Product Information Solution

for Consumer Products

"For companies that need a scalable, integrated, internal system, WebSphere Product Center provides a clean transition to a long-term strategy..."

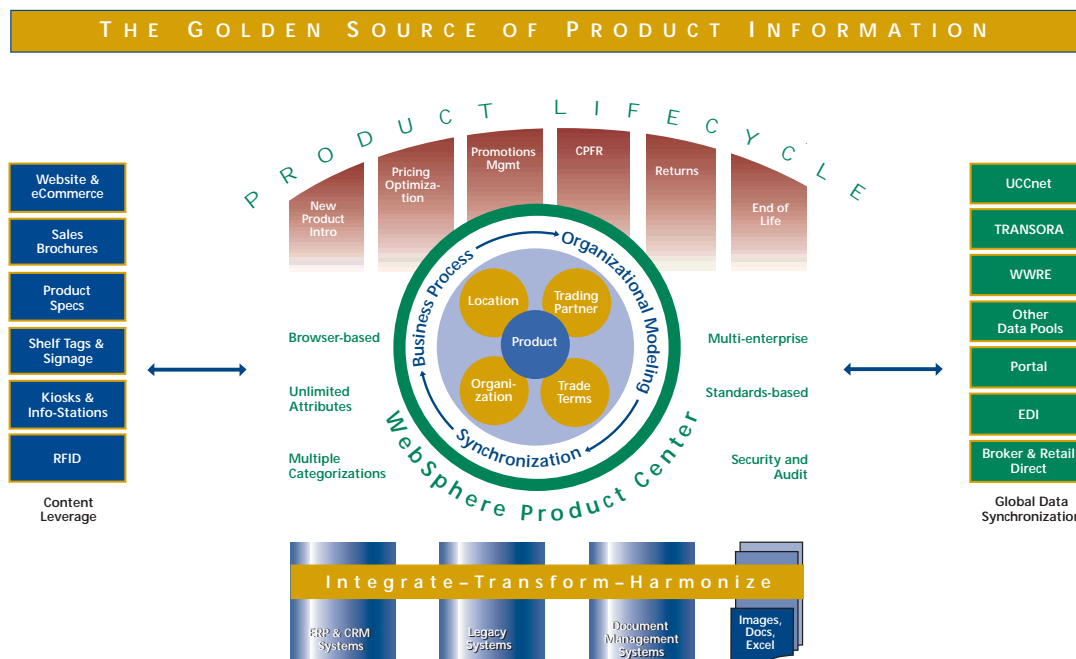Kara Romanow
Sr. Research Analyst,
AMR Research

Consumer product manufacturers depend on accurate, consistent and updated product information to successfully sell their products. Whether selling food and beverages, health and beauty products, or durables, consumer product manufacturers today confront critical challenges in managing, updating and delivering their product information to retailers and trading partners.

Consumer product manufacturers face specific challenges in managing product information, including:

- Increased competition to get product introductions and enhancements to store shelves.

- Products marketed and sold in various market geographies, languages and currencies.

- Increased pressure to support evolving industry standards bodies such as UCCnet, EAN*UCC, GCI, UDEX, SINFOS, etc.

- Product, pricing, packaging, promotional and retailer-specific information are managed in multiple locations across the consumer products enterprise, without a centralized system to manage changes and business processes.

- Need to synchronize data across all retailer touch points, either directly or through intermediaries such as UCCnet, Transora, WWRE and others.

- Pressure to reduce invoice deductions and other costs of inaccurate data in order to achieve larger margins.

IBM WebSphere Product Center provides the first comprehensive solution that allows consumer product manufacturers to create, manage, and synchronize their product information, both within and beyond the enterprise. WebSphere Product Center middleware enables companies to integrate and centrally manage, comprehensive product information that is typically scattered across an enterprise within ERP, legacy, CRM, and data master systems. IBM WebSphere's product informa-

THE GOLDEN SOURCE OF PRODUCT INFORMATION

IBM

tion management solution also links product-related information with terms of trade such as pricing and then synchronizes this information internally with existing enterprise systems and externally with trading partners.

Centralized Product Information

IBM WebSphere Product Center allows you to build a central product information repository that captures the descriptive content, pricing and other attributes needed to effectively merchandise your products. Based on a completely extensible data model, WebSphere Product Center supports any type of attribute, any categorization schema, and import of data from any source, including legacy, ERP or contract systems, PDM/PLM, promotional systems and image repositories. Additionally, WebSphere Product Center provides sophisticated tools for category managers to create, enrich, validate, version and manage product content, down to the attribute level. The result is a consistent and accurate set of product information that can be leveraged across all your business units and beyond.

Manage Business Processes

IBM WebSphere Product Center enables consumer product manufacturers to effectively streamline business processes such as new product introductions, GTIN management, retailer data synch, merchandising and promotions management, while lowering the cost per managed SKU. With robust, customizable and automate business processes, WebSphere Product Center enables you to enforce optimal processes for creating, approving and authorizing items. WebSphere Product Center also provides attribute-level access control, ensuring that only appropriate users or groups have data privileges. As a result, consumer product manufacturers gain increased control over internal information processes and can dramatically streamline collaborations with retailers.

Synchronize with Retailers and Data Pools/Registries

Once product information is created or updated, it must be synchronized across numerous retailer touch points. IBM WebSphere Product Center enables you to automatically publish any set of global or retailer-specific attributes to any destination, including directly to retailers or through intermediaries like UCCnet, UDEX, Transora and WWRE. WebSphere Product Center can also synchronize product information across internal destinations such as print catalogs and advertising. New destinations or updates to data standards can be added on the fly. The result is reduced errors and deductions, accelerated speed to shelf and tighter collaboration with retailers resulting in a consistently better customer experience.

To find out more about how IBM WebSphere Product Center can help your organization, please contact:

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