

«IQ.BRAND» is a cloud storage service, that ensures the availability of high-quality content for each SKU.

IQ.BRAND

This platform helps client's departments communicate, setting tasks as new products arrive, provides content syndication in a distributed e-commerce ecosystem and presents analytics to increase sales.



PROBLEM

LACK OF HIGH-QUALITY CONTENT FOR EACH SKU



INFORMATION FRAGMENTATION AND LACK OF A SINGLE DATABASE



LACK OF INTEGRATION WITH MARKETPLACES

Lack of automated integration with major marketplaces (Beru, Wildberries, Ozon, Lamoda, Sbermarket, etc.).



TOO SLOW

Graphic and information content delivery takes from a couple of hours to several weeks and requires the involvement of many employees. The inability to make changes to all content carriers at the same time.



INFORMATION FRAGMENTATION

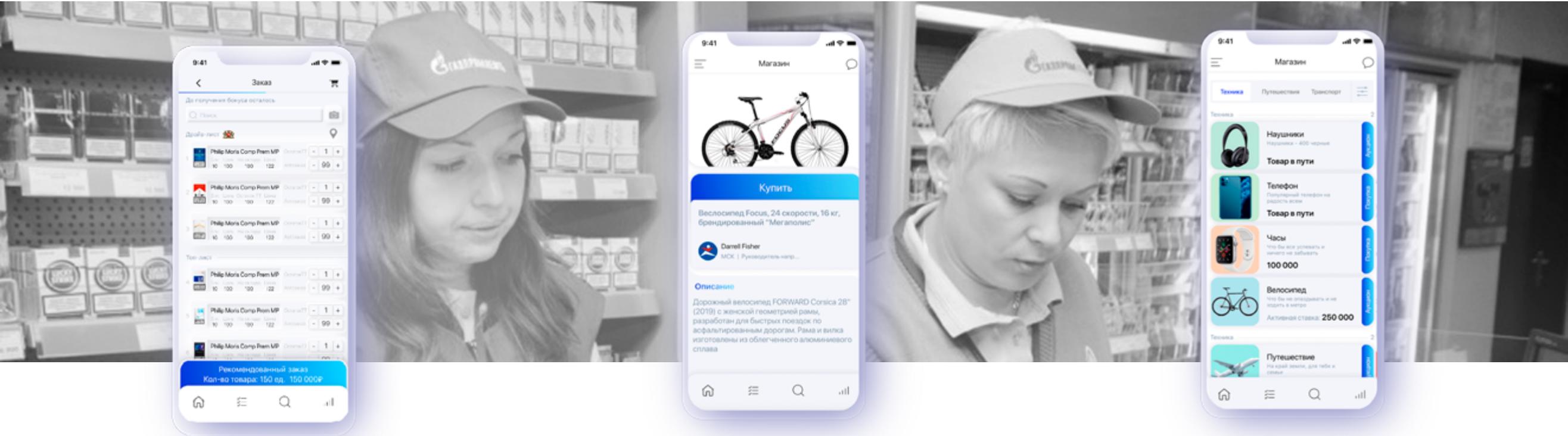
Lack of a common database with quality content. Hundreds of thousands of SKUs with hundreds of attributes and media data, "kilometers" of excel files - sometimes finding the right content is a serious problem.





SOLUTION

By combining and structuring data from different sources, this platform becomes a single smart catalogue.



HIGH QUALITY GUARANTEE

All the materials are provided by a particular manufacturer, distributors and outlets can use only them, thereby it rules out the possibility use of low-quality content.

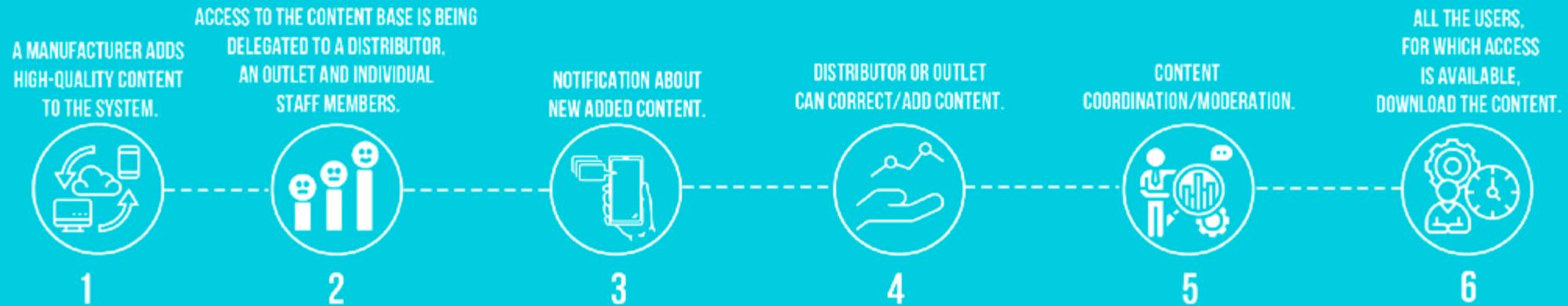
INSTANT DATA EXCHANGE

The speed of the process is amazing and defies the most ambitious expectations. Data exchange and loading of all the necessary materials takes a few seconds. Data exchange process has never been so convenient.

INTEGRATION WITH MARKETPLACES

Automatic integration with leading marketplaces (Beru, Wildberries, Ozon, Lamoda, Sbermarket) — all the content is automatically converted into the format required by retailers and partners.

HOW DOES IT WORK?



«4 WIN» ADVANTAGES



By combining and structuring data from different sources, this platform becomes a single smart catalogue and accumulates product information, swot analysis, sales scripts, materials to handle objections, etc. All the participants automatically receive top-quality content in the right format.

OPTIONS

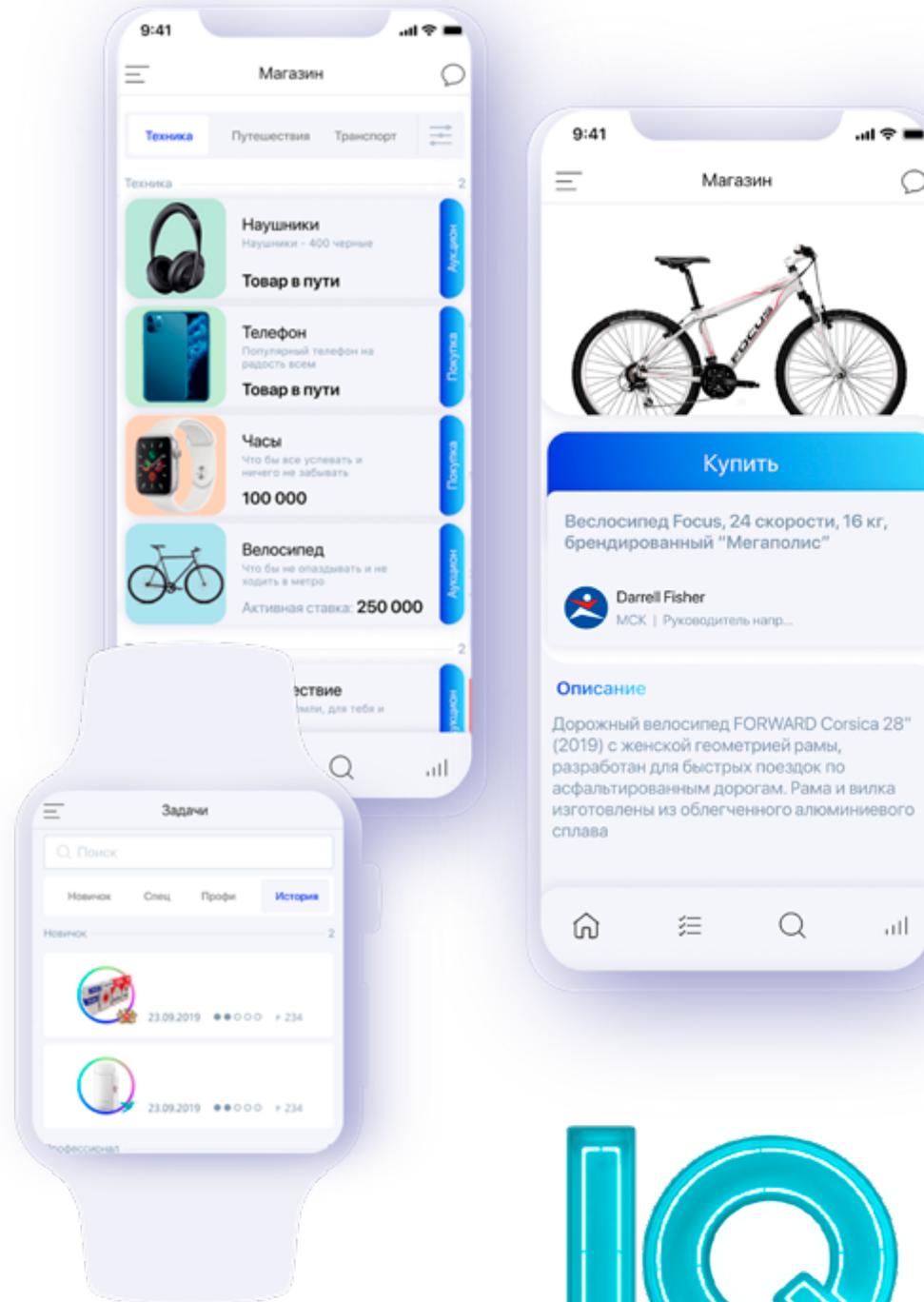
FEATURES

1. AUTHORIZATION:

2. PERSONAL ACCOUNT:

3. CONTENT:

4. TASKS:



TECHNOLOGIES

ARTIFICIAL INTELLIGENCE

Usage of intellectual self-learning algorithms makes it easy to identify and correct mistakes and data gaps, delete duplicates and increase data completeness.

CLOUD DATA STORAGE

By combining and structuring data from different sources, this platform becomes a single smart catalogue, that provides 24/7 access to the content.

DATA PROTECTION

All the information is effectively protected. That excludes any possibility of data loss, cyber and DDOS attacks. Protect your brand by adding stop-words into the verification mechanisms. Use estimated attributes to avoid mistakes dealing with taxes, showings, prices, etc. Create your own verification scheme.

SMART INTERFACE

Visualize product information using filters, sorting, categories and full-texted search. Easily categorize products by brand, model of using, or product type. Save all the changes.



EASY AND INTELLIGIBLE FUNCTIONALITY