

WebSphere® software

Provide quick, easy access to product information across and beyond your organization.



Highlights

- ***Extend the value of WebSphere Product Center by expanding the scope of channels that can contribute to and benefit from your product information***
- ***Educate employees about products and services so they are fully equipped to meet your customers' needs***
- ***Interact with customers and suppliers to establish robust, detailed information exchanges that can lead to more in-depth, mutually beneficial relationships***
- ***Provide access to relevant, useful information that helps drive customer interest, loyalty and positive buying behavior***

Delivering correct, consistent and timely product information to trading partners, employees and customers helps build stronger business relationships and increase sales. But it can be a time-consuming, staff-intensive and inefficient process. With an efficient product information management solution that leverages portal technology, you can concentrate your efforts on creating new revenue streams and optimizing processes to truly differentiate your company's product and services offerings.

Increase the value of your product information management solution

IBM WebSphere® Product Center provides a comprehensive product information management solution that helps you assemble an accurate and consistent central repository that can link critical business information—including items, locations, trading partners, organization and terms of trade. You can also use WebSphere Product Center to increase user productivity and simplify managing, assembling, linking and classifying product information.

Leveraging portal technology lets you further extend the value and reach of your product information management solution. You can deliver critical product information to key constituents—based on their particular roles. A robust business-to-business (B2B), business-to-employee (B2E) or business-to-consumer (B2C) portal can offer a single access point to your business—and provide personalized content to everyone along your value chain. As a result, you can increase employee productivity, and establish and maintain customer and trading-partner loyalty.

Strengthen trading-partner relationships

Maintaining accurate, up-to-date product information can be challenging when you have to aggregate data from hundreds, perhaps even thousands, of suppliers. A data pool strategy can help you acquire basic product information from suppliers. But you can acquire more extensive, relationship-specific information through portal solutions. By combining WebSphere Product Center with portal technology, you can exchange trading-partner information, such as product, promotion, point-of-sale (POS), inventory, category performance or invoice reconciliation—as well as other information required by a particular partner relationship. And creating this uninterrupted flow of rich product information between your organization and your trading partners, customized to each partner through portal technology, can lead to stronger, more effective business relationships.

Extending WebSphere Product Center to include a portal solution can enable you to establish hosted portals that facilitate data collection and interactions with suppliers of all sizes. With smaller trading partners, a portal solution provides a valuable interaction mechanism to deliver product information that might not be provided through a data pool connection. By providing an additional or alternative means for small suppliers to communicate directly with your product information management solution, you can capture the valuable information required to make the relationship more productive for both parties. With larger trading partners, a portal solution can augment a data pool connection strategy by creating a way to gather relationship-specific information, which provides valuable insight to be able to create stronger trading-partner relationships.

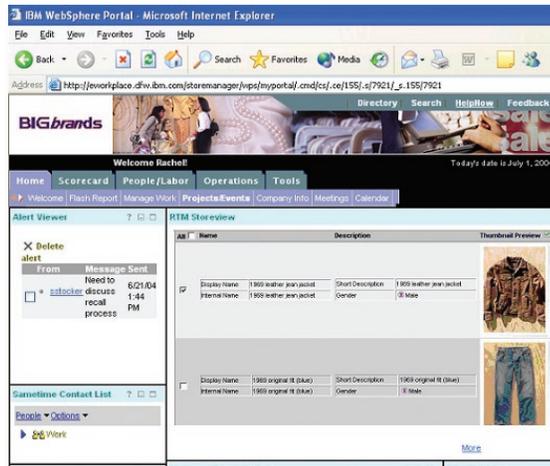


A trading-partner portal solution integrated with your WebSphere Product Center solution provides a robust point of interaction with your partners to establish more effective partner relationships.

Educate employees about your products and services

Employees and store associates face a never-ending stream of constantly changing product information. By combining WebSphere Product Center with a robust employee portal solution, you can enable store associates and employees to quickly and easily access accurate, relevant product information — helping to make them more productive — as well as helping them increase customer-service levels.

WebSphere Product Center and portal technology can help you replace paper-based product specifications with online, up-to-date information to provide accurate, timely information to employees about the latest product specifications, account-specific pricing, packaging and promotion information, or recall information that can have an impact on your customers' buying experience. Employees can leverage your portal solution to learn about products and goods so that they can fully address your customers' questions and concerns, as well as influence buying decisions. Customers' positive experiences based on interacting with knowledgeable, insightful employees impact their loyalty and motivate positive buying behavior.



Employee-facing portal solutions based on your WebSphere Product Center solution help ensure that your employees are knowledgeable and address your customers' needs.

Drive customer interest, loyalty and buying behavior

Today, customers demand detailed product information to help them make informed buying decisions. To convert browsers into profitable lifetime buyers, you must provide quick access to reliable, accurate information. Creating a customer-facing portal solution that leverages your WebSphere Product Center implementation presents a valuable opportunity to reach customers with the exact information that they seek. For example, in-store kiosks offering reliable product information are quickly becoming a preferred way

for customers to communicate with the companies from which they are buying. Customers can search for products, compare options, find specification sheets and print this information to use throughout their purchasing process. Product information that is dynamically generated to address your customers' specific interests with accurate, relevant product information can drive expanded consideration of products and services, create a positive buying experience, and engender long-term loyalty to your business.

Delivering rich, accurate product information to a variety of channels

WebSphere Product Center software can help your company achieve peak efficiency internally and externally. 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. Combining the leading-edge product information management capabilities of WebSphere Product Center with portal technology can help increase the impact of your WebSphere Product Center solution by enhancing your organization's interactions with its trading partners, employees and customers.

With WebSphere Product Center and portal technology, you can leverage your product information to operate your business at the speed the market dictates. 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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