

**StiboSystems**  
MASTER DATA MANAGEMENT

# READY TO TRANSFORM YOUR RETAIL BUSINESS?

Improve customer experiences and business outcomes  
with Stibo Systems' Master Data Management





## The challenges of digital transformation

The digital revolution continues to evolve at an exponential rate, with customer-friendly applications and technologies erasing the lines between online and offline shopping and increasing the expectation for better experiences.



### Customer expectations

Today's mobile, socially connected buyers have catapulted omnichannel to a necessity. Customers demand a seamless experience regardless of how they interact with your business.



### Globalization

In the global economy, managing data in localized languages, ensuring regulatory compliance and minimizing the risk surrounding import restrictions is a must.



### System compatibility

With multiple upstream and downstream integrations, you need a solution that supports your CRM, marketing automation, ERP, inventory management, POS and ecommerce platforms.

## Master data management for retail

As consumer expectations change and new channels continue to emerge, the digital world of retail becomes increasingly complex. Product, customer and supplier data are often stored in disparate organizational silos, which can lead to duplicates, errors and inefficiency. Stibo Systems' Master Data Management (MDM) solution connects siloed data across the enterprise, producing a single, accurate and unified source of trusted data. You make data-driven decisions that improve experiences for your customers and outcomes for your business.



### Key benefits:

- Create a true 360° view of your products and customers
- Integrate silos into a single, trusted data source
- Enable true omnichannel experiences
- Accelerate time to market to capture market share
- Increase cross-sell and upsell opportunities
- Syndicate data in near real time
- Eliminate manual data input errors and streamline processes

## A powerful solution for retailers



### Enable omnichannel retail

To create seamless omnichannel experiences, you need to leverage multiple systems to gain insight into when to present the right product to the right customers at the right time. Stibo Systems' MDM synchronizes all of your online and offline data, feeding the customer-facing systems, driving connected omnichannel experiences.

### Optimize inventory levels

Balancing inventory levels with product demand begins with accurate product information. Stibo Systems' MDM provides a seamless, integrated view of your products, synchronizing data with consuming systems, sales channels and business processes to ensure you continuously meet customer demands with precise, flexible inventory levels.

### Manage all your digital assets

Stibo Systems' MDM offers a built-in digital asset management (DAM) solution, enabling you to streamline your internal workflows and easily link product images, videos and documentation to relevant items. You can also seamlessly publish assets to downstream systems such as ecommerce sites and customer service tools.



## Businesses achieve real results with MDM

**Reduced**

supplier item onboarding  
from two weeks to  
two days

**65%**

Significant cost savings  
on global translations

**80%**

Reduction in  
time for product  
introduction

**Reduced**

time to market  
for changes in parts

**90%**

Reduction in the  
cost of data  
distribution

**40%**

Reduction  
in catalogue  
production time

**75%**

Reduction in vendor  
onboarding time

**64%**

Increase in parts  
handled. Reduced  
returns by 7%.



## Customer success | Oriental Trading Company



[orientaltrading.com](http://orientaltrading.com)

Oriental Trading Company is the nation's (or United States', as you used before) largest direct retailer of value-priced party supplies, arts and crafts, toys and novelties, and is a leading provider of school supplies and affordable home décor and giftware.

### GOALS

- Centralize product information to support multiple business channels
- Employ a best practices approach to product lifecycle management
- Improve data quality
- Achieve rapid time to value

### SOLUTIONS

- Implemented a single trusted source of product information
- Centralized numerous business and IT systems
- Integrated a variety of disparate point solutions storing product data

### BENEFITS

- Dramatically reduced data duplication and errors
- Streamlined internal workflows and processes
- Accelerated product introductions
- Increased company-wide information visibility

## Return on investment

# 72%

of Stibo Systems' customers report a time to value of less than 12 months

Source: TechValidate

## A global customer community

Some of the best and most trusted brands and retailers in the world have chosen Stibo Systems as their long-term MDM solution provider.



## Stibo Systems' MDM solution

Built on a single seamless platform, Stibo Systems' MDM solution is connected, flexible and scalable in serving the data needs and functions of the retail enterprise. It provides a 360°, single point of truth for business-critical data across multiple domains, including customer, product, supplier, location, employee, party and asset data.



PRODUCTS



CUSTOMERS



SUPPLIERS



EMPLOYEES



ASSETS



REFERENCE DATA



LOCATIONS

## Analyst recognition

**FORRESTER**

### Forrester

Positioned as a Leader in The Forrester Wave™: Product Information Management Solutions, Q2 2018



### Ventana Research

Ranked as No. 1 HOT vendor in Ventana Research's Product Information Management (PIM) Value Index, including No. 1 in customer assurance, for 2016



### Information Difference

Placed in a strong position in the Information Difference Landscape



Your business first

## About Stibo Systems

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Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business first, people-centric approach. Our solutions are the driving force behind hundreds of forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to act with confidence and agility, improve the customer experience, and drive innovation and growth. Our solutions integrate data siloed in disparate systems, creating an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://stibosystems.com).

