

WebSphere® software

## Drive your global data synchronization strategy with a scalable enterprise platform that reaches your suppliers reliably and effectively.



### Highlights

- **Establish a flexible infrastructure to manage your global data synchronization strategy**
- **Engage business users through an easy-to-use interface**
- **Connect with market-leading data pools**
- **Manage the data synchronization life cycle of your product information**
- **Gain valuable insight about your global data synchronization activities to drive process improvements**
- **Build a strong foundation for additional strategic initiatives with your suppliers**

Today's successful retailers lead the industry in establishing global data synchronization initiatives. Recent estimates suggest that up to 30 percent of product information in any given retailer's system is incorrect and up to 60 percent of all orders need to be renegotiated because of incorrect data.<sup>1</sup> These are only two examples of some of the current challenges in the retail industry that are driving the need to engage in global data synchronization.

IBM has worked with some of the world's largest retailers to address their global data synchronization needs. In addition, IBM has played a leadership role in the retail industry

to help define and expand the adoption of global standards, which represents the foundation for global data synchronization. This experience provides a unique perspective and understanding of what retailers require to effectively implement a robust solution to meet your requirements today and tomorrow.

### **Establish a flexible infrastructure to manage your global data synchronization strategy**

As retailers develop global data synchronization strategies, the ability to understand current—and future—business requirements is critical to implement solutions that are robust and scalable to address your goals as they evolve. As information that is synchronized based on global standards expands from item



### Key features

- *Turnkey solution that provides customers with a comprehensive software solution, designed to be up and running quickly and effectively*
- *Integrated support for global standards established by the GSI (previously known as EAN.UCC)*
- *Support for business processes to integrate product information with existing internal systems*
- *Standard reports that provide both strategic and tactical views of global data synchronization activities*
- *Role-based user interfaces that are intuitive to business and technical users*
- *A middleware platform foundation that offers best-in-class product information management*

information to more extensive information, such as relationship-dependent data that includes party-specific and price information, you will need a solution that can grow with your requirements for accurate, up-to-date business information.

IBM Global Data Synchronization helps ensure that you will be able to meet the need for global data synchronization and realize its benefits. In addition, IBM Global Data Synchronization is built on IBM WebSphere® Product Center, a leading product information management platform, which provides a robust, enterprise-scale foundation designed to address your evolving needs.

Besides providing flexibility for growth, Global Data Synchronization for WebSphere Product Center offers sophisticated and flexible data-modeling capabilities that can help you manage complex entity-to-entity relationships, categorization schemes and specific attributes required to address data pool requirements, as well as your own.

IBM Global Data Synchronization also provides support for standard business processes and the ability to modify the solution to your own business process requirements to maximize the effectiveness of this solution for your organization.

### Engage business users through an easy-to-use interface

Early adopters of global data synchronization understand that the success of a data synchronization initiative requires the involvement of cross-functional groups beyond IT departments. This relationship is supported in Global Data Synchronization for WebSphere Product Center through an intuitive and process-driven user interface, designed for easy use by technical and business users alike. This flexibility helps reduce the initial and subsequent training costs required to help get employees up to speed in using IBM Global Data Synchronization.

Intuitive features to facilitate use by your business users include productivity aids, such as a personalized console that provides direction and priorities to users. Robust search functionality and wizards for common global data synchronization activities are other examples of user-friendly tools that can help make your business users effective, as they conduct their global data synchronization activities.

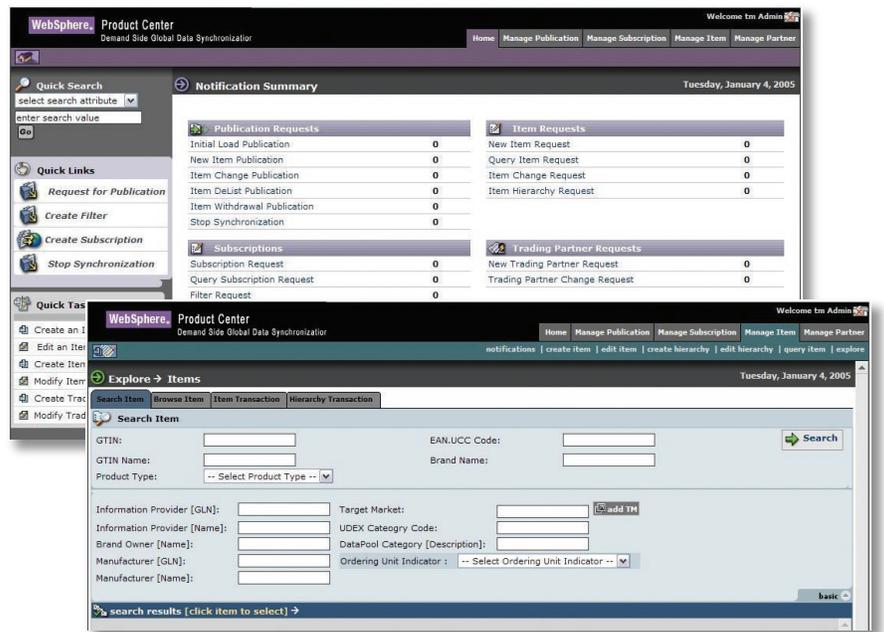
### Connect with market-leading data pools

Global Data Synchronization for WebSphere Product Center can help you connect to market-leading data pools, such as Transora, UCCnet and the Worldwide Retail Exchange (WWRE). This solution includes out-of-the-box functionality to help support the data model and message choreography required by these data pools. It also supports interoperability between leading data pools, which is often required to interact effectively with your suppliers that use a variety of data pools for synchronization initiatives.

Once connected to a data pool, Global Data Synchronization for WebSphere Product Center can help you stay current with changes in global standards and data pools. This connection can help lower your total cost of ownership (TCO) because it can significantly decrease the burden of having to constantly make data model and message-set changes to stay current with global standards and data pools. You can reduce your TCO even more when you need to leverage multiple data pools. Keeping up with these changes can become costly over time, especially when standards and data are constantly evolving.

### Manage the data synchronization life cycle of your product information

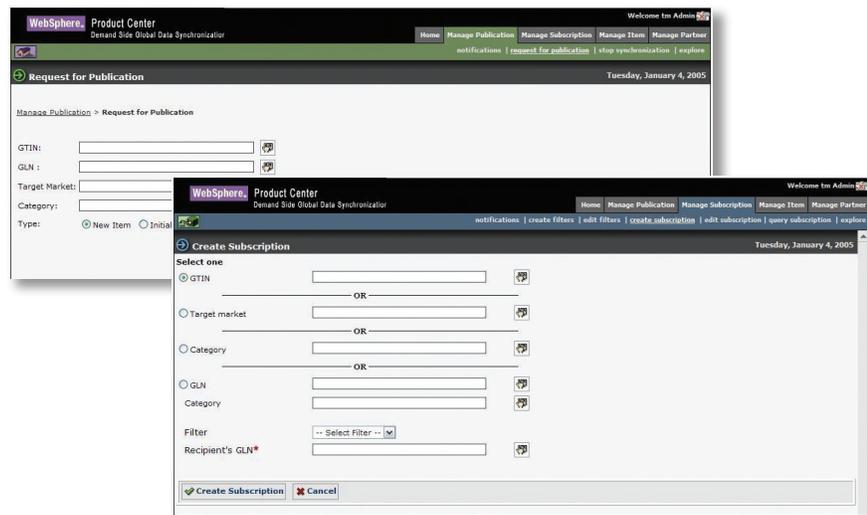
Global Data Synchronization for WebSphere Product Center can help enable you to manage the data synchronization life cycle of your product information. This helps provide increased visibility into product information—from the time you submit a subscription to viewing the status of a particular item with a data pool—whether or not it's been accepted by your approval owners. You can leverage this visibility to effectively manage your information locally while also helping to ensure that you are fully aware of the data sources and suppliers you collaborate with.



Global Data Synchronization for WebSphere Product Center provides intuitive interfaces, including a notification summary that directs users to items requiring action and search functionality that locates items throughout the solution.

Another critical dimension to the life cycle of your product information is the ability to enrich information received from suppliers with information specific to your organization, such as global and global-local attributes that pertain to the way your business is conducted. Global Data Synchronization for WebSphere Product Center allows you to supplement aggregated information using product information-enrichment processes that are packaged with the solution and can be customized to your needs. These processes can help streamline the enrichment process to shorten the time required to make critical product information available throughout your organization. As a result, you can reduce the time it takes to introduce new products from your suppliers—and help reap top-line benefits in the process.

Global Data Synchronization for WebSphere Product Center provides additional mechanisms that can help you track the life cycle of your product information, such as security and auditing functions. Security mechanisms define who can see the information and what



*IBM Global Data Synchronization provides business managers with extensive productivity tools, such as tools to request publications from suppliers and to submit subscriptions for new items, to increase the overall effectiveness of their global data synchronization strategy.*

they have privileges to change. Auditing capabilities extend to provide a reliable history of information about the product—when changes have been made and by whom.

**Gain valuable insight into your global data synchronization activities to drive process improvements**

Global Data Synchronization for WebSphere Product Center includes standard reports that provide summary and transactional views of data synchronization activities.

These reports, which can be extended to include specific company report needs, offer valuable management tools that can help you improve internal processes and supplier partnerships. These reports are designed to provide a window into key aspects of your global data synchronization environment, such as:

- *Determining the number of publications pending authorization by your organization so that you can identify patterns of inefficiency or specific areas for discussion with your suppliers*

- *Understanding the time required to process a subscription so that you can find ways to gain valuable product information more quickly*
- *Evaluating how long different approval cycles are taking within your organization so that you can identify individuals who need additional support*

**Build a strong foundation for additional strategic initiatives with your suppliers**

Global Data Synchronization for WebSphere Product Center can also serve as a first step toward larger, strategic initiatives you might consider as you explore your comprehensive trading partner synchronization needs. Radio frequency identification (RFID) and electronic product code information systems (EPC-IS) are examples of initiatives that can benefit directly from the establishment of a repository of information based on global standards used in the global data synchronization process. You can also use trading partner portals to gather additional, nonglobal standards-based information as another strategy to help leverage your Global Data Synchronization for WebSphere Product Center implementation.

**A solution that can grow with your business**

IBM Global Data Synchronization for WebSphere Product Center is designed to meet your immediate and long-term needs for global data synchronization. It offers sophisticated and flexible data modeling capabilities, based on WebSphere Product Center software, that can enable you to map your global data synchronization strategy to your existing systems. Its easy-to-use interface helps ensure that you tap your business users—who need to own the product information content throughout your organization—as key contributors and beneficiaries in your global data synchronization strategy. Support for market-leading data pools on an ongoing basis is yet another important solution benefit. With Global Data Synchronization for WebSphere Product Center, you can implement a global data synchronization solution that can drive maximum effectiveness and opportunity with your suppliers now, and in the future.

**For more information**

To learn more about IBM WebSphere Product Center, visit:

[ibm.com/websphere/prodinfomgmt/](http://ibm.com/websphere/prodinfomgmt/)



© Copyright IBM Corporation 2005

Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
01-05  
All Rights Reserved

IBM, the IBM logo, the On Demand Business logo and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries or both.

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

<sup>1</sup> *The Case for Global Standards*, Cap Gemini Ernst & Young, page 18, October 2002.



G224-9151-00