Product information management solutions
To support your business objectives

WebSphere® software

IBM WebSphere Product Center for consumer products manufacturers

Highlights

- ***Begin to gain control of your business-critical product information by centralizing it into a single repository***
- ***Leverage sophisticated product information management tools and features, making it easier to manage data for millions of products with hundreds of attributes***
- ***Synchronize product information internally to help ensure your enterprise systems are current, consistent and accurate***
- ***Syndicate product information externally to virtually any consumer or partner touchpoint, such as e-commerce Web sites and data pools***
- ***Streamline your product information management processes by automating and orchestrating the tasks among groups***

As a consumer products manufacturer, you depend on accurate, consistent and updated product information to successfully market and distribute your products. Whether you're selling food and beverages, health and beauty products, or durables, your success depends on providing accurate product information to the retailers and trading partners that help move your products. Some of the challenges faced by companies in your industry include:

- *Increasing volume and complexity of product information to manage in decreasing cycle times.*
- *Pressure from competition to extend your reach and get new product introductions and product enhancements in front of consumers faster – using direct, indirect and distribution channels.*
- *Marketing and selling products in various geographies, languages and currencies.*

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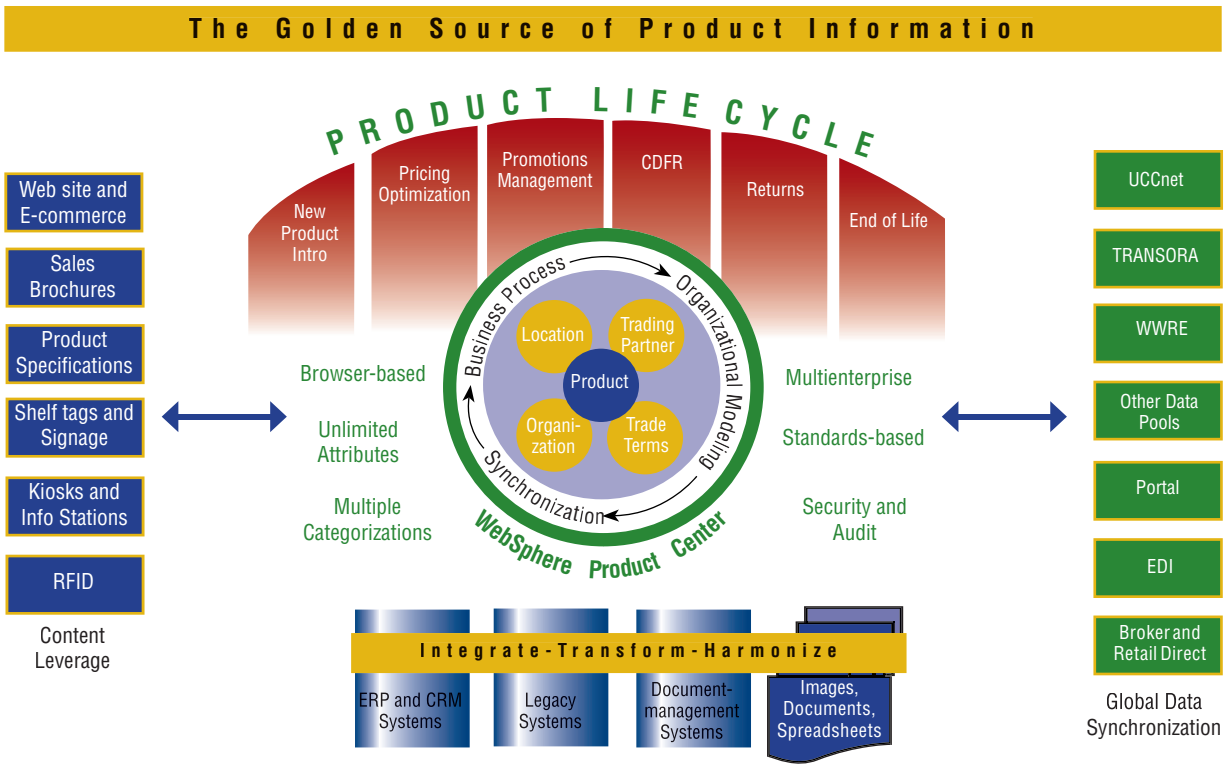
- *Differentiating your company and products to appeal to increasingly savvy and demanding end consumers who can easily locate alternatives to your products if they are not satisfied.*
- *Remaining current with evolving industry standards by organizations such as UCCnet, EAN*UCC, GCI, UDEX and SINFOS.*
- *Managing product, pricing, packaging, promotional and partner information residing in multiple, disparate systems located across your enterprise. And keeping it up to date and virtually free of error.*
- *Synchronizing product information across all your retailer touchpoints – directly or through intermediaries, such as UCCnet, Transora and Worldwide Retail Exchange (WWRE).*
- *Eliminating the costs associated with inaccurate data, such as invoice deductions or losing customer contracts.*

IBM WebSphere® Product Center is a comprehensive middleware solution that enables you to centralize, manage and synchronize your organization's product information, both within and beyond the enterprise. You can integrate and manage product information typically contained in silos within your varied enterprise systems, including enterprise resource planning (ERP), legacy, customer relationship management (CRM), product life-cycle management (PLM) and master data systems. This leading-edge solution also links product information with related business data, including terms of trade, pricing, location, source and partners. It enables you to synchronize this information and expose it to your business users, who own the most current information about your products, so they can enrich it with fresh content and updates. You can then syndicate it to the organizations and systems that use it, such as your trading partners, an employee portal or an e-commerce Web site.



IBM WebSphere Product Center helps aggregate, enrich and synchronize your product information.

Centralizing access to product information

WebSphere Product Center centralizes your product information in a repository that captures the descriptive content, pricing and other business attributes you need to effectively merchandise your products to partners, retailers and even directly to consumers. Based on an extensible data model, WebSphere Product Center supports virtually any attribute and categorization schema. It enables you to import data from nearly any source and provides sophisticated tools that any business user, such as category managers, pricing analysts and logistics managers, can use to enrich, validate and create new versions of product content. No longer do users have to duplicate data-entry efforts for multiple systems. The result is consistent and accurate product information underlying all your business processes and transactions.

Manage business processes more effectively

WebSphere Product Center can help you streamline business processes, such as new product introductions, Global Trade Item Number (GTIN) management, retailer data synchronization, and merchandising and promotions management — while lowering the cost per managed SKU. With robust, customizable features, you can more easily automate and optimize business processes relating to products — particularly those that cross functions, and involve multiple, ongoing updates, tasks and approvals.

Easily configured workflow and e-mail notification features enable you to automate and orchestrate the activities of contributors from a number of organizations to help accelerate approval cycles and get your products to market faster. With change tracking, you can monitor who did what and when to product information, or who has yet to complete a task. Also, with sophisticated, granular access-control features, you can easily administer permissions to give certain users or groups access to certain data and privileges to perform certain tasks, as defined by business rules. For example, a category management team can be restricted to view and manage products in its own product line, not those of its colleagues managing another product line. Furthermore, within the first category management team, access controls can be set so that only the team lead has privileges to approve changes. This granularity increases control over internal information processes while providing the flexibility to streamline your collaboration with retailers.

Synchronize with retailers and data pools and registries

As soon as product information is created or updated, it must be synchronized across numerous touchpoints so that every consumer of that information has the most current version of it. WebSphere Product Center enables you to automatically publish virtually any set of global or retailer-specific attributes to almost any destination, including directly to retailers or through intermediaries, like UCCnet, UDEX, Transora and WWRE. Product information can also be readily synchronized across other destinations, like print catalogs and partner portals. You can add new destinations or updates to data standards on the fly. As a result, you and your customers can encounter fewer errors. And you can benefit from accelerating the speed of your products to shelf and tightening your collaboration with retailers.

A solution that can grow with your business

Effective product information management is fundamental to running your business. WebSphere Product Center offers a leading-edge solution to help you leverage your product information to better operate at the speed your customers dictate and your employees need. As consumers have increasingly sophisticated ways to select their goods and services, it becomes all the more critical to enable your channels with all the information necessary to market and sell your products to match consumers' preferences and needs. With WebSphere Product Center, you can 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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