inRiver and 1WorldSync Align to Increase Customer Trust in Product Information Worldwide

Out-of-the-box PIM connector enables inRiver customers to exchange data with 1WorldSync automatically for more consistent product information across channels.

CHICAGO, IL, UNITED STATES, January 10, 2018 /EINPresswire.com/ -- inRiver, the foremost provider of multi-tenant SaaS-based product information management solutions, and 1WorldSync, the leading provider of product content solutions, are partnering to empower informed consumer purchase decisions through easier access to authentic. trusted content.

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>
> *Dan Wilkinson, Chief Commercial Officer, 1WorldSync*

1WorldSync and inRiver are deploying a standardized PIM connector that expands their joint capability for customers to exchange relevant and needed product data. Customers that are using inRiver PIM will be able to easily send and receive data to 1WorldSync in an automated fashion. 1WorldSync will then aggregate and distribute that data between trading partners for more consistent information and efficient supply chains.

Consumers and business customers alike rely on product information to seek, discover, and purchase products. To make informed decisions throughout this process, customers must trust the product information they are finding both online and on store shelves. 1WorldSync works with brands globally in industries such as CPG, retail, food service, and hardlines, to ensure that their customer experience is built on trusted product information.

In turn, inRiver provides product information management solutions that enable merchandisers and product marketers of both B2B and B2C enterprises to assemble, enrich, and disseminate consistent and relevant product information to downstream partners and end-user customers.

"inRiver is excited to announce our intention to certify our updated, out-of-the-box connector, with the latest release of 1WorldSync's GDSN standard datapool solution (3.1.x)," stated Joe Golemba, Vice President of Alliances and Services at inRiver. "Regardless of industry, 1WorldSync aggregates, stores, and circulates trusted product data for thousands of companies across the world. This certified connector will help inRiver's current and future customers go to market more rapidly and instill even greater trust and confidence for their customers."

"The 1WorldSync Product Information Cloud platform is designed for organizations to exchange authentic and enriched product information and digital content, creating a mission-critical foundation for connected commerce. With this connector between inRiver and 1WorldSync, customers will be confident that the information they are accessing is high-quality, accurate, and complete," commented

Dan Wilkinson, Chief Commercial Officer at 1WorldSync.

About inRiver
Founded in 2007, inRiver AB is a global, rapidly growing, and award-winning software-as-a-service product information management company with an extensive partner network. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam, and Stockholm. More than 900 brands around the world rely on inRiver Product Marketing Cloud to orchestrate the creation, packaging, and distribution of their product information. www.inriver.com

About 1WorldSync
1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. The 1WorldSync Product Information Cloud platform is designed for organizations to exchange authentic and enriched product information and digital content, creating a mission-critical foundation for connected commerce. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is jointly owned by the member organizations of GS1 Germany and GS1 US. GS1 is the preeminent global organization for the development of global standards, for identifying, capturing, and sharing product information. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001.
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