



# Our all-in-one platform addresses the challenges presented by our evolving industry.

ECP is configured to meet each partner's unique needs. Effectus collaborates with partners every step of the way to ensure ECP gives the edge needed to win the hearts of digital consumers.

## Products

ECP has a world-class PIM built into the platform. But it's not just another PIM.

ECP's PIM offers distributors and retailers full life-cycle management and visibility for product information.

- Product Onboarding
- Bulk Upload
- Supplier Catalog Views
- Taxonomy Management
- Quality Control
- Master Record Management
- Document Management
- Version Control
- Metadata Management
- Content Attribute Management
- Product Rule Management
- Channel Management

## Digital Assets

ECP's DAM supplies one central repository that offers the ability to distribute to multiple retail channels.

Since it lives within the same environment as the PIM, product information and digital assets will be updated seamlessly in real time.

- Asset Categorization
- Asset Library
- Asset Sharing
- Brand Control
- Customizable Branding
- Search/Filter
- Version Control
- Watermarking
- Workflow Management
- Digital Asset Management

## Intelligence

Most BI platforms can ensure that the right people have the right intelligence at the right time. ECP takes this one step further by suggesting the right action.

Its modules present intuitive reports by user profile that lead users to the optimal next step. This enables in-house users to spend less time analyzing and more time driving value.

- Data Analysis
- Data Modeling
- Ad Hoc Reports
- Dashboards
- Data Visualization
- Performance Metrics
- Ad Hoc Query/Analysis
- KPIs
- Interactive Reports
- Predictive Analytics
- Trend Indicators
- Audit Logs

## Syndication

Through ECP, partners will benefit from dual syndication that enables importing from supplier catalogs and exporting to digital marketplaces.

- Systems Integration
- PIM Connectors
- DAM Connectors
- ERP Connectors
- Syndicators
- Supplier Integration
- Translation Layer
- Ecosystem Partner Access
- Import/Export

## Administrative

Effectus equips partners with the training, tools, and support needed to configure ECP in-house. A dedicated account manager will be assigned to help along the way.

- User Access and Roles
- Configurations
- Helpdesk / Support
- Training Materials
- User Training
- Change Management



**EFFECTUS**  
CONTENT PLATFORM

**EXPERIENCE ECP  
FOR YOURSELF**

For more information on how ECP can help companies thrive in the digital showroom, schedule a demo.

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