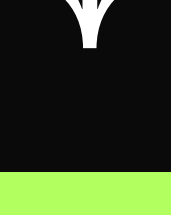


# AI product discovery workshop

3–4-hour session



Accelerate your commerce strategy with smarter search, cleaner data and AI-ready architecture.

In this expert-led workshop, you'll get a tailored review of your product catalog, search performance and AI readiness — plus actionable use cases for smarter search and personalization. We'll help you uncover quick wins, identify long-term opportunities and deliver a clear roadmap to modernize your data, governance and architecture for scalable, AI-powered commerce and content experiences.

## Is this workshop for you?

Join us if you want to:

If you're leading digital transformation in commerce, product or data, this session is for you. Whether you're in retail, CPG, B2B or industrial sectors, our workshop helps you uncover what's holding back product discovery and AI adoption.

From the prep call to the tailored roadmap, you'll get clear next steps to align teams, clean up your data and accelerate digital performance.

### Maximize

the impact of AI and GenAI tools across your product and content journey.

### Uncover

blockers to smarter search, personalization and conversion.

### Streamline

manual processes in your catalog and data workflows.

### Build

a scalable, future-ready foundation for omnichannel growth.

## What you'll get

### 1. Expert-led strategy session

Dive into a tailored review of your current product catalog, search performance and AI readiness with Valtech's experts in data, architecture, composable commerce and DXP.

### 2. Search and personalization use cases

Pinpoint where AI can enhance product discovery, streamline operations and drive ROI — from smart search to automated product enrichment.

### 3. AI readiness score and roadmap

Walk away with a clear, executive-level roadmap to modernize your data, search and governance — built for scale, speed and personalization.

### 4. Quick wins and long-term value

See where to start now and how to build toward future-proof commerce capabilities with intelligent PIM, DAM and architecture strategies.

## AI product discovery workshop overview

Time commitment: 3–4 hours total across 1 week

### Before the workshop (~1 hour)

#### Preparatory call

- Introductions and context-setting with your key stakeholders.
- Share relevant documentation (e.g., product data samples, analytics, architecture diagrams).
- Define business goals, pain points and KPIs for the session.
- Confirm participants and workshop scope.

### During the workshop (2 hours)

#### In-person or virtual workshop (interactive session)

- Map your content and product lifecycle from data creation to customer-facing discovery.
- Assess your AI readiness across data, governance and architecture.
- Identify key friction points and AI use cases for search, PIM and personalization.
- Collaboratively outline improvement opportunities and prioritization.

### After the workshop (~1 hour of your time, async)

#### Executive summary and next steps

- AI-readiness assessment.
- Identified quick wins and strategic initiatives.
- Roadmap aligned to your KPIs and business goals.

## What's your role in making the workshop a success?

To get the most value out of this session, we ask for your input and help getting the right people in the (virtual) room. Your involvement ensures we can tailor the session to your specific challenges and goals. Here's what we'll need from you:



#### Stakeholder alignment

Identify 3–5 key participants across product, content, commerce, data, and IT who can speak to current workflows, systems and challenges.



#### Pre-workshop input

Share relevant documentation in advance, such as catalog structure, search performance data, AI initiatives and workflow diagrams, so we can prepare meaningfully.



#### Clarity on business goals

Be ready to discuss your current pain points, KPIs and future ambitions so we can align our recommendations to what matters most.



#### Active participation

The session is interactive and hands-on. The more insights you bring, the more value we can deliver back through your custom roadmap. Together, we'll co-create a clear action plan to help you scale with confidence, clarity and future-ready data.

01

02

03

04

## Why Valtech?

- Valtech is a global leader in composable commerce and product experience strategy. Leading brands trust us to turn complex data ecosystems into seamless customer experiences.
- We combine deep expertise in product data, AI and architecture to help you scale smarter and faster across markets.

## What sets us apart:

- Proven track record
- End-to-end commerce and DXP expertise
- Actionable, not theoretical
- Global perspective, local focus

We've helped brands like Tiffany & Co., Moët Hennessy, DFS and US Foods transform their product discovery with AI-powered search and data-driven governance.

From product inception to syndication, we understand every layer — PIM, DAM, PLM, search, content management and personalization — and how to make them work together.

Our workshops aren't fluff. You'll leave with a practical roadmap, AI use cases tailored to your stack, and clear next steps to drive measurable outcomes.

With experts across North America, Europe and APAC, we bring international insight while adapting to your regional realities.

## Contact us to schedule your AI product discovery workshop



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