

WebSphere® software

## IBM WebSphere Product Center



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### Highlights

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- ***Offers a comprehensive product information management solution that helps you create an accurate, consistent central repository to link product, location, trading-partner, organization and terms-of-trade information***
- ***Provides a single, reliable, integrated source of product information that can be used internally across the enterprise and externally by customers and trading partners***
- ***Provides sophisticated workflow capabilities that support multidepartment and multienterprise business processes***
- ***Enables strategic business initiatives like GDS, RFID and e-commerce***
- ***Integrates seamlessly with other products from IBM, including WebSphere Business Integration, WebSphere Portal and WebSphere Commerce software***

Delivering correct, consistent, timely product information to employees, customers and suppliers helps build stronger business relationships and increase sales. But it can be a time-consuming, staff-intensive and inefficient process. Today, you may face a range of complex scenarios, making it difficult to meet your business objectives. To compete with the thousands of products brought to market every week, you need to introduce new products, all with their own launches, promotions, pricing and merchandising requirements. You also have to retire old products — and handle price mark-downs and other clearance activities for these items. And you must embrace standards-based supply chain initiatives like global data synchronization (GDS) and radio frequency identification (RFID). For manufacturers, service organizations and retailers, the challenge is: how do you manage the broad set of information that drives a product or service from introduction to end-of-life? And how do you launch GDS and RFID initiatives?

In today's competitive business environment, budgets are tight. Strong pressures exist to reduce costs and increase profit margins. A robust product information management solution allows business users with diverse responsibilities to collaborate, create and maintain the variety of unique product attributes you need to distribute to all your customer and trading-partner touchpoints. With an efficient product information management solution, business users can concentrate their efforts on creating new revenue streams and optimizing processes to truly differentiate your company's product and services offerings.

Retailers, consumer product manufacturers, and distributors, services organizations and consumer electronics manufacturers are in some of the industries that have benefited from using product information management solutions. They recognize the importance of delivering accurate, timely and comprehensive product information to customers and partners to drive sales and reduce expenses.

IBM WebSphere® Product Center, a comprehensive product information management solution, can help your organization comply with and further leverage external industry mandates and internal strategic initiatives, including:

- *GDS*
- *RFID and electronic product code (ePC)*
- *Global Trade Item Number (GTIN) compliance and Sunrise 2005*
- *Master data management*
- *E-commerce and business-to-business (B2B)*
- *Automated transactions, such as self-service checkout*
- *Trading-partner collaboration, consumer-driven supply chain management*

### **Delivering rich, accurate product information to a variety of channels**

WebSphere Product Center provides a comprehensive product information management solution to address your specific business needs. This robust product information management solution helps you assemble an accurate, consistent central repository that can link critical business information—including items, locations, trading partners, organization and terms of trade. And WebSphere Product Center creates more value for your company as you share this information with all of your constituencies. You can also leverage WebSphere Product Center to increase user productivity and simplify managing, assembling, linking and classifying product information.

Sophisticated workflow features help walk users through the steps, staging and approvals for product life-cycle processes—such as new product introductions, campaign launches, translation and end-of-life for a product.

The business rules required for these complex processes can be built into workflows within WebSphere Product Center—helping to reduce the cost of managing product information across multiple users, departments and even organizations.

WebSphere Product Center can also deliver rich product information to Web sites and e-commerce applications, printed documents and marketing collateral, kiosks and mobile devices, as well as directly to customers and partners. The information will always be up-to-date and synchronized, so that it is consistent and accurate across all internal and external touchpoints.

WebSphere Product Center is a crucial foundation for GDS and RFID. The world's largest manufacturers, distributors and retailers have standardized on WebSphere Product Center to deliver GDS with their trading partners through data pools like Transora, the Worldwide Retail Exchange (WWRE), UCCnet and SINFOS. RFID initiatives require a product information management system like WebSphere Product Center to translate the ePC stored on RFID chips into usable business information. WebSphere Product Center and IBM RFID middleware can bring together electronic data interchange (EDI) transactions, GDS data, RFID track-and-trace information and enterprise product information to provide a broad range of high-value, strategic business solutions.

### **Robust features provide superior product information management function**

WebSphere Product Center software can help your company achieve peak operational efficiency. You can create an integrated, uninterrupted flow of information, processes and transactions among your customers and partners, as well as the systems and applications you have running inside your business. With WebSphere Product Center, you can make the most of your current systems investments — enabling you to leverage increased productivity related to creating, managing, linking and synchronizing product information to help gain competitive advantage.

WebSphere Product Center includes a number of important features.

#### *A rich data model for virtually every aspect of product information*

You can manage various dimensions of product information, including item, location, organization and trading-partner data — and all the links among these elements, including price and trade terms. With WebSphere Product Center, you can manage this information with numerous classification, merchandising, geographic and operational hierarchies.

#### *Organizational modeling with role- and attribute-level security administration*

Users from multiple departments within — and outside — your organization own and modify different pieces of product information. With WebSphere Product Center, you can segment various attributes of product data according to business responsibility (such as logistics, finance, pricing, marketing and suppliers) and control user actions (view-only, edit, approve) based on roles. Pricing analysts can enter and update pricing, while marketing managers can work on product descriptions, features and benefits. Suppliers can provide dimensions and packaging information. Each user sees the relevant product information based on his or her role, establishing a highly secure and productive user interface.

#### *Extensive business process support*

WebSphere Product Center is designed to support and enhance the business processes that your company uses for product information management across the enterprise. Product information, such as dates when pricing becomes effective, can be entered at different levels in a hierarchy, including corporate, region, country or market level. This information can then be automatically attributed to any items farther

down in the hierarchy, helping to save significant time on data input. You can also manage product information in multiple languages, with robust support for translation processes through third-party agencies.

#### *High performance, scalability and reliability*

WebSphere Product Center is built to help you manage millions of products with translated and localized product data for several geographies. You can deploy WebSphere Product Center to support hundreds of users managing product data for thousands of stores — and to process many data synchronization messages and product information queries per day.

#### *Open and interoperable*

WebSphere Product Center operates in heterogeneous IT environments — integrating with industry-leading message-bus tools, such as IBM WebSphere MQ, and supporting multiple protocols, such as HTTP, File Transfer Protocol (FTP) and Web services. It also provides certified connectivity with leading industry data pools, such as UCCnet, WWRE and Transora.

### *Flexible deployment and manageability*

WebSphere Product Center provides various tools for system administrators to support fast deployment and ease of management: a Web-based user interface, a scheduler for time-based or event-driven scheduling, and system administration tools to facilitate database administration and application server performance tuning.

### **WebSphere Product Center delivers business value**

WebSphere Product Center features quickly become valuable benefits for your organization. You can address industry mandates and regulations, as well as create opportunities for increased revenues and reduced costs. Retailers, consumer products manufacturers, services organizations and consumer electronics manufacturers have recognized a number of benefits after implementing WebSphere Product Center. These benefits can extend to companies in a wide range of industries to help meet their product information management needs. For example, you may want to:

- *Synchronize product data between suppliers and retailers to increase efficiencies. Help reduce the direct labor associated with gathering information, help reduce rework from errors and misunderstandings, and help enable you to start generating new sales faster.*
- *Publish new and updated product data quickly to multiple internal systems: enterprise resource planning (ERP), product life-cycle management (PLM), procurement, order management, merchandising, transportation, warehouse, store operations and point of sale (POS). Improve accuracy in ordering, shipment handling, service delivery and invoicing, and lower the cost of doing business for you and your suppliers.*
- *Publish product information to a variety of different customer and trading-partner touchpoints: Web sites, e-commerce sites, portals, kiosks, paper catalog-publishing systems, and other internal and external systems. Help improve customer satisfaction and order size by giving consistent and rich customer experiences across multiple sales channels. Help accelerate time to market for new products. Help increase revenues and competitive advantage.*
- *Feed rich product, location, trading-partner, organization and terms-of-trade information to RFID systems. Improve supply chain management (SCM) by providing contextual product information for goods moving through the supply chain.*
- *Improve productivity and accuracy for product information management through automated workflow processing.*
- *Fuel e-commerce initiatives through interlinked product information and event-specific marketing messages. Cross-sell, up-sell, and bundle or outfit relationships. Help increase the revenue streams associated with your e-commerce investments.*
- *Manage trade conditions, including base cost and promotional information, at the corporate, market and store levels. Increase operational efficiency to limit costs and improve local market responsiveness to help increase revenues.*

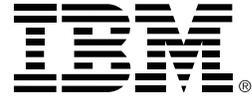
### **A solution that can grow with your business**

Effective product information management is fundamental to running your business. WebSphere Product Center can offer you a leading-edge product information management solution. Leverage your product information to operate your business at the speed the market dictates and that your employees need. 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/



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