

SYNDIGO CONNECT

2026

Customer Advisory Board

April 14th 2026

Syndigo 



Agenda



Welcome and Purpose

Measuring Success & ROI

Strategic Roundtable

Break

Strategic Roundtable

Customer Success

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**CAB Welcome &
Purpose**

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Safe Harbor & How We'll Work Together

This is a trusted, collaborative space.

We may share forward-looking ideas and plans today, and we ask that what's discussed here stays within this group.

The goal is simple — to be open, curious, and candid as we shape what's next together.



Expectations for today

Speak up

You represent the voice of our customer community

Be engaged

Active participation makes this valuable for everyone

Be candid

Honest, constructive feedback helps us move forward

Your Impact as a CAB Member

Driving Innovation, Together

Why It Matters

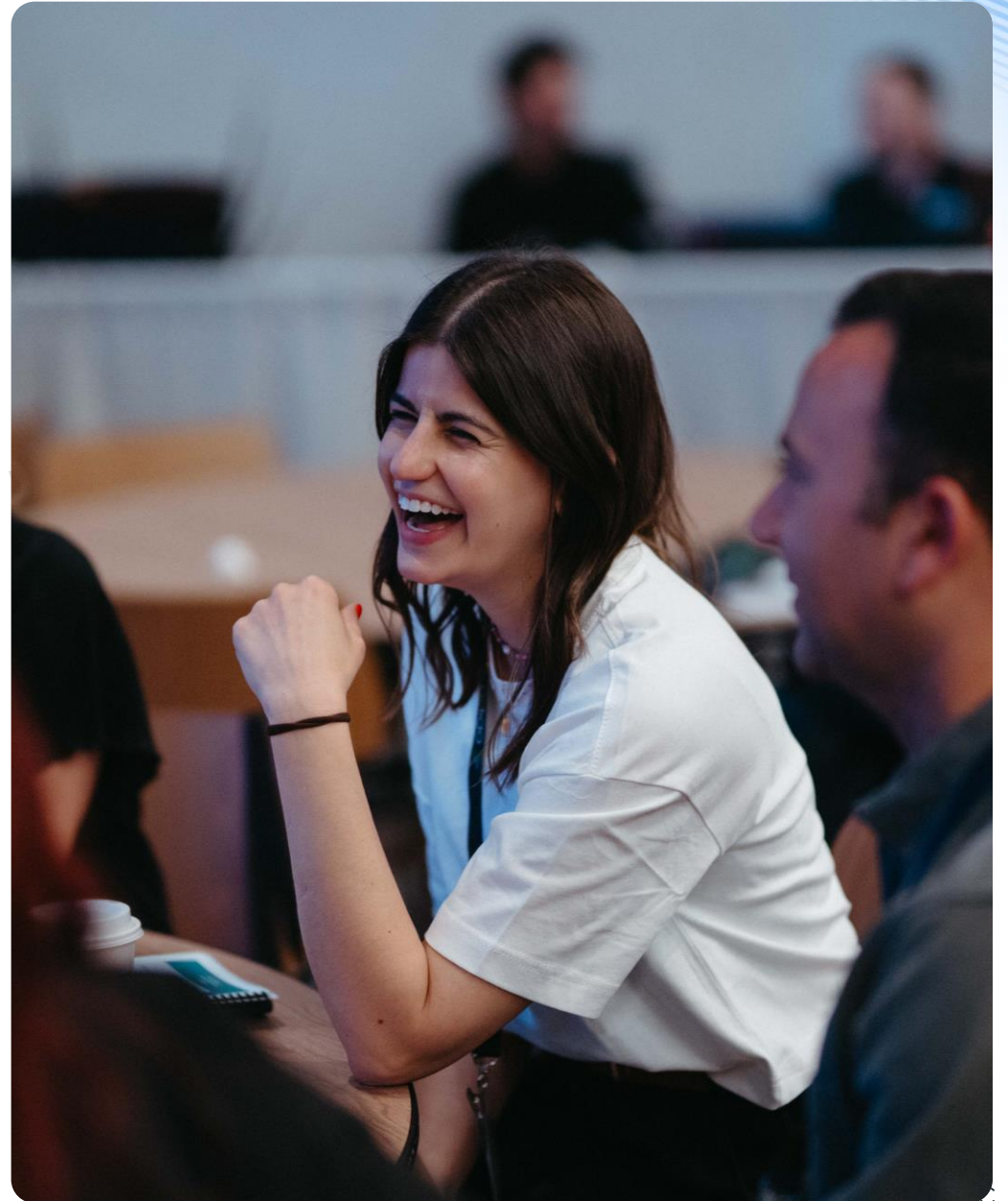
You're shaping Syndigo's future—your voice drives change.

Your Role

- ✓ Guide business, product & CX strategy
- ✓ Identify trends & market needs
- ✓ Influence roadmap direction

What You Get

- ✓ Direct access to leadership
- ✓ Connections with top brands, distributors, and retailers
- ✓ Real impact on what we do, what we build and who we partner with next



What we have done with your leadership...



Boosted retail connectivity for faster partner collaboration



Invested more in services, enablement, and training to maximize value



Enhanced AI tools and automation for speed, tone, and insights



Expanded CABs and customer events to shape future priorities



Improved in-app visibility for quicker, data-driven decisions

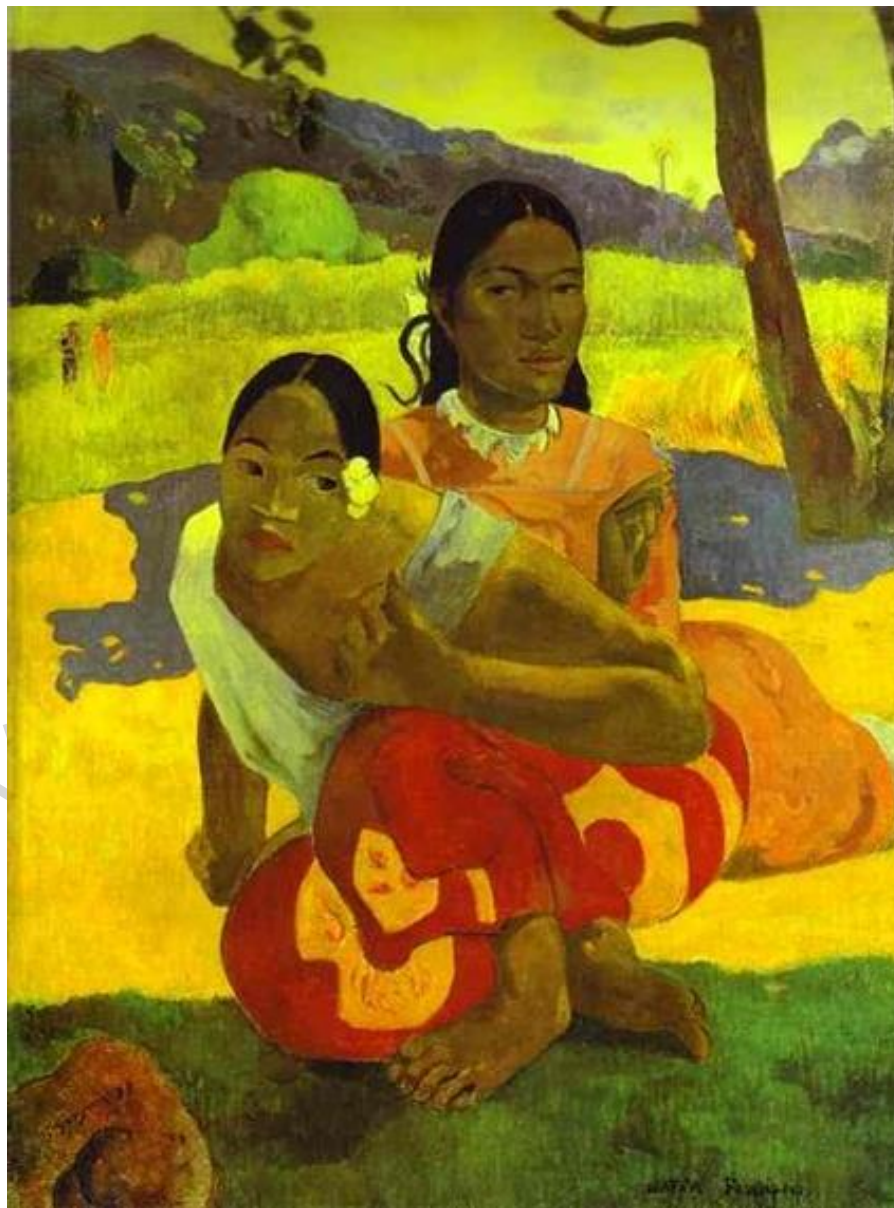


Advanced strategic growth through new partnerships and innovation

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Measuring Success

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Paul Gauguin

\$210 million



Nafea Faa Ipoipo (When Will You Marry?) (1892),

In Partnership with Syndigo CFO Office

Syndigo acts with a fiduciary mindset in measuring and delivering value

- ✓ Ensures **financial credibility** with validated assumptions and metrics
- ✓ Secures **executive buy-in** for investment approval
- ✓ Aligns ROI to **strategic business priorities**
- ✓ Models **realistic scenarios** to manage risk
- ✓ Strengthens the **business case** with data-driven insights from the Business Value Assessment team



What we want to validate with you today

1. Prioritize Syndigo's leading indicators worth tracking across accounts
2. Validate how we translate KPI movement into business value
3. Identify what is realistic to operationalize in our customer success journey

Desired outcome: leave the session validating the Syndigo list of metrics, a stronger proof model, and clear next steps.



CAB prompt Where do you struggle to measure or prove value?

The leading indicators we think matter most

Our proposal: start with 1–2 measures per bucket, not all 12 at once.

Growth and launch readiness

Catalog growth
Onboarding cycle time
New channel or product readiness

Quality and governance

Completeness scoring
Validation and compliance
Governed change management

Efficiency and risk

Manual effort
Supplier effort
Legacy IT drag, returns, fines

Commercial impact

Conversion lift
Days-to-live
Analytics, rework avoided

CAB prompt

Which 2–3 indicators are you using in your business cases?

Syndication: the scorecard to standardize

These are the leading indicators most likely to move during a 90-day pilot.

First-time publish success rate (FTPSR)

Best early signal that content is retailer-ready on the first attempt.

Rejection rate / CIC

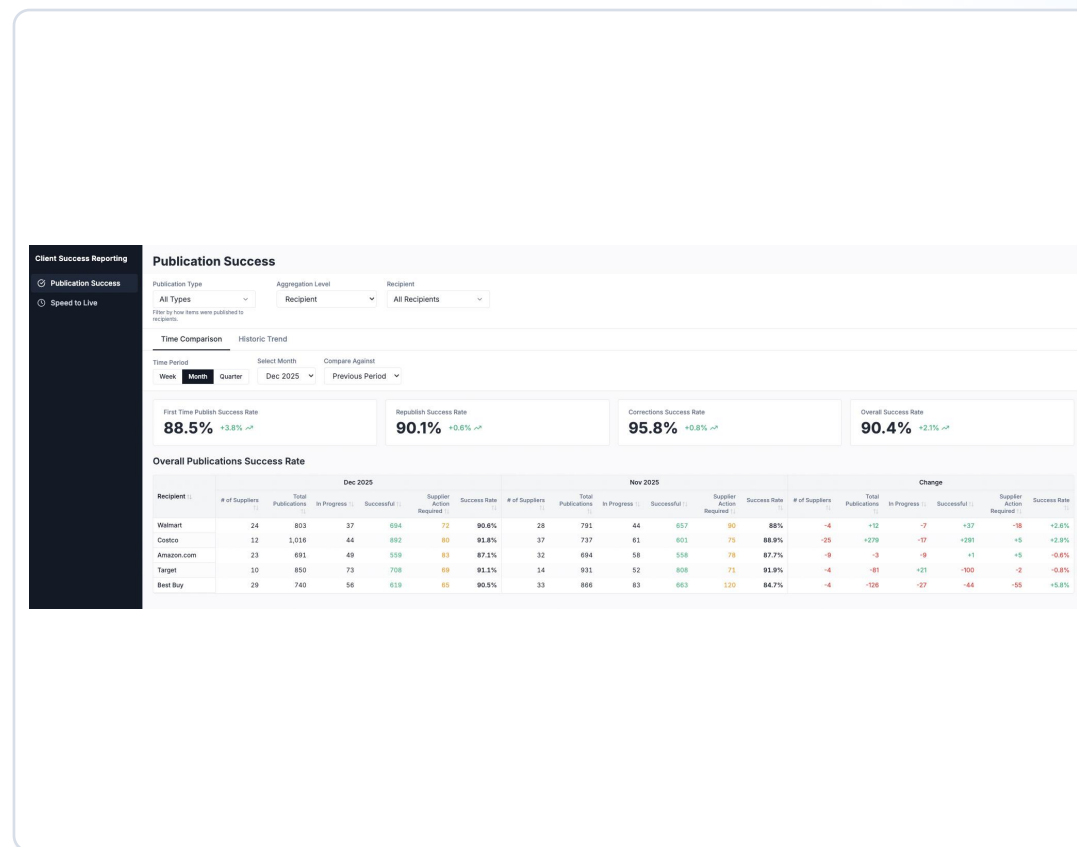
Shows where rework, retailer friction, and data gaps begin.

Days-to-live

Measures how fast content moves from publish to live shelf.

Automation coverage

Shows how much of the process scales without manual touches.



CAB prompt

Which of these metrics can you get today, and which would take work to source?

Client Success Reporting

Client Success Reporting

Publication Success

Speed to Live

Publication Success

Publication Type

All Types

Aggregation Level

Recipient

Recipient

All Recipients

Filter by how items were published to recipients.

Time Comparison

Historic Trend

Time Period

Week **Month** Quarter

Select Month

Dec 2025

Compare Against

Previous Period

First Time Publish Success Rate

88.5% +3.8% ↗

Republish Success Rate

90.1% +0.6% ↗

Corrections Success Rate

95.8% +0.8% ↗

Overall Success Rate

90.4% +2.1% ↗

Overall Publications Success Rate

Recipient	Dec 2025						Nov 2025						Change					
	# of Suppliers	Total Publications	In Progress	Successful	Supplier Action Required	Success Rate	# of Suppliers	Total Publications	In Progress	Successful	Supplier Action Required	Success Rate	# of Suppliers	Total Publications	In Progress	Successful	Supplier Action Required	Success Rate
Walmart	24	803	37	694	72	90.6%	28	791	44	657	90	88%	-4	+12	-7	+37	-18	+2.6%
Costco	12	1,016	44	892	80	91.8%	37	737	61	601	75	88.9%	-25	+279	-17	+291	+5	+2.9%
Amazon.com	23	691	49	559	83	87.1%	32	694	58	558	78	87.7%	-9	-3	-9	+1	+5	-0.6%
Target	10	850	73	708	69	91.1%	14	931	52	808	71	91.9%	-4	-81	+21	-100	-2	-0.8%
Best Buy	29	740	56	619	65	90.5%	33	866	83	663	120	84.7%	-4	-126	-27	-44	-55	+5.8%

Publication Success

Publication Type

All Types

Aggregation Level

Recipient

Recipient

All Recipients

Filter by how items were published to recipients.

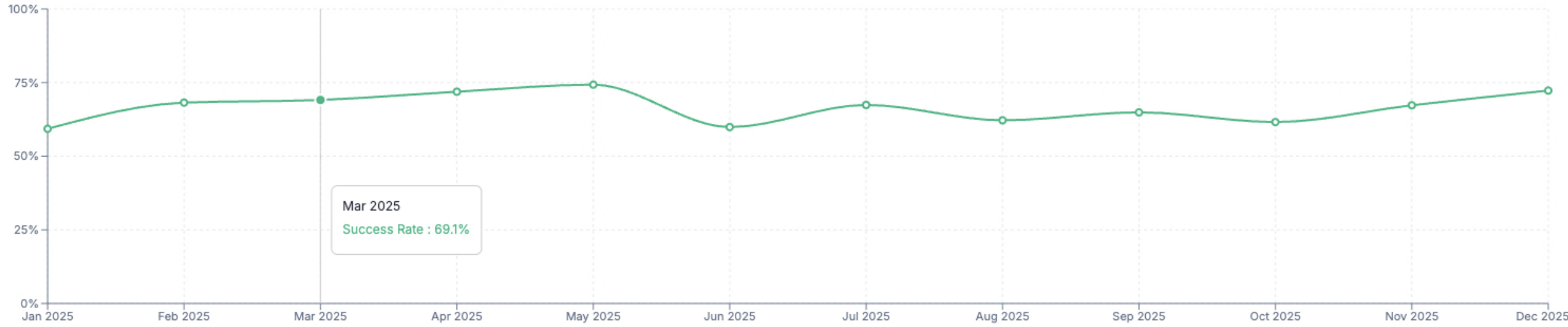
Time Comparison

Historic Trend

Time Period

Week **Month** Quarter

All Recipients Publication Success Rate



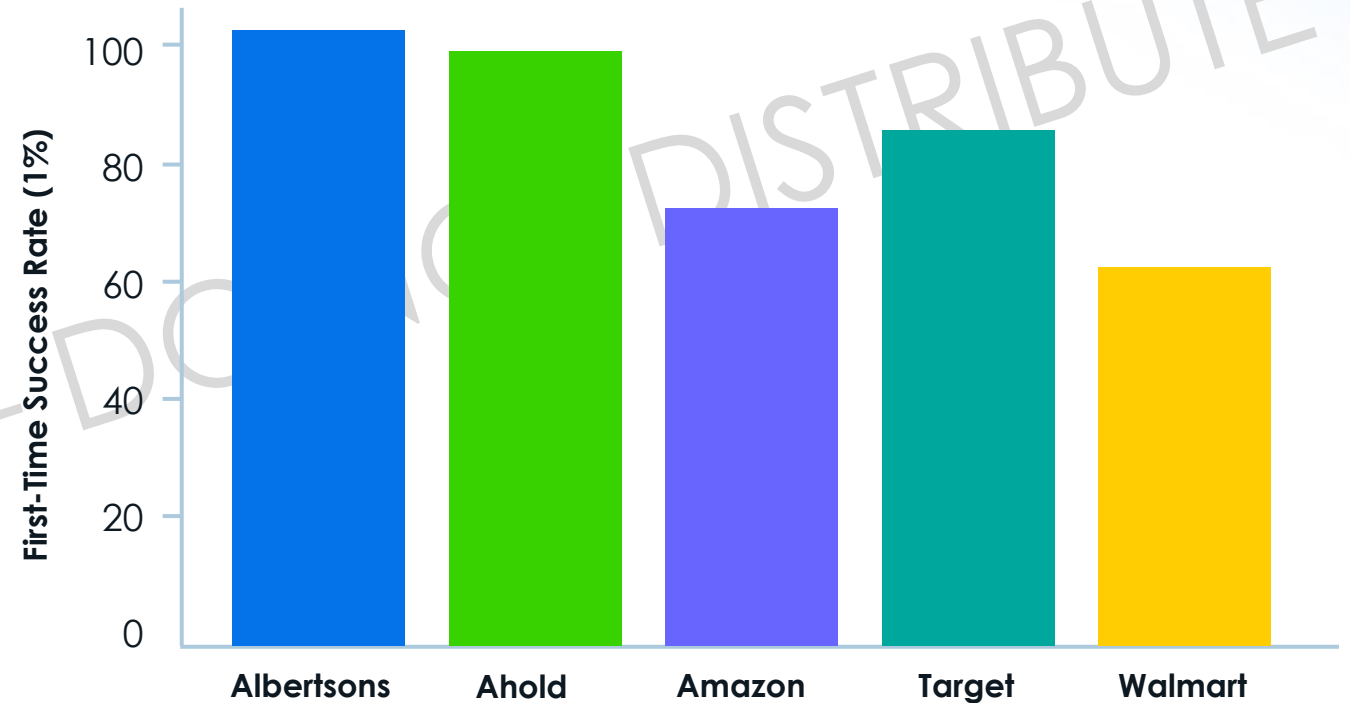
Trend Data

Export CSV

Period ↑↓	Success Rate ↑↓
Jan 2025	59.3%
Feb 2025	68.2%
Mar 2025	69.1%

Syndication – four core KPIs

1. First-time syndication success
2. Rejection Rates
3. Days-to-live (publish cycle time)
4. Automation coverage



These predict channel performance and are measured at a granular level.

Why syndication telemetry matters commercially

Higher first-time success reduces manual correction, lowers retailer friction, and captures revenue sooner.

First-Time Success Rate Comparison

- Amazon Retailer demonstrates **industry-leading performance with 93% first-time success**, establishing operational excellence benchmark
- Walmart follows closely at **86% success rate**, reflecting strong process maturity and data quality controls
- Mid-tier performers Ahold Delhaize (79%) and Target (65%) show opportunity for **targeted improvements and automation**
- Albertsons significantly underperforms at **20%**, indicating critical need for immediate intervention and capability building

First-Time Success Rates by Retailer



\$100K of avoided rework in the original example case, driven by stronger first-time success across multiple retailers.

PIM / MDM: the upstream scorecard

Better upstream data health lowers downstream cost, delay, and risk.



KPI groups to standardize: catalog growth • onboarding and enrichment cycle time • completeness and data quality • manual effort and legacy IT • risk mitigation

CAB prompt

Which upstream metrics most reliably predict downstream impact in your business?

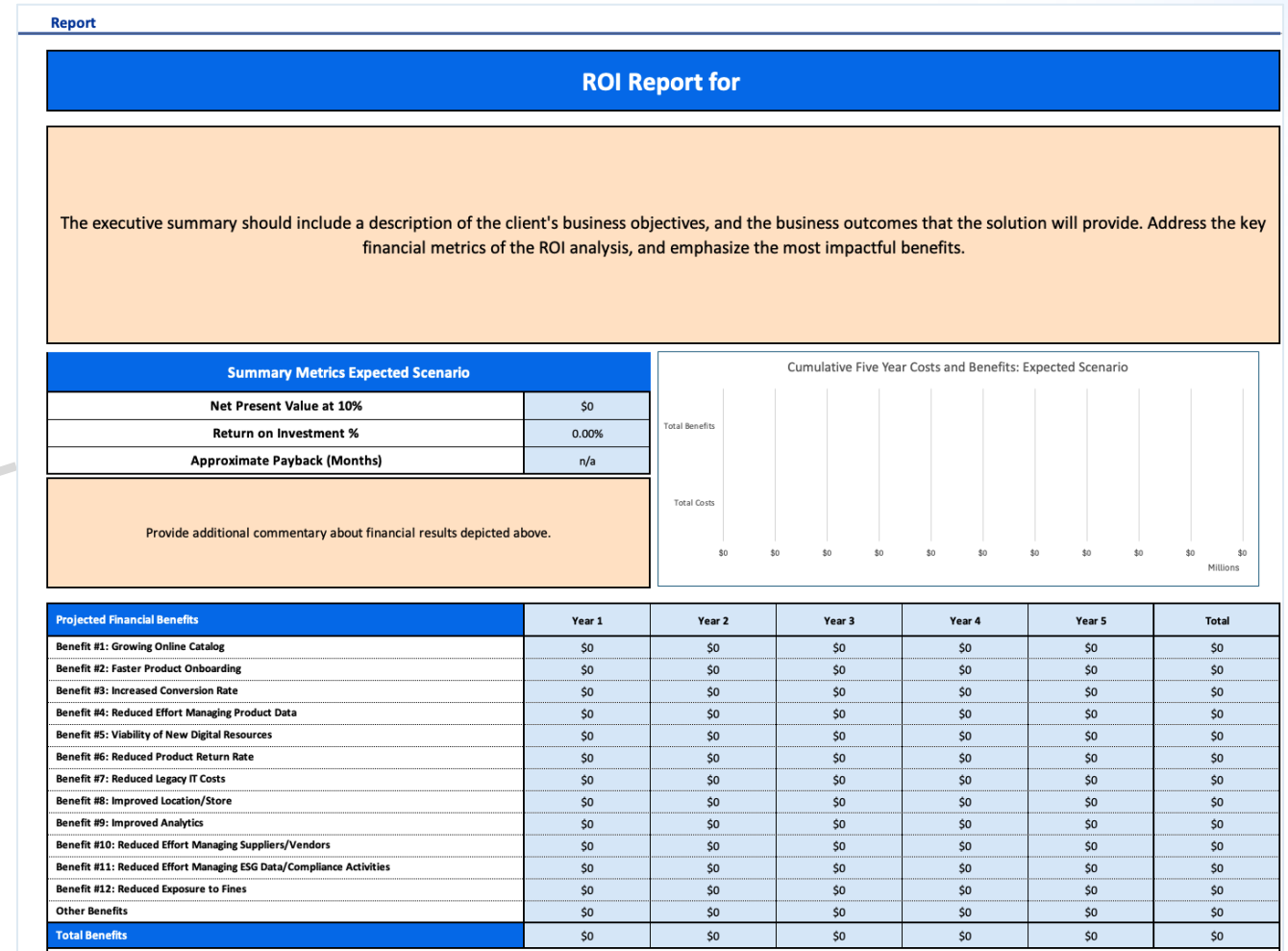
Leading Indicators

- 1 Growing Online Catalog
- 2 Faster Product Onboarding
- 3 Increased Conversion Rate
- 4 Reduced Effort Managing Product Data
- 5 Viability of New Digital Resources
- 6 Reduced Product Return Rate
- 7 Reduced Legacy IT Costs
- 8 Improved Location/Store
- 9 Improved Analytics
- 10 Reduced Effort Managing Suppliers/Vendors
- 11 Reduced Effort Managing ESG Data/Compliance Activities
- 12 Reduced Exposure to Fines

ROI Summary and Executive Presentation

ROI Summary & Executive Presentation

- Highlights **client business objectives** and expected outcomes
- Presents **key ROI metrics**: NPV, ROI %, and payback period
- Shows **cumulative cost/benefit projection** over 5 years
- Breaks down **financial benefits by category** and timeframe
- Provides **commentary** on assumptions and high-impact areas



Measuring Success Framework



Track

- Telemetry + PXM maturity score – assessment:

Reactive → **Developing** →
Operational → **Visionary**



Prove

- **Bakeoffs + Business Value Assessments** convert KPI deltas into dollars
- Work with Finance to translate those changes into dollars (labor saved, faster time-to-live, fewer issues)



Scale

- **QBRs** + portfolio **heat map**
- Put **KPI trend** and **maturity score** into every strategic **QBR** and renewal discussion.
- Simple portfolio heat map of all customers: Where they are on the maturity curve and where we've moved them.

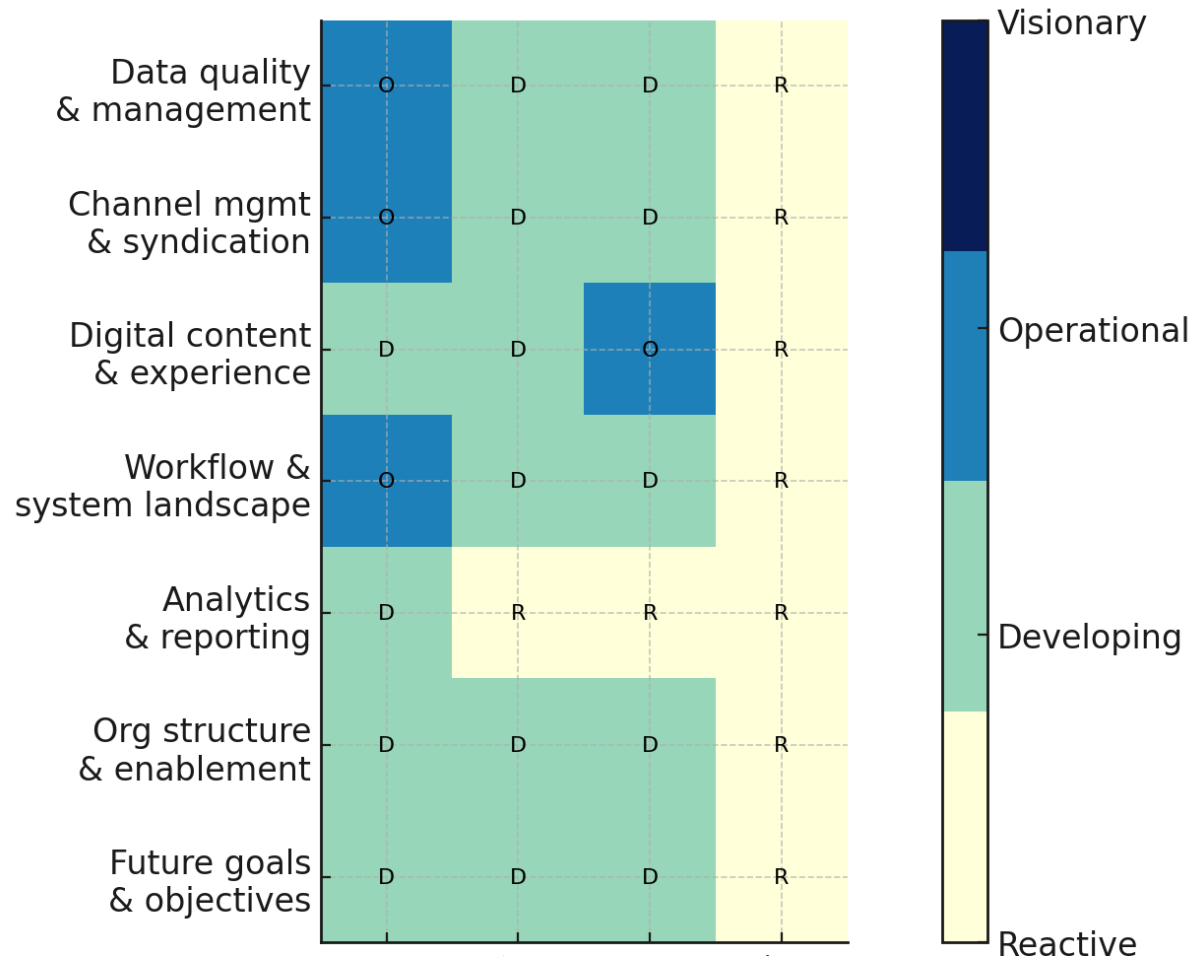
CAB prompt

Does this Track → Prove → Scale model match how your organization evaluates value?

PXM Maturity Heat Map

Each file = capability × customer; color = maturity. This is the portfolio view we bring to ELT.

PXM Maturity Heat Map - Example Portfolio



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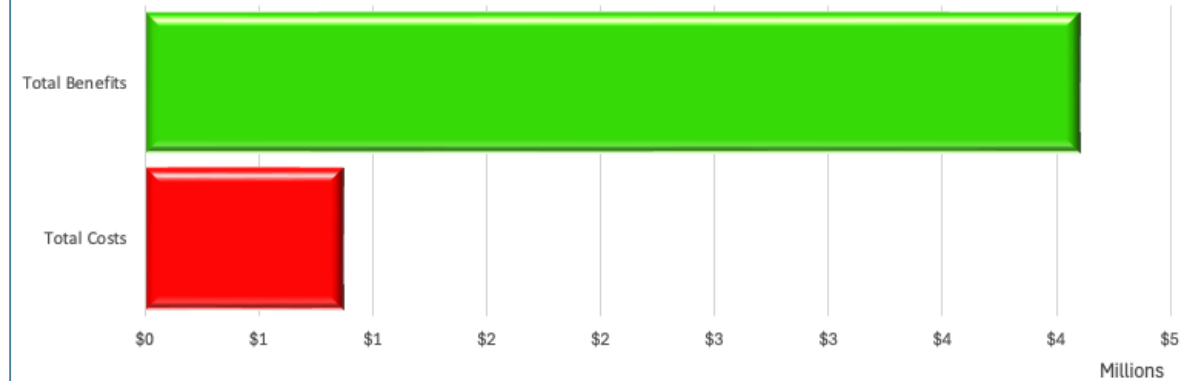
Report

Summary Metrics Low Scenario

Net Present Value at 10%	\$6,931,770
Return on Investment %	372.35%
Approximate Payback (Months)	5 Month(s)

Provide additional commentary about financial results depicted above.

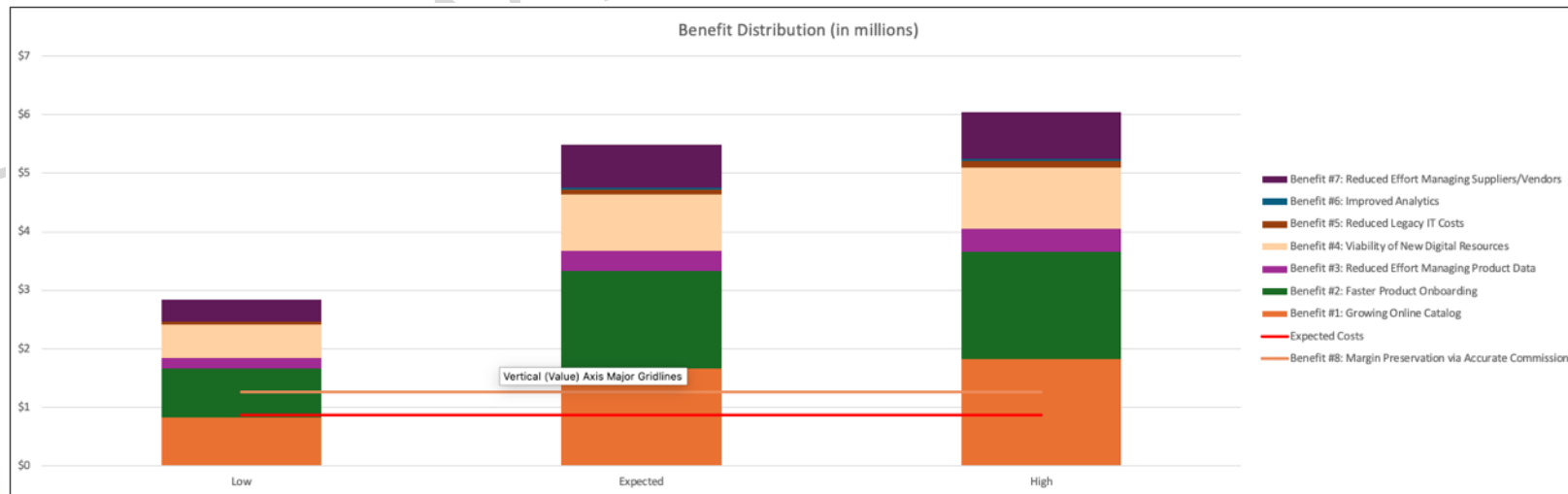
Cumulative Five Year Costs and Benefits: Low Scenario



Projected Financial Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Benefit #1: Growing Online Catalog	\$87,500	\$175,000	\$183,750	\$183,750	\$201,250	\$831,250
Benefit #2: Faster Product Onboarding	\$87,500	\$175,000	\$183,750	\$183,750	\$201,250	\$831,250
Benefit #3: Reduced Effort Managing Product Data	\$18,750	\$37,500	\$39,375	\$39,375	\$43,125	\$178,125
Benefit #4: Viability of New Digital Resources	\$60,000	\$120,000	\$126,000	\$126,000	\$138,000	\$570,000
Benefit #5: Reduced Legacy IT Costs	\$5,125	\$10,250	\$10,763	\$10,763	\$11,788	\$48,688
Benefit #6: Improved Analytics	\$1,250	\$2,500	\$2,625	\$2,625	\$2,875	\$11,875
Benefit #7: Reduced Effort Managing Suppliers/Vendors	\$38,965	\$77,930	\$81,826	\$81,826	\$89,619	\$370,166
Benefit #8: Margin Preservation via Accurate Commissions	\$675,000	\$337,500	\$168,750	\$84,375	\$0	\$1,265,625
Total Benefits	\$974,090	\$935,680	\$796,839	\$712,464	\$687,907	\$4,106,979

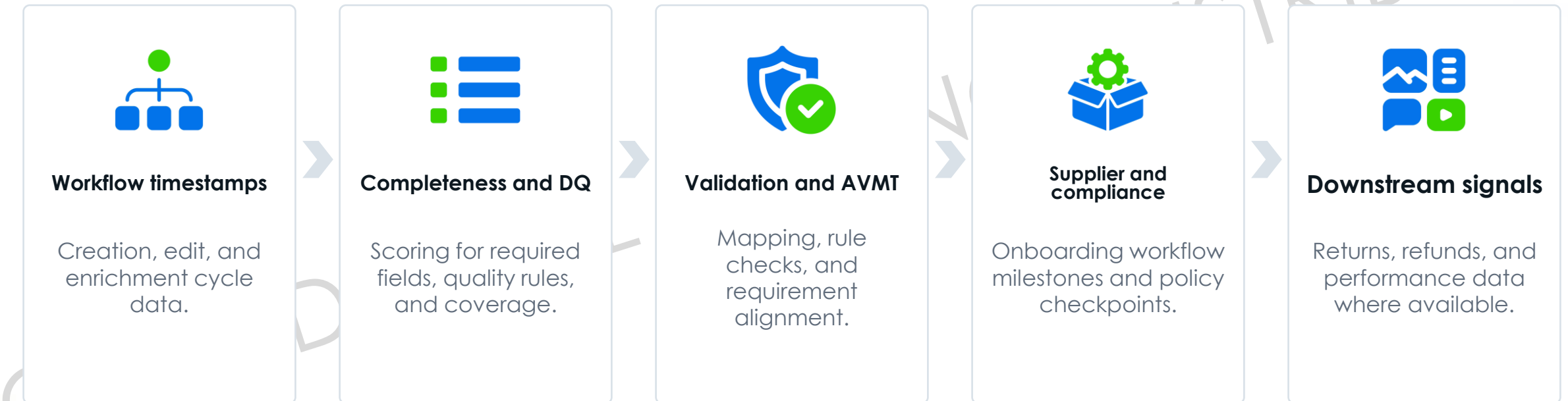
How We Instrument The PIM/MDM KPIs

1. Workflow timestamps
2. Product creation and enrichment cycle logs
3. PIM completeness scoring
4. AVMT mapping & validation logs
5. Supplier onboarding workflows
6. ESG attribute completeness
7. PDP conversion analytics (via DSA tie-in)
8. Legacy system replacement tracking
9. Return and refund data (customer-supplied)



How the PIM / MDM telemetry spine gets built

The goal is not more dashboards. It is a clean data spine for QBRs, pilots, and credible value stories.



Proposed leading indicators for agentic pilots

These metrics answer two questions: does the agent move work faster, and can teams trust how it acts?

Operational lift

IsItLive success rate

Percent of items the agent gets live without human correction.

Autonomous task coverage

Share of eligible tasks completed fully by agents.

Time-to-resolution

Average time to handle content issues with agents versus without.

Control and adoption

Manual touches per SKU

Human interventions per item before and after rollout.

Error / rollback rate

Actions that need to be undone or corrected.

User acceptance rate

Accepted recommendations compared with overrides.

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Strategic Roundtable

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Strategic Roundtables: Your perspective drives what comes next

What this is

- A peer-driven conversation with leaders facing challenges similar to yours
- A strategic discussion focused on what matters most to your business
- A candid space to share what's working — and what isn't
- A chance to explore priorities, tradeoffs, and decisions together

What this isn't

- Not a presentation from us
- Not a product demo
- Not a sales conversation
- Not theoretical — this is grounded in real experience

What you share today helps shape where we invest, what we build, and how we partner with you.

Where We'll Focus Our Conversations

Table 1:

Post-Acquisition Strategy & Platform Direction

- ✓ Where platform clarity matters most to your teams
- ✓ What workflows still feel complex
- ✓ Where integration expectations are evolving
- ✓ Where friction still slows progress

Table 2:

MDM & Data Governance Strategy

- ✓ How ownership and accountability are structured
- ✓ Where governance maturity is improving
- ✓ How teams maintain data quality
- ✓ Where alignment still breaks down

Across All conversations we'd love your perspective on:

- Who are your most strategic retailers and partners today?
- Where are you choosing to build vs. buy vs. partner?
- Where do you suggest Syndigo should build, buy or partner?
- Where do ecosystem gaps still exist?
- Where could stronger partnerships accelerate growth?
- What's the perception of Syndigo? What are 5 things we should address this year?
- Are there market trends that we have missed?

Table 3:

AI & Innovation in Commerce

- ✓ Where AI pilots are delivering value
- ✓ How governance is evolving
- ✓ What's required to scale innovation
- ✓ Where operational readiness still needs work

Table 4:

ROI, Measurement & Breaking Silos

- ✓ How impact is measured across teams
- ✓ What executives expect to see
- ✓ Where silos still slow progress
- ✓ How teams connect effort to business value

Table Assignments

TABLE 1: Post-Acquisition Strategy
& Platform Direction

Darla Nielson ★
3M Co. — Table Lead

Jordan Sisk ★
Procter & Gamble

Kevin Pearson
UFP Industries Inc.

Kristin Roberts
Dell Computer Corp.

Nevin Sequeira
General Mills

AnnaKristen Ganey
Shamrock Foods Co.

Marc Foster
Canadian Tire

Kimberly Doyle
TJX

TABLE 2: MDM & Data Governance
Strategy

Britt East ★
John Boos & Co. — Table Lead

Christi Ptacek ★
Dick's Sporting Goods

Cijo John
Polo Ralph Lauren

Brad Best
Performance Food Group

Ross Blakely
J.M. Smucker Co.

Stacey Ostermann
Testequity Inc.

Jeffrey Hester
Procter & Gamble

Kevin Guido
Procter & Gamble

German Retana
PriceSmart Inc.

TABLE 3: AI & Innovation
in Commerce

Matt Krueger ★
Buffalo Games — Table Lead

Sean Cummings ★
UFP Industries

Gina Tomassi
PepsiCo

Tracy Goebel
J.M. Smucker Co.

Ai-ling Tham
McCormick & Co.

Taniel Khamo
Klein Tools

Rhys Hall
MillerKnoll, Inc.

TABLE 4: ROI, Measurement &
Breaking Internal Silos

Crystal Derouin ★
Kimberly-Clark — Table Lead

Geoff Barrenger ★
Polo Ralph Lauren

Cheryl Redman
McCormick & Co.

Jayaprakash Bodduna
7-Eleven

Brandon Phillips
PetIQ

Su C. Yu
Dollar Tree

Luke Hanneman
Bayer

Patrick Larson
NOW Foods

Two Rounds. Two Levels of Insight.

Part 1: Discovery

Start by exploring what you're seeing today

- What priorities matter most right now?
- Where is momentum building?
- Where is friction slowing progress?
- What has changed in the past 12–18 months?

Part 2: Prioritization

Then move toward what matters next

- What would you prioritize moving forward?
- What tradeoffs are required?
- What barriers still exist?
- Where do partnerships become critical?
- What would you stop doing to move faster?

Quick Pulse Readouts

Each table will share:

- ✓ One meaningful insight or shift that stood out during your discussion
- ✓ One sentence
- ✓ 60 seconds

Focus on:

- ✓ A shift you're seeing
- ✓ A friction point emerging
- ✓ A capability becoming critical

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Strategic Roundtable

(part two)

Part 2: Where should you prioritize next?

Now that you've explored what you're seeing - let's decide what matters most moving forward.

Focus your discussion on:

- What would you prioritize if resources were limited?
- What tradeoffs are required to move faster?
- What barriers still need to be solved?
- Where do partnerships become critical?
- What would you stop doing to make progress?

Insight → Action



Part 2: Where should you prioritize next?

Now that you've explored what you're seeing - let's decide what matters most moving forward.

Focus your discussion on:

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Insight → Action

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Voice of Customer & Success Priorities

Voice of Customer: What we're hearing from you

These themes come directly from conversations with customers like you.

If any of these are conversations happening inside your organization right now, you are in the right place.

"Our data lives in multiple systems—nothing is platform-ready."

"We went live six months ago. Adoption is still low."

"Images keep getting rejected. We can't keep up."

"We have no internal bandwidth for this."

"We need 300 SKUs live in 60 days and we're starting from scratch."

"We're not sure what we're missing—that's the problem."

Every engagement starts with a conversation.

You do not have to carry this complexity alone.

30%

of PXM budgets consumed by ongoing operations that were never scoped or planned for

60%

of enterprises lack the skilled internal resources needed for data governance and channel activation at scale

70%

of brands miss product launch timelines due to manual data enrichment and compliance gaps

Sources: Forrester Research, Gartner PXM Market Analysis. Enterprise programs with 500+ active SKUs.

Every engagement starts with a conversation.

You do not have to carry this complexity alone.

Need strategic clarity?

- Start with a consulting engagement or audit
- We surface what you may not see clearly today
- Prioritized roadmap tied to your business goals
- Ask us about Consulting & Strategy

Need operational relief?

- Data Readiness and SYaaS remove the manual burden
- Content Operations scales without adding headcount
- Managed services deliver predictable, accountable outcomes
- Ask us about Data Readiness, SYaaS, or Technical Services

Need to protect long-term ROI?

- Technical managed services keep your platform current
- Advisory keeps your roadmap aligned as the market evolves
- Content services ensure retailer compliance year over year
- Ask us about Technical Services or Content Creation

What we're doing based on your feedback

Your input is directly shaping how we evolve our customer experience

✓ Customer Success

Strengthening Partnership and Planning

Based on your feedback, we are:

- Expanding structured success planning
- Defining clearer engagement milestones
- Increasing proactive communication with AI utilization

Why this matters: You have clearer visibility into progress.

✓ Support

Enhancing Responsiveness and Visibility

Based on your feedback, we are:

- Improving escalation transparency
- Increasing response consistency
- Reducing resolution time variability

Why this matters: Issues get resolved faster and more predictably.

✓ Services

Improving Delivery Transparency

Based on your feedback, we are:

- Standardizing onboarding approaches
- Increasing implementation visibility
- Providing clearer delivery expectations

Why this matters: You know what's happening and when.

✓ Enablement & Training

Expanding Training and Readiness

Based on your feedback, we are:

- Adding role-specific learning resources
- Delivering more best-practice guidance
- Increasing access to training materials

Why this matters: Your teams can move faster with confidence.

What changes when this model is running.

Our mission is your success

Faster Time-to-Value

Data Readiness and onboarding acceleration reduce go-live timelines and first-pass acceptance rates.

Operational Scale

SYaaS eliminates manual syndication bottlenecks. Hundreds of retailers without proportional headcount.

Content Compliance

Studio and verification reduce retailer rejections. Item setup delays decrease measurably.

Platform Adoption

Teams trained on their own real data adopt faster. Onboarding becomes productive, not theoretical.

Continuous ROI

Technical managed services and advisory keep your platform current and your roadmap aligned to business goals.

AI Preparedness

Data governance and structured workflows built today become the foundation for AI-driven operations tomorrow.

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