



A 1WORLD SYNC & SNAP36 CASE STUDY

Ajinomoto Diversifies Their Products Online With 1WorldSync Image Capture Services

The Challenge

Ajinomoto Foods North America (AFNA) is a leading frozen foods company, committed to providing nutritious and delicious meals. With a rich history of diverse ethnic brands, their products have become household favorites globally.

As a fast-growing company having undergone multiple mergers and acquisitions, Ajinomoto envisioned having a centralized location to host all of the data required for synchronization with trading partners. The organization wanted to showcase their products, along with images, videos, brochures, and certificates to support the product throughout the supply chain and its entire life-cycle.

Ajinomoto needed a state-of-the-art, cost-effective, sophisticated platform that would enable:

1. Image hosting to be synchronized with trading partners
2. Streamlined data processes including validation and quality checks prior to synchronization

The Solution: 1WorldSync + Snap36 Image Capture

75% of consumers list the quality of the product images as the most important feature when shopping online (*Internet Retailer Report*).

Online customers aren't able to touch merchandise, making it difficult for them to decipher whether they like it or not. Without the ability to hold, feel, squeeze or otherwise handle the items they're interested in, potential customers don't have much to rely on in order to make their decision. Regrettably, without high-resolution images or product reviews, consumers are less inclined to buy a product.

360° and 3D spin product photography is the most effective way to capture a product and provide visual information that builds customer trust. Product spin imagery replicates the "in-store" experience while shopping online.

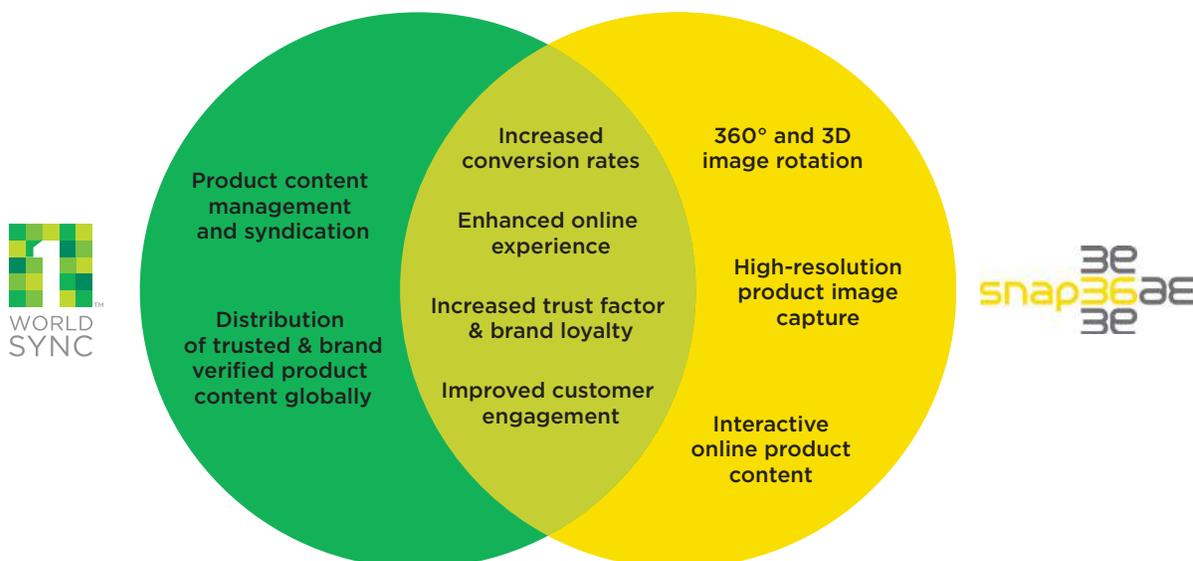
Ajinomoto understood the urgency of having high-quality online image interactions. The company enlisted 1WorldSync, the leading provider of trusted content, to help their products visually stand out against competitors online.

Ajinomoto implemented 1WorldSync's Image Capture solution, powered by product photography partner Snap36, to utilize affordable, web-ready product images including 360° spin imagery.

Brands and retailers are adding 360° product imagery to their sites every day and increasing online conversions by as much as 47% (*Snap36*).

Ajinomoto benefited from:

- ✔ Product images compliant with GS1 US Standards Initiative
 - 360° spinset and multiple static images to create a fluid interaction and rotating appearance – similar to a flipbook.
- ✔ Weights and dimensions data capture
 - Data collection for product weight, height, width and depth.
- ✔ Mass uploading of product data including images
 - Images formatted, uploaded and delivered to 1WorldSync's Digital Asset Management (DAM) solution, a one-stop shop for all images.



How Did 1WorldSync Help?

Ajinomoto chose 1WorldSync to be their product content solutions provider. Through this partnership, Ajinomoto was able to deploy and migrate data to a cloud-based, single sign-on platform with the capability to export data to different platforms anytime and anywhere.

1WorldSync + Snap36 Image Capture Services gave Ajinomoto full 360° spin imagery and metadata to enhance and differentiate for online and distributor product catalogs as well as manufacturer websites.

With these new capabilities, Ajinomoto empowered consumers to interact with their products in a brand new way that increased conversion, brand consistency and customer engagement.

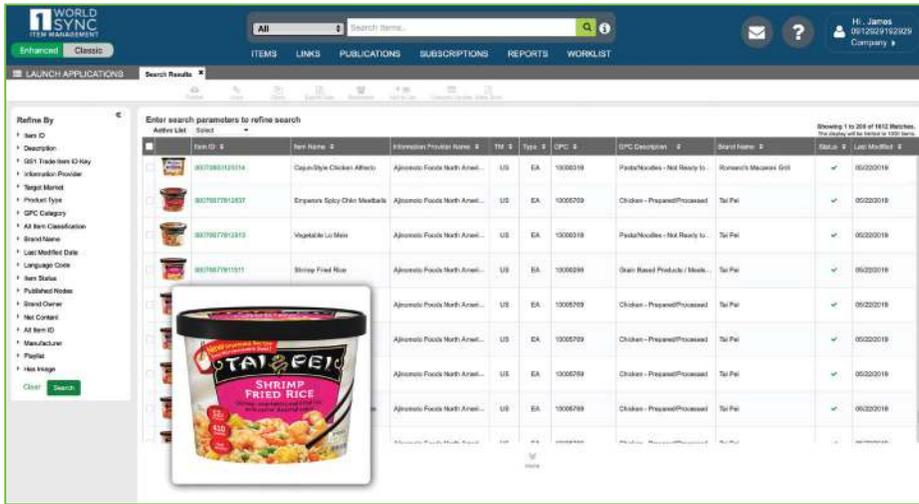
They could also affordably host all their images in one location with no minimum or maximum requirements and retain full ownership.

1WorldSync has built a solid foundation in preparing Ajinomoto for interactive e-commerce with custom product images.

Moving forward, Ajinomoto hopes to take advantage of other 1WorldSync solutions in order to achieve a true end-to-end solution that enables the delivery of accurate and complete product content.

“Product spec sheets helped our sales, customer service and leadership teams better visualize our products in the market including the actual barcodes on the packaging. Spinning imagery capabilities from Snap36 offers an innovative way to showcase our products.”

– **Mary Ann Baylousis**,
Information Technology
Manager, EDM
Ajinomoto Foods North
America, Inc.



“1WorldSync aligned our vision and our processes. The technology platform and expert services eliminated the need to subscribe to different vendors, lowering our overhead. Most importantly, we have full control and ownership of the data that is critical for us in order to respond to any immediate requests.”

- Mary Ann Baylosis,
*Information Technology
 Manager, EDM
 Ajinomoto Foods North
 America, Inc.*

Results

Ajinomoto saved approximately 35% in imaging costs and image hosting and 45% in Data Pool and Digital Asset Management (DAM) services.

Their foodservice and CPG products had refreshed images complete with spinning capabilities that enhanced the selling factor, ultimately making their products stand out more to the end consumer.

About Ajinomoto Foods North America (AFNA)



Ajinomoto Foods North America is a leading manufacturer in the frozen food industry. AFNA is dedicated to contributing to a healthier lifestyle through nutritious and balanced foods. With a commitment to excellence and innovation, all of their products are prepared with their customers in mind, providing healthy and delicious meals for all.

They currently operate ten factories and two main offices domestically in the United States. With over 2,500 employees working around the clock, they serve as a brand leader across all categories of frozen foods.

Their products span across the largest categories of ethnic frozen foods ranging from Mexican to Italian to Asian across every distribution channel including foodservice, grocery, warehouse club, and custom manufacturing. For more information, please visit www.ajinomotofoods.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. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com

About Snap36

Snap36 is the leading rich-product content solution for retailers and brands, enabling them to improve consistency and trust during the online purchasing experience. Rather than using traditional photography processes, Snap36 efficiently automates image capture with innovative robotic equipment and workflow software to deliver 360° and 3D imagery, augmented & virtual reality, video, and interactive content. For more information, please visit www.snap36.com