

InfoSphereTM software



Information Management Software Services

PIM for Commerce Services Offering utilizing InfoSphere MDM Server for PIM

HIGHLIGHTS

- *Pre-defined scope to implement a value driven, first phase Master Data Management for PIM solution to support Commerce solutions*
- *Obtain accurate, trusted information on Commerce sites driving an increase in revenue and repeat business*
- *Setting up a PIM foundation allows for PIM solution expansion to meet greater Master Data Management and enterprise business needs*
- *Proven deployment methodology and best practices*

Managing your product information is critical to your success

For most businesses, product information is an extremely important and valuable asset; especially for those customer's who have Commerce solutions which are responsible for generating revenue for their company. However, as a result of companies growing over time, often in a siloed fashion, product data is often spread across multiple systems. This process has led to the inability to manage product data efficiently, as well as the inability to obtain complete, accurate, consistent and timely information in the form that it is needed in.

For customers that have Commerce solutions, accurate product information is vital to their success, and most Commerce solutions do not contain the functionality necessary to manage product information to the level of detail required. Invalid product information

on a website can lead to some of the following:

- Lost business due to lack of trusted information presented to customers, such as invalid or lack of images and/or product information.
- Costly return processes and lost revenue due to invalid product information.
- Buyer confusion due to inconsistent information, resulting in buyer's shopping elsewhere.

IBM recommends a "start small" to "grow big" approach by leveraging the Product Information Management (PIM) for Commerce Services Offering when looking to implement a PIM solution to support a Commerce solution. By starting off with a smaller and focused scope, the risk of deploying a complex solution is reduced, while enabling growth of the solution to support overall enterprise PIM needs in a controlled, low risk manner.

PIM for Commerce Services Offering

Delivering a value focused PIM solution that supports the data on your Commerce site is the primary objective of the PIM for Commerce Services Offering. Leveraging best practices and our Information Management Software Services Integrated Methodology, the MDM Server for PIM solution will be deployed with the following key components:

- Data Model including item attributes and hierarchies supporting structured content on your Commerce solution
- Workflows to support the maintenance and enrichment of products on your Commerce solution
- Initial data loading of Commerce specific product and hierarchy data
- On-going imports of data to add and/or update your product data from upstream source systems
- Export of product data to your Commerce solution. Note: For WebSphere Commerce customers, a pre-defined export can be leveraged which adheres to WebSphere Commerce application specifications allowing for a tighter integration.
- User Roles & Security to access product data according to your security needs.

The PIM for Commerce Services Offering requires the InfoSphere MDM Server for PIM product. In addition, IBM offers additional products which can be incorporated

into your solution, pending the needs of your business:

- IBM's InfoSphere Information Server can be purchased and leveraged to support various aspects of the engagement, whether it is for data preparation and cleansing, or up and downstream integration requirements.
- IBM's WebSphere Commerce is IBM's commerce solution which can support the overall deployment of your Commerce website.
- IBM's Enterprise Content Management solution can be leveraged to support your unstructured content that is leveraged on a website

Each of these additional add-on solutions can truly provide another level of value providing a true end-to-end holistic solution to support your Commerce needs.

Expanding to a greater Master Data Management Solution

Expanding your solution to an overall Master Data Management (MDM) deployment is a logical next step after deploying your first release of the PIM solution. A successful first phase release can help to cement commitment and accelerate additional benefits of your solution to the greater organization. Our Information Management Services team looks forward to working with you on defining your long term goals and helping you to

grow and meet the expectations of your MDM solution.

Your blueprint to success

IBM's Information Management Software Services Integrated Methodology is a framework for delivering Information Management solutions, including the PIM for Commerce Services Offering. It is a comprehensive, well structured, proven approach that leads a client's project team from initial planning and strategy through to implementation. A flexible delivery model adaptable to any customer environment, the methodology is a set of project management practices and principles that allow organizations to build an infrastructure foundation that is scalable and extensible. The methodology is not based on any specific product; rather it is vendor-independent, enabling rapid design, development, and deployment of any information solution.

Your independence is our greatest success

That is the underlying theme to our delivery approach for the PIM for Commerce Services Offering. We believe that nothing is more important than transferring our knowledge to your organization. Our varying engagement models for solution deployment will provide you with long-term self-sufficiency through our mentored and parallel working approaches.

Engage Today

With a world-wide team of highly trained services professionals, IBM Information Management Software Services can help build your solution with confidence while assuring that the business needs and expectations of your organization are met. Our experts are ready to assist your organization with:

- Establishing project goals, expectations
- Creating communication strategies
- Maximizing the return on your investment
- Reducing project delivery times, complexity and risk
- Reducing total cost of ownership

Available for whatever the delivery approach your business requires, the IBM Information Management Software Services team will produce results quickly, and will help to put your project on the road to success.

For More Information

To learn more about IBM Software Services for Information Management and this service offering, please contact your local IBM sales representative.

You can also visit
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