

Product Data Syndication for Product MDM

Drive Growth by Easily Syndicating Data Throughout Your Value Chain

In the digital economy, data associated with a product is synonymous with the product itself. Efficiently getting that information to the right place, at the right time, in the right format, is critical to the success of the entire value chain.

The problem is, with so many companies in that chain – for retailers and manufacturers, there can be thousands – making sure that data meets everyone’s unique business and legal requirements is a major challenge. Doing so requires a flexible solution to automate the delivery of high-quality data, creating customer-centric experiences that drive growth by meeting the needs of data users everywhere.

A business-first approach to sharing content

Stibo Systems’ Product Master Data Management (PMDM) includes an integrated Product Data Syndication (PDS) solution that is ideal for organizations that need to share content that conforms to specific data standards or channel requirements, and that seek new ways to optimize the strategic value of their data assets. The service saves considerable time managing requirements, allows products to get to market quicker, improves data quality and enforces master data governance through bi-directional messaging with data receivers.

PDS is a cloud-based app delivered as Software-as-a-Service that seamlessly inter-operates with Stibo Systems’ Product MDM to enable the exchange of product master data between data providers and receivers – manufacturers, brand owners, distributors, retailers or other partners – using predefined channels.

Drive collaboration through predefined channels

PDS can support the exact requirements of multiple predefined channels, including data standard definitions, validation rules and communication configurations. Available channels include Amazon, The Home Depot, Walmart, Wayfair and 1WorldSync (North America and Canada). New channels, including Brandbank, Kwikiee, Ferguson, AAFES, Canadian Tire and Sherwin Williams will be added in 2019.

Provider-specific channels can also be defined to support the transfer of product information from a manufacturer to a retailer in an agreed data structure and format. In this way, data providers can consolidate the syndication of their product information both to predefined high-value channels, as well as less sophisticated data receivers.

Key benefits

- Fosters agility and efficiency by reducing the complexity of managing data requirements
- Improves collaboration and strengthens trust between value chain partners
- Empowers seamless customer-centric experiences that drive revenue and growth
- Enables products, promotions and new lines to get to market faster
- Drives accuracy and efficiency by enforcing data standards and eliminating costly manual entry

Leverage the power of content service provider feeds

PDS supports content aggregation via content service providers (CSPs). A manufacturer can supplement their product data in PDS with content from CSPs such as Salsify, Content Analytics or Shotfarm that push information into PDS through the public API. This provides a powerful tool to ensure that high-quality data is syndicated to retail and distribution channels, where in some cases the receiving system is Stibo Systems' Product MDM.

An alternate scenario is that a manufacturer is publishing product data to the GDSN. On behalf of the manufacturer, PDS can make a subscription to this data using a combination of GTIN, GLN and GPC to retrieve a specific assortment that can then be syndicated to a specific channel available to that manufacturer. The advantage to the manufacturer is that content is managed once, published to GDSN and, leveraging the powerful transformation and data mapping capabilities of PDS, automatically syndicated to the channel of choice.

Stibo Systems' Product Data Syndication: A flexible solution to meet everyone's needs

Cloud-based PDS is a flexible solution for data providers to speed and simplify the acquisition, management and syndication of product information and content to data receivers



Support for managed data standards

- Stibo Systems is committed to building support for popular syndication points and providing the associated services to support their lifecycles.
- All enabled channels are managed within PDS, meaning any changes to the data standards or communication protocols are updated as part of the subscription service.
- Changes or updates made to existing channels are communicated to subscribers, detailing any impact on product data.

Support for custom standards and channels

- **For manufacturers:** Stibo Systems builds syndication channels to support the data standards and requirements for manufacturers' trading partners.
- **For retailers:** Stibo Systems configures syndication channels containing retailers' specific data standards which can be accessed by their suppliers as part of a vendor data onboarding program.
- In either case, these would not be part of a standard PDS subscription, though they can be managed under a Service Level Agreement.

Make Product Data Syndication easy, manageable and maintainable

When sharing data with retailers and distributors, one size does not fit all. Product data receivers require content that is tailored specifically to their needs. Content needs to be prescriptive, including:



Each recipient defines these requirements as their data standards, providing a basis for data quality, where conformance guarantees specific positive outcomes.

Product Data Syndication (PDS) is the act of sharing relevant product content with trading partners, business entities and systems. Content is aligned with predefined data standards, conforming to the recipient's requirements. Stibo Systems' PDS has been designed to make product data/content syndication easy, manageable and maintainable.

Empower brand owners and manufacturers using Stibo Systems' PMDM

For a manufacturer or brand using Product MDM, PDS provides a fast, easy method for product data syndication. The cloud-based service is already integrated into the PMDM environment allowing product master data to be quickly accessed and exposed to a syndication channel. As data is sent to a channel, PDS allows users to efficiently map their master data attributes to the data standard and provides the ability to further tailor mappings and transform values. These settings are recorded by PDS and used again in the future when additional data is sent to the channel.

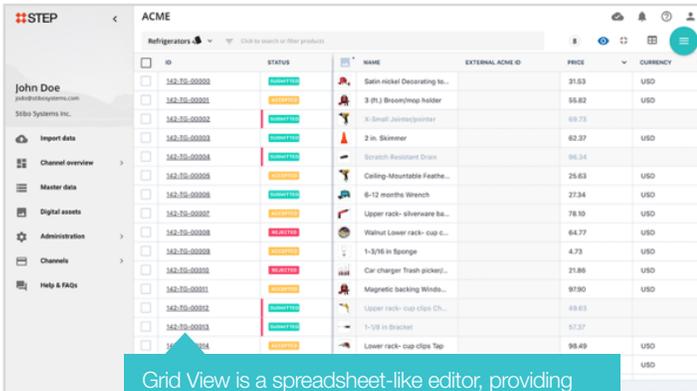
When data is syndicated through a channel, the status of each item is monitored, and the results passed back to PMDM. Should master data change within PMDM, business rules will flag the need for re-syndication.

Automate vendor data feeds

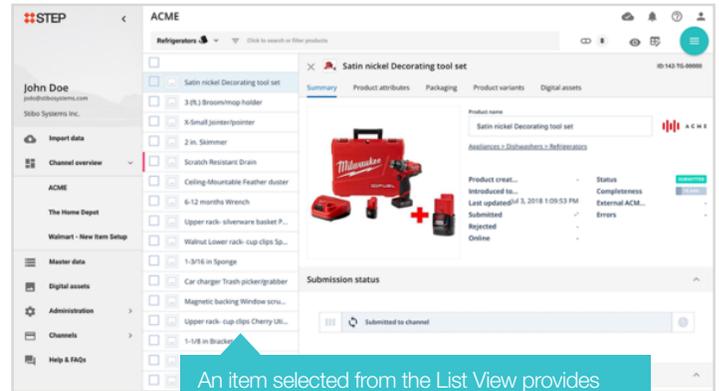
For organizations wishing to supplement their existing product master data repository with the ability to syndicate to multiple channels, PDS provides integration capability to support and maintain master data governance. PDS provides a REST API that allows product data to be loaded in an automated fashion as part of a data feed.

An intuitive interface to empower and accelerate digital transformation

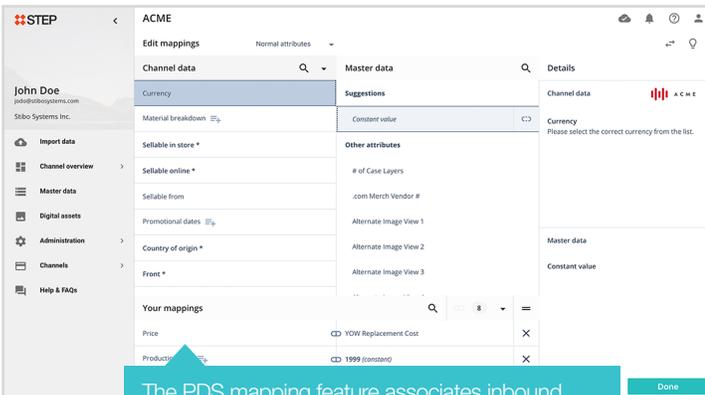
Stibo Systems' cloud-based Product Data Syndication solution features an intuitive interface that makes it easy for product data providers and data receivers to syndicate essential product content and data. And to spur seamless collaboration among vendors and partners throughout the value chain.



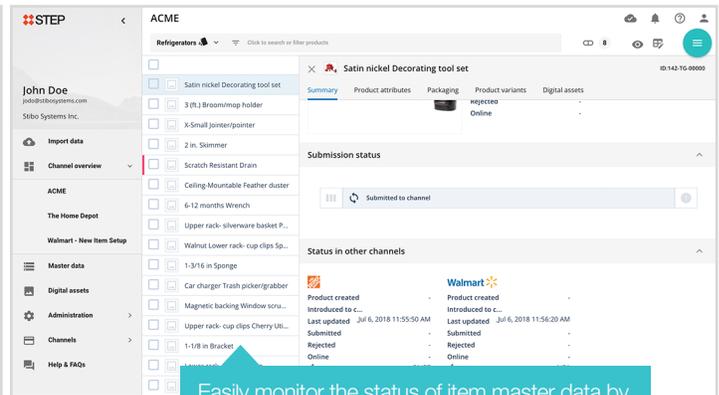
Grid View is a spreadsheet-like editor, providing the ability to bulk edit products, monitor syndication status and display selected attributes.



An item selected from the List View provides a detailed overview of the item with grouped attributes, digital assets and syndication status.



The PDS mapping feature associates inbound master data to a syndication channel's data standard. Used to fine tune auto-mapped attributes. ML capability suggests mappings.



Easily monitor the status of item master data by channel, showing which channels are using the same master data.

A complete, seamless solution that puts your business first

To learn more about the benefits of putting Product Data Syndication to work for your organization, or about how Stibo Systems' Product MDM solution puts your business first, visit stibosystems.com.

About Stibo Systems

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 forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create 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.