

# IBM InfoSphere Master Data Management for Advanced Catalog Management Implementation Services Offering



## Highlights:

- Deliver accurate, trusted cross-channel information to help increase revenue and drive repeat business
- Accelerate the time to value and return on investment of IBM InfoSphere Master Data Management for Advanced Catalog Management (MDM ACM) by providing a repeat-able proven implementation approach leveraging IBM Information Management Software Services assets
- Learn standard practices and methodology from our experts throughout the delivery

## *Accelerate the end to end implementation of your Catalog Management solution*

E-commerce is no longer about simply presenting and selling products online. It is about delivering a smarter buying experience that is seamless and integrated across all customer touch points. Cross-channel commerce enhances customer experiences by providing rich, relevant and personalized content across multiple channels of your business. It allows you to deliver consistent brand experiences regardless of the touch point and convert buyers into brand advocates.

InfoSphere Master Data Management (MDM) further complements cross-channel commerce with an Advanced Catalog Management (ACM) accelerator specifically designed for WebSphere Commerce. This solution helps customers reap the benefits of managing and updating product catalogs with greater trust in the underlying data. Together WebSphere Commerce and InfoSphere MDM can help deliver the personalized and contextually relevant experiences that drive sales, promote revenue growth and build trust with customers; turning shoppers into brand advocates.

IBM Software Services experts provide the technical leadership and expertise to ensure that your MDM ACM solution is appropriately architected, designed, and implemented to meet your business and technology requirements.

## Overview

The IBM Master Data Management for Advanced Catalog Management implementation offering is designed to provide strong catalog management capabilities by integrating InfoSphere MDM with WebSphere Commerce. This offering will provide the approach to implementing the advanced catalog management capability.



## The scope of the project implementation consists of the following:

- Analyze the environment and make architecture recommendations for the InfoSphere MDM for Advanced Catalog Management solution
- Installation and configuration of InfoSphere MDM for Advanced Catalog Management Solution
- Support in planning the deployment of the MDM for Advanced Catalog Management solution into production
- Mentoring and knowledge sharing to your MDM for Advanced Catalog Management solution team to enable future projects
- Forty hours of remote consultancy through On Demand Consulting (ODC) for the duration of one year

Our experts will work side-by-side with your team to share standard practices that will enable your team to self sufficiency for ongoing support and deployment.

## Your independence is our greatest success

Nothing is more important than transferring IBM expert knowledge to your organization. This provides long-term self-sufficiency through a mentored approach.

## Engage today

With a world-wide team of highly trained professionals, the IBM Information Management Software Services team can help build your solution with confidence while assuring that the business needs and expectations of your organization are met. Our experts are ready to assist your organization with:

- Establishing project goals and expectations
- Maximizing the return on your investment
- Reducing project delivery times, complexity and risk through the delivery of proven offerings
- Reducing total cost of ownership
- Information sharing through our mentoring approach

Available for any delivery approach, the IBM Information Management Software Services team will produce results quickly, and will help to put your project on the road to success.

## For more information

- Visit the IM Software Services Web site:  
[ibm.com/software/data/services](http://ibm.com/software/data/services)
- Find us on Facebook:  
[on.fb.me/IMSKILLS](https://on.fb.me/IMSKILLS)
- Subscribe to our YouTube Channel:  
[bit.ly/YouTubelMTraining](http://bit.ly/YouTubelMTraining)



---

© Copyright IBM Corporation 2013  
IBM Global Services  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
June 12, 2013  
All Rights Reserved

IBM, the IBM logo, ibm.com and logos are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle