

Enable **Scalable Product Content**, Quality and Localization with **Embedded GenAI**

Creating and scaling accurate product content across thousands of SKUs isn't easy, especially when teams are weighed down by manual tasks. Personalization and localization requirements add further complexity, slowing time to market and increasing costs. It's time for a smarter, more streamlined approach.

ProductGen AI is a generative AI (GenAI) intelligence layer embedded within Stibo Systems Product Experience Data Cloud that transforms how product content is created, governed, translated and localized. It empowers content, data and digital teams to move faster, stay compliant and scale globally with confidence.

Accelerate time to market with GenAI

Embedded in Product Experience Data Cloud, ProductGen AI provides business users with AI-generated content and data quality capabilities that don't require support from data science teams or custom-built large language models.

With ProductGen AI, your team can accelerate product content creation, enforce data governance and scale localization through three primary uses cases:

AI-generated product descriptions

Designed for speed and scalability, ProductGen AI significantly reduces the time required to write and edit product content. It enables users to create titles, marketing descriptions and technical content from structured product attributes and then customize that content based on tone, format, SEO and compliance requirements.

With ProductGen AI, you can scale personalization with ease, producing multiple product descriptions tailored to specific buying personas, regions or seasonal campaigns. This approach improves efficiency and reduces costs for companies managing thousands of SKUs across diverse markets, especially low-margin, high-volume retailers.

AI-assisted data quality

ProductGen AI boosts operational efficiency and content consistency by enforcing data policies across languages and regions. It uses natural language prompts to define and enforce business rules, such as detecting spelling errors, banned terms or inappropriate language in product descriptions.

Its design supports large-scale enforcement of data governance policies with minimal intervention, requiring human input only for exceptions.

KEY BENEFITS

- **Customization:** Tailor product descriptions by tone, format, compliance and SEO needs
- **Human-like translations:** Deliver quality translations suitable for localized, customer-facing content
- **Consistency:** Improve content compliance and data quality across languages and regions
- **Operational efficiency:** Accelerate product launches and improve time to market
- **Speed and scalability:** Reduce time spent writing, editing and reviewing product descriptions with automated content creation



AI-assisted translation

ProductGen AI automates high-quality translation of product data into multiple languages, empowering global brands with a more efficient means of localization. Its human-like translation quality significantly reduces translation costs and improves operational efficiency. This is particularly helpful for regulated industries and global brands that require both speed and control in their content workflows.

AI image-aware product content

ProductGen AI generates and validates product content by analyzing images alongside product data. It creates image-based descriptions, extracts on-pack text, produces SEO copy, and generates compliant alt text, while ensuring accuracy through image-to-data validation and exception detection. Built with governance and human-in-the-loop review, it accelerates time to market, improves data quality and reduces compliance risks.

TECHNICAL ARCHITECTURE AND AI FOUNDATION

ProductGen AI is built on a secure, cloud-native architecture optimized for enterprise scalability and performance. Utilizing Microsoft Azure, it ensures global availability, seamless integration and trusted data governance.

At its core, ProductGen AI uses Microsoft's Azure OpenAI Service and the GPT model to power intelligent content creation. All AI workloads are processed within an individual Azure instance.

What sets ProductGen AI apart:

Enterprise-grade scalability: It's built on Microsoft's global cloud infrastructure

Designed for security and privacy: Customer data stays private and is never used for training models

Advanced AI: GPT model offers unmatched quality and multimodal capabilities, outperforming other small models in the market

Together, this foundation enables ProductGen AI to deliver fast, secure and intelligent product content generation on an enterprise scale.

KEY CAPABILITIES

- **Embedded in Product Experience Data Cloud's composable architecture:** Ensure seamless integration, shared governance models and unified workflows across product data onboarding, enrichment and syndication
- **Persona-tailored content generation at scale:** Create persona-specific, channel-optimized and seasonally relevant content using structured product attributes
- **Natural language governance for data quality:** Enable business users to define and enforce data quality rules using plain language prompts
- **AI-assisted translation with built-in approval workflows:** Support asynchronous workflows, error handling and human-in-the-loop approvals
- **AI that respects data governance:** Ensure AI-generated content adheres to the compliance, brand and localization standards defined within Product Experience Data Cloud

Ready to transform your product content with ProductGen AI?

Visit stibosystems.com or contact us at sales@stibosystems.com to learn more.

