

WebSphere software

## Leverage easy access to product information to efficiently build print catalogs and product collateral.



### Highlights

- **Aggregate and enrich product information coming from multiple sources, including legacy systems**
- **Create page layouts for various categories—using a wide variety of desktop-publishing tools, such as Adobe InDesign or other third-party publishing systems**
- **Automate the publishing of product information to publishing systems to generate a variety of sales documents and eliminate manual processes**
- **Repurpose content to use across collateral types, including data sheets, print catalogs and technical-specification documents**

Although e-commerce has received great attention in recent years, print media continues to be an important channel for reaching customers and partners, and for training employees. If your company operates in multiple geographies and deals with large numbers of products, delivering accurate information and projecting a consistent brand image in print can be a significant challenge.

The manual processes that you've been using to develop print collateral just can't grow with your business. Last-minute content changes force print teams to go through numerous, costly approval cycles. And when you consider the variety of collateral you might develop for each product—for example, data sheets, price lists,

technical-specification documents, dealer sheets and product-comparison sheets—managing the product information that needs to go into these documents can seem like an almost insurmountable task.

### Product information management is foundational to print activities

Print teams often maintain separate repositories or spreadsheets for product content, which leads to inconsistent information across print collateral. Fixing these data inconsistencies can take up a significant amount of valuable time and resources from several departments, including your company's creative team, marketing department and merchandising team.

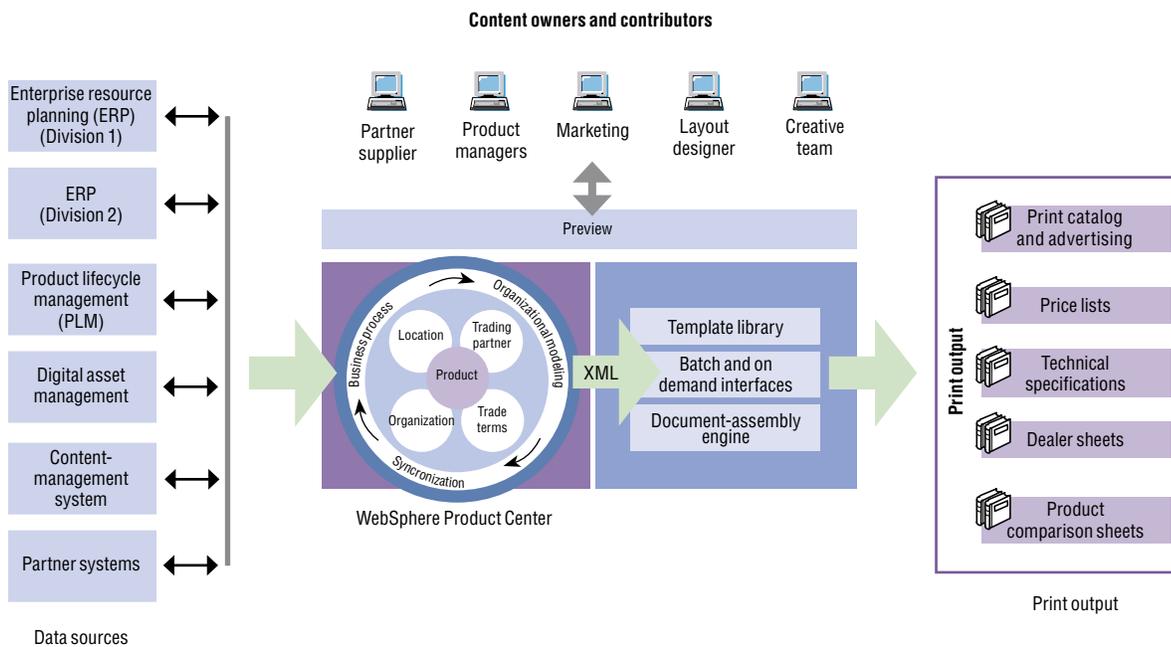
IBM WebSphere® Product Center not only provides capabilities for aggregating, enriching and centralizing product information, but also helps eliminate the need to maintain separate repositories for traditional print-catalog solutions. It also helps eliminate the need for multiple, incompatible repositories if you're using a range of print solutions built in-house. Advanced attribute-management capabilities provided in WebSphere Product Center facilitate the reuse of rich structured and unstructured information, as well as images and documents, required for a variety of print collateral. The robust workflow functionality of WebSphere Product Center helps ensure that only

approved, accurate product information is available to your print team—helping to minimize last-minute changes.

**Develop document templates for a variety of print collateral**

Layout designs aren't reused in traditional print-catalog development tools. As a result, your catalog design teams are likely duplicating each others' efforts. Also, catalog layouts can be inconsistent, because they are designed by different layout designers. However, most leading desktop-publishing solutions let you design layout templates that your design team can use repeatedly. You can then tag each of the template placeholders with

product information attributes defined in WebSphere Product Center—and your graphic designer can import the appropriate data from a product information management system at a later time. Creating a centralized template library allows creative teams to quickly access templates as the requirements for new print collateral come from various departments. And having a centralized template repository enforces standards for creative teams working in different geographies to project a consistent brand image.



IBM WebSphere Product Center helps aggregate, enrich and synchronize the product information you need for print media.

### **Automate the creation of product collateral and eliminate manual intervention**

IBM WebSphere Product Center provides capabilities to publish clean product information to print systems in batches, enabling your company to develop product collateral as needed. Structured product information, images and other unstructured information can also be made available to the print system assembling a particular document. Using clean product information from IBM WebSphere Product Center reduces the number of review cycles required to create finished collateral. After the print system generates documents, if required, you can make final formatting changes, or hand touches, before collateral is sent for printing.

### **Repurpose the content**

With a WebSphere Product Center solution, you don't have to develop new content each time you create a new type of product collateral. Instead, product content defined in WebSphere Product Center can be reused. For example, you might already have a product-comparison sheet that was built using product information defined in WebSphere Product Center. When you want to create a data sheet, you can combine the attributes used to develop the product-comparison sheet with other product attributes specifically relevant to the data sheet. There is no need to develop any new product content for each of these collateral types if the product information already exists in WebSphere Product Center. These WebSphere Product Center capabilities minimize the costs associated with developing fresh content each time a new piece of collateral is created—and also helps reduce the time required to develop collateral.

### **Accommodate global product information needs**

WebSphere Product Center provides centralized control of product information—as well as decentralized use of that data. These capabilities enable you to support multiple-language versions of product information. As a result, local marketing and sales teams can manage and enhance product information in their own languages. Users can leverage WebSphere Product Center to maximize the effectiveness of your catalog by addressing national preferences or business customs.

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

WebSphere Product Center offers you a leading-edge product information management solution. Leverage your product information to operate your business at the speed the market dictates and give your employees the advantage of reusing information to become more efficient and respond faster. Get a jump on your competitors. And realize significant business benefits as a result.

### **For more information**

To learn more about IBM WebSphere Product Center, visit:

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



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