Build Your Brand Experience with a Solution That Powers Transparency, Digital Transformation and Growth

In the rapidly moving digital business environment, accurate, timely data is critical to a product's success. Stibo Systems Product Master Data Management (Product MDM) empowers manufacturers, brand owners, retailers and their value chain partners to push the boundaries of what can be achieved with high-quality product information and content. This enables them to build competitive advantage by launching the right products, at the right place, at the right time.

Stibo Systems Product MDM acts as a central repository for all product information, providing organizations a single version of the truth, along with the ability to share information and content in real-time to drive collaboration and confidence. Our seamless end-to-end solution empowers teams with speed and agility to enhance planning, improve operations and make better decisions that support transparent, customer-centric brand experiences.

Product MDM takes on complex, critical challenges

Managing product data involves thousands of attributes, hundreds of relationships and millions of records spread across disparate, often siloed systems. Spreadsheets are highly inefficient, and even the best content, ERP or traditional product information management (PIM) system can't support fast-moving product data lifecycles. The ability to acquire, manage and share information across the enterprise, and with ecosystem partners and customers – while providing governance to maintain integrity – requires a more agile, strategic solution, ready to address complex challenges including:

▪ Inaccurate, untrusted, isolated and duplicated information

▪ Managing products with complex hierarchies and attributes

▪ Sharing data efficiently across organizations

▪ Adhering to regulatory compliance requirements

▪ Syndicating or onboarding product data and content across multiple channels

▪ Delivering supply chain and consumer data transparency

Key benefits of Product MDM

▪ **Enhanced experiences**
Leverage accurate, up-to-date information to fuel engaging customer experiences (CX)

▪ **Speed time-to-market**
Launch and onboard new products and services and manage bill-of-materials

▪ **Data/brand transparency**
Inspire loyalty and trust with trading partners and customers

▪ **Drive revenue**
Increase upsell and cross-sell, launch targeted promotions and reduce returns

▪ **Reduce risk**
Implement and ensure regulatory and industry compliance

▪ **Inspire innovation**
Fuel creativity, unique insights and superior decision making

▪ **Enable transformation**
Eliminate data silos and legacy processes to drive business value

▪ **Improve collaboration**
Remove barriers and strengthen relationships and trust

▪ **Support global growth**
Launch localized promotions and enable agile market expansion

Enhanced features/functionality

To enable businesses to leverage product data to drive competitive advantage, we're constantly evolving our offering, with a seamless, optimized UX, enhanced search and innovative features including:

- **Product data sourcing/onboarding**: Acquire and onboard data quickly and easily using an integrated import manager or with PDX Onboarding, a seamless, cloud-based product data onboarding solution.

- **Product data integration**: Synchronize touchpoints to drive superior outcomes with tools to assign and manage global identifiers and integrations with MongoDB, Amazon SQS, SAP Material Master Connector, Hybris, Ariba CIF, cXML and more.

- **Data modeling and governance**: Create a single source of truth using rules, controls, workflows and ML-based auto-classification to drive better decisions, downstream processes and results.

- **Content quality and enrichment**: Ensure data is fit for purpose, drive insight via embedded analytics and seamless localization via Lionbridge, SDL and a range of 3rd party services using the async framework in our extension API.

- **Digital Asset Management**: Protect asset ownership and copyrights with integrated DAM, now with watermark preview.

- **Conform with industry standards**: Drive agility and time-to-value with optimized GDSN participation for onboarding/publishing GS1 formatted data, as well as support for other standards and taxonomies including BMEcat, ETIM and ECLASS.

- **Product data syndication**: Share information and content across multiple channels with PDX Syndication. The seamlessly integrated solution enables connectivity to content service providers (CSPs), data pools and directly to retail and channel partners. Monitor publishing status within channels, all in an easy-to-use cloud-based service.

- **Print publishing**: Deliver superior content across both traditional and digital channels with Adobe InDesign integration.

What you can do with Product MDM

- Identify, link and source data from a variety of internal and external sources

- Manage, model and govern via workflows and rules, and create a single source of truth

- Maintain and enrich data quality to drive engaging, profitable, transparent experiences

- Share, syndicate or onboard data to all stakeholders across multiple channels

- Integrate product data across touchpoints and synchronize with system of record

- Conform with industry standards for agility across systems and markets

- Maintain compliance and governance via clear audit trails and record histories

A seamless, trusted platform from the trusted name in master data management

Trusted data has always been essential to success, but today, demand for transparency is redefining the concept. Customers want to know where products came from, how they are made, and the environmental and social impact record of the companies behind them.

Stibo Systems is a proven innovator in multidomain master data management, with deep experience empowering leading brands to drive success across industries and around the world. Our Digital Business Hub strategy enables organizations to gather their most valuable data assets once – from across multiple systems and domains – and distribute them to all users, empowering the delivery of data transparency and providing a single, reliable enterprise-wide version of the truth. To learn more about our unique approach, visit **stibosystems.com**.