StiboSystems

STEP
Trailblazer

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WHY MASTER DATA MANAGEMENT?

In a highly competitive global economy where data is a critical asset, industry leaders are turning to Stibo Systems to consolidate, manage and improve the reliability of their master data.

Stibo Systems' master data management solution, STEP, is the core component used to manage, centralise, organise, categorise, localise, synchronise and enrich master data according to the business rules of the sales, marketing and operational strategies of your company.

Master data can take the form of product, customer, supplier, location and asset information, in addition to any information sources that drive your business. The efficient management of master data in a central repository provides companies with a single authoritative view of information and eliminates costly inefficiencies caused by data silos.

Why Master Data Management?

Multidomain MDM

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KEY BENEFITS

- Improve customer experience
- Meet global business requirements for language and market
- Increase business performance and profitability
- Faster time-to-market
- Ensure consistency of information across all channels
- Reduce supply chain complexity and cost
- Enhance operational efficiency
- Increase IT agility
- Mitigate risk

WHY STIBO SYSTEMS?

- Extensive industry expertise
- Unmatched delivery record
- Vision for the future
- World-class customer service

WHY STEP?

- Holistic multidomain MDM platform
- Single technology system
- Integrated MDM tool suite
- Extensible data model
- Embedded workflow engine
- Complete ownership of technology
- Unconstrained flexibility
- Complete automation
- Configuration over customisation

STEP

BUILT-IN

- Data Quality
- In-Memory Capability
- Digital Asset Management
- Product Lifecycle Management

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MULTIDOMAIN MDM

Addressing critical data like your products, customers, suppliers or assets is an essential step to improving data quality, reducing operational efficiencies and gaining analytical insight that can lead to better decision-making. However, too often these initiatives are carried out wholly within a single business unit or department. Within an enterprise, there may be multiple point solutions, none of which are collaborating with each other. Mastering a single data domain within a department or siloed organisation in the enterprise leads to redundant costs and duplicated efforts. More importantly, it doesn't achieve the ultimate goal – a single source of truth for all master data across the enterprise.

Powerful information resides in the spaces where data domains overlap. Which locations contain certain products? Which distributors roll up to the same parent company? Which products have associated media assets for web display? Only a single multidomain solution, like STEP, can open the door for organisations to gain that level of business insight.

STEP is a holistic multidomain MDM platform that integrates views of products, customers, suppliers, assets, locations and other critical data assets of the enterprise that exist within disparate internal business units and functions. STEP enables an integrated master data approach with a common data model and governance framework based on a single technology system.

Our single enterprise platform allows benefits to flow from the enterprise level in direct support of all strategic business requirements. STEP's multidomain capabilities provide the greatest value of a MDM solution: the ability to discover, create and manage relationships, in and across each data domain.

WHY MULTIDOMAIN MDM?

- Eliminate silos of single domain master data
- Reduce risk by ensuring compliance with government regulations and industry mandates
- Increase business performance and operational efficiency
- Improve collaboration between business teams and partners
- Improve customer experience

PRODUCT

ASSET   LOCATION

PARTY

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INDUSTRY LEADERSHIP

Gartner
Rated #1 in Customer Satisfaction and highly ranked by Gartner analysts over the past 8 years. Stibo Systems is a Challenger in Gartner's new 'Magic Quadrant for MDM'.

VENTANA RESEARCH
Stibo Systems has ranked #1 HOT vendor in Ventana Research's 'Product Information Management (PIM) Value Index,' including #1 in customer assurance, for each publication released.

"Stibo provides a solid foundation to eliminating errors and mistakes in product information. Its level of support in manageability, reliability and capability topped all other vendors in our PIM Value Index, with the hottest 'Hot' vendor on an overall weighted basis. We're not surprised with their continued success."

– Mark Smith, CEO, Ventana Research

The Information Difference
Recognised as a master data management leader in Information Difference's 'MDM Landscape Q2 2016' report.

FORRESTER®
Stibo Systems is again recognised as a leader in The Forrester Wave™: Product Information Management Solutions, Q4, 2016 report.

"Stibo Systems offers a breadth of native capabilities at maximum scale. Stibo Systems has been growing its PIM offering organically over its 30-plus years in this space. The company's broad set of out-of-the-box PIM capabilities, industry-specific knowledge, and breadth of professional services solidifies its position as a PIM market leader."

– Forrester Research

AWARDS

- 2016 Ventana Research Technology Leadership Award Winner for Information Management, The Kellogg Company
- 2016 Best in Class Product Information Management Provider in Consumer Goods Technology's Annual Readers' Choice Awards
- 2015 Ventana Research Leadership Award for Information Management, Delta Faucet
- 2015 CIO 100 Awards Honoree, Brady Corporation
- 2014 CIO Review's Most Promising Retail Technology Solution Provider
- 2014 Ventana Research Technology Leadership Award for Information Optimisation, Brady Corporation

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INDUSTRY SOLUTIONS

AUTOMOTIVE

Supporting the auto parts necessary to keep today's automobile running has been challenging due to the plethora of part numbers, numbering nomenclatures and system 'bundles' that may exist for the same part or parts. Another big challenge includes receiving accurate information from manufacturers and complying with the Auto Care Association (ACA).

STEP enables businesses to automate supplier collaboration to continuously update correct and accurate data to both internal operations and customers in near real-time. Achieve compliance with industry standards and reduce costs by automating advanced data synchronisation with data standards such as ACES and PIES, NAPA and TecDoc.

CPG/FOOD

Manufacturers of food and consumer packaged goods are recognising the convergence of digital and physical worlds. This shift is driving new challenges surrounding the process management of new product introduction, quality assurance and how to communicate information to retail partners and consumers. With new requirements regarding the tracking of ingredients, packaging and labeling, and the tracing of products and ingredients from source to shelf, the role of consumer goods and food manufacturers continues to grow more complex.

STEP makes it easy to manage customer and supplier data, product information, recipes, ingredients, nutrition information and health claims in a single system with a more compliant and automated process. Expand and manage product, brand and digital content on a global scale in order to provide brand consistency and global accuracy. Easily publish product and nutritional information across all global brands to regional consumer-facing websites.

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DISTRIBUTION

The proliferation of sales channels over the last decade has increased the volume of business information distributors must manage about their products, customers and suppliers. With that influx, it is imperative to proactively manage data as it flows across the enterprise, from procurement to distribution, marketing, ecommerce and all the way to service and support.

STEP allows distributors to streamline the process of managing supplier information by onboarding product information from those suppliers, cleansing and managing the information from a central location and publishing it to business systems that require it. STEP also promotes departmental collaboration and the sharing of accurate and secure information with procurement and inventory systems, ecommerce platforms, catalogs and promotional media, sales and support teams.

FINANCE

In order to remain competitive, financial institutions are growing the size and breadth of their offering portfolios both organically and through mergers and acquisitions. Because separate business units manage most of these offerings, the enterprise is challenged to maintain accurate information about those products and to understand the customers who own them. This process leads to a poor customer experience and missed sales opportunities.

STEP provides a single technology to integrate master data about products, assets, locations and customers into a central location to provide insights that will allow the organisation to efficiently respond to market changes, improve customer experience and increase loyalty. STEP also supports multichannel sales opportunities, improving credit and risk management, ensuring regulatory compliance and improving customer service.

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INDUSTRY SOLUTIONS

MANUFACTURING ›

Consumer demand continues to push manufacturers to reduce time-to-market without reducing quality. These challenges require manufacturers to adjust to not only the increase in demand for increasingly complex products but also to meet the increased expectations of customers for timely and accurate product data. To face these challenges, the effective management of information as it flows across organisational channels is critical.

STEP addresses these challenges by integrating operational data into a single, trusted source of master data for the entire enterprise. It enables manufacturers to speed time-to-market, gain a more accurate view of distributor information, improve response to changes in demand, reduce risk and enhance agility. The ability to provide real-time operational information results in accurate decision making based on up-to-date insight versus relying on historical reports.

RETAIL ›

Retailers today are facing serious competitive pressures. Accelerated adoption of new sales channels, abundance of product options and emergence of mass personalisation have increased consumer expectations, making them more price sensitive leading to reduced brand loyalty.

STEP addresses the unique needs of vertically integrated retailers, as well as those that procure only finished goods. STEP makes it simple to reference items to improve cross-sell and up-sell conversions, manage product variants and support ecommerce and online marketplace initiatives. Retailers can get their products to market faster and increase assortments with new product introduction workflows.

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TRAVEL & HOSPITALITY >

Whether a family vacation, overseas wedding, luxury getaway or a visit to your favorite restaurant, descriptions and details must be enticing and paint a blissful picture. Travel companies and restaurant owners work harder than ever before to provide customers with accurate, consistent and persuasive information. Many are struggling to manage product information and digital assets through online and offline channels, as well as associating them with location information. Restaurants, in particular, must meet consumer demands for nutrition and allergen information and provide a consistent consumer experience, all while complying with government regulations.

STEP stores and manages all product information, from hotel room descriptions to recipe and ingredient management, in a central repository from the moment it is entered or received to the point when the enriched information is communicated through multiple channels, including brochures, travel itineraries, hotel contracts, menus or websites. Consistent and accurate product information leads to increased bookings, more satisfied customers and increased loyalty.

HEALTHCARE >

Patients, rather than systems and departments, are the center of today's healthcare ecosystem. To ensure that this ecosystem benefits patients, providers and payers alike, timely and accurate data is critical. With the onset of quality-based care, organisations seek to improve care coordination for the safety and satisfaction of patients, eliminate waste and inefficiency, and incentivise providers to achieve better outcomes.

STEP rapidly integrates with your systems to create a single view of patients, providers, organisations and other data to empower your organisation to achieve its quality related goals. By creating master records for your patients and providers through STEP's Enterprise Master Patient Index (EMPI) and Provider Registry functionality, you can resolve data models from your separate systems and meet compliance standards. With a single, trusted solution, healthcare organisations can promote the safety of patients, the satisfaction of providers and save precious time and money.

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STEP Enterprise Platform

STEP is a single enterprise platform that provides a common set of functionality and operates in a uniform mode across any data domain. All of the functionality provided by STEP is seamlessly integrated to prevent problems with paradigm mismatch, commonly found when trying to integrate multiple disparate systems. Having all of these features in one solution makes it more predictable, less expensive and allows companies to receive quicker time-to-value when implementing and maintaining new master data related projects.

STEP's functional richness, strong data modeling and powerful workflows enables companies around the world to cultivate and maintain a robust information supply chain.

some features are subject to individual licensing

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SYSTEM FEATURES

Web UI: The web-based customisable dashboard enables each user to create a personal homepage where they can manage their user profile, task list, search, see data quality metrics and more. This easy to use interface allows business users to create and maintain data and distribute the information to sales channels.

Through the Web UI you can also efficiently onboard multiple products and maintain existing master data. In addition to product, customer, supplier, location and physical asset master data, users can also manage digital files and documents for all entity types.

Web-based configurable dashboard

Access master data using smartphones or tablets

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KPI Dashboard: Identify issues and apply data quality improvement tools to cleanse and enrich data. A live completeness indicator shows progress as users enter data. Users have the ability to prioritise data and enrichment tasks.

Gain insight:

- Key metrics on data, content, volume and quality
- Visibility into who requested information and for what purpose
- Shows system availability, process and data performance
- View snapshots of data quality based on user-defined metrics
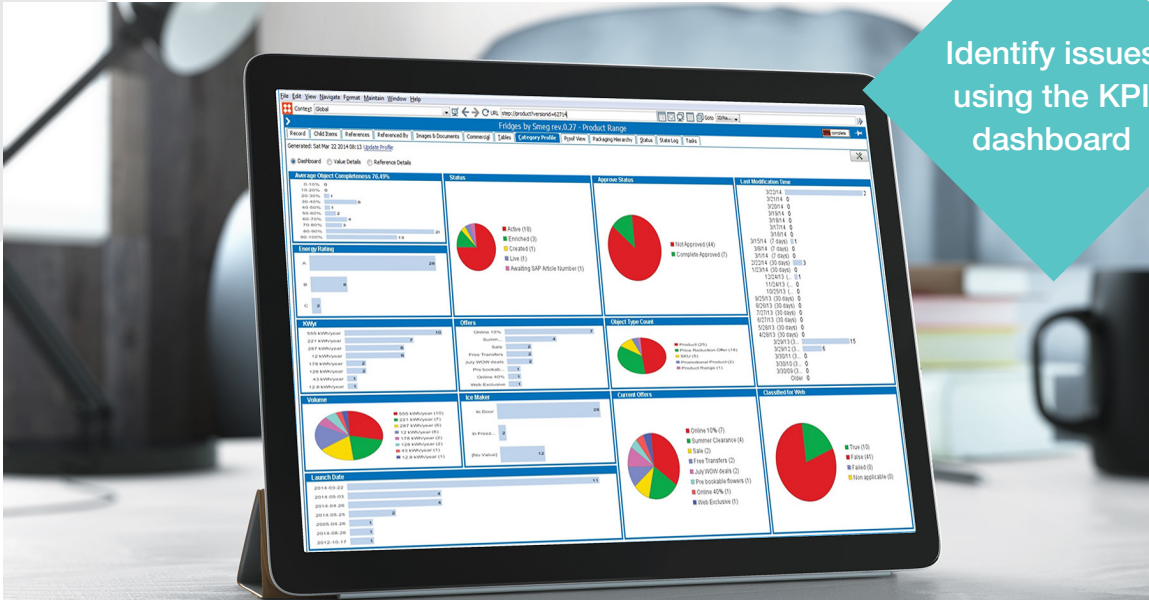
Identify issues using the KPI dashboard

See how complete your data is with the Live Completeness Indicator

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Data Modeling: STEP uses advanced yet highly configurable data models that can mold themselves depending on your data management goals, requirements and systems. The same core STEP platform can be used for modeling data for a multitude of different data domains.

With STEP, data stewards can quickly set up data models, both standard and hierarchical, directly through STEP's user interface as well as easily adjust and transform different data models without the need for programming or downtime.

Multiple departments can also take advantage of viewing the same information in different structures by configuring and storing several types of hierarchies. Furthermore, STEP provides out-of-the-box use cases, vertical-specific data models and import templates to accelerate implementation and adoption.

Integration: Integrating views of critical data that exist within disparate internal business units and functions is critical to derive accurate business insights. STEP easily integrates with existing IT infrastructures by providing an open standards-based Service-Oriented Architecture (SOA) utilising a highly integrated web services interface to enable end-to-end business processes within a disparate enterprise IT landscape.

STEP has proven integration history with all leading ecommerce technology providers such as Oracle ATG Commerce, IBM WebSphere Commerce, Demandware, Magento, SAP hybris, Intershop and others.

Import: Consolidate data from multiple sources and formats (e.g. CSV, Excel, XML) using embedded Extract, Transform and Load (ETL) tools to ensure your data is available for enrichment and management. The Import Manager wizard helps users map spreadsheet columns to attributes, standardise values and link to hierarchies, as well as more complex data transformations.

Export: Export data and digital assets maintained within the STEP system to formats such as: CSV, Excel, SAP and XML. Industry-specific and proprietary plug-ins can be developed to meet unique or proprietary formats.

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Data Quality: Provides advanced data hygiene and data profiling, including data de-duplication for volumes of complex data regardless of language, structure, duplication levels, omissions or errors. It includes components that help you protect, profile, match, improve, cleanse and stage data.

Data Governance: Create seamless management of your organisation's data across the enterprise. Clear ownership of data leads to accuracy and accountability. STEP is built on a seamless architecture and includes features that uniquely allow organisations to implement data governance policies and processes including audit trails, approval processes with integrated workflows and business rules, and version control that enables governance to master data of all domains.

- Role-based security
- Access privileges down to the record and attribute level
- Business process monitoring
- Change management processes
- System auditing
- External attribute flagging
- Data quality validation and profiles
- Data access controls
- Staging and approval

Data Stewardship: STEP enables an enterprise-wide data stewardship strategy, allowing business users to perform all functions of administration, and taking full responsibility of the quality of your organisation's data without the need for IT support. Data stewards can perform a number of functions, including:

- Workbench management
- Data modeling
- Matching and linking clerical review
- Workflow customisation
- Business and user role configuration

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Workflows: Easily model and configure your business processes directly through our visual designer tool – Workflow Designer. Setting up assignees, privileges, deadlines, escalations and viewing or editing workflow data is fast and simple. Quickly map workflow roles and privileges to one or more users, and assign multiple roles to the same users.

STEP's flexible workflow features can execute workflows both sequentially or in parallel. Easily create configurable data views for specific workflow tasks, quickly view or edit workflow data, auto-launch workflows upon creation and set up user or group assigned tasks. Deadlines can be set to a specific time and date or set dynamically, and once a deadline is met, actions to be carried out can be easily configured through the designer. Escalations can be set up to trigger emails, events or other notifications depending on tasks, user or group preferences.

Workflows are accurately monitored to measure process performance. Using workflow profiles, you can view key information such as task completion, efficiency by user or group and other key metrics including the number of items in a particular state and the time taken for workflows to reach their final state.

Easily set up states, assignees and business rules through workflow designer

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Business Rules Engine: Business rules are either conditions on data or actions that can modify data. STEP gives you the ability to separately govern business rules that are shared across different use cases (e.g. import, workflow, user interfaces and approval). Rule changes are centralised, allowing rules to be changed once and the effect applied everywhere it is used.

- Share business rules across multiple processes
- Edit business rule conditions and actions independently of where they are used
- Associate metadata with business rules for data governance
- Define business rule actions and conditions in user interface
- Measure frequency and duration of a given business rule to analyse performance

Event Messaging: Deliver near real-time integration with your downstream business systems and provide incremental publishing to your web sites through an asynchronous messaging system. Event messages can be configured within the STEP Web UI by administrative users. The message syntax can be customised to meet industry standard formats or legacy formats. In addition, the event messaging system supports:

- Cross-context multi-language messages
- Batching of messages
- Scheduled delivery
- Event message retrieval
- Conversion to desired target message formats
- Delivery into a specified file system or to an FTP site

Bulk Update: Efficiently update multiple business entities in a single operation using the Bulk Update Wizard. The wizard enables users to specify multiple update operations at one time. Operations can include updating values, adding references between multiple business entities, and triggering business rules and workflows.

Metadata: Easily configure metadata on object types, reference types, attributes, workflows and business rules. Users have the ability to sequence or specify that a product attribute is mandatory in one category, but not in another, by placing configurable metadata on the link between the attribute and the product category; the same attribute can be associated with different metadata in different categories.

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Matching and Linking: Resolve records from disparate source systems and generate a single, accurate Golden Record that can be used by everyone. STEP's Matching and Linking component leverages pre-built and configurable probabilistic algorithms and clerical review for stewardship intervention. Thresholds can be configured and fine-tuned using Stibo Systems' Web UI.
The matching and linking component allows enterprises to resolve multiple records automatically (using auto-link threshold) and identify duplicate records that need manual review.

- Uses probabilistic and deterministic comparison functions, including Levenshtein, Damerau-Levenschtein, Edit Distance matching, nested decision tables and more
- Supports three types of thresholds: auto-link, clerical review and auto do-not link
- Analyse data that is not yet mastered by STEP with overlap analysis
- Look up before create functionality checks to see if a similar record exists using STEP Web Services API
- Re-evaluates linkages based on attribute changes at the member record level
- Examine possible matches with workflow driven clerical review

Data Enrichment: Beyond merging and cleansing your data, STEP offers a number of ways to connect with external enrichment sources. This extends the value of STEP, making it an optimal environment for storing complex data models with unique hierarchies and categorisations offered in external party, location and product reference data. Enrich and manage master records with third party data via these system features:

- Import Manager
- KPI Dashboard
- Reporting and system auditing
- Workflows

Advanced Search: Quickly find millions of master data objects and easily view, compare, edit and export search results. Easily search for different values, even in a single attribute and for missing or non-populated values. Save searches or bookmark them for reuse.

- Type ahead search
- Fuzzy search
- Simple object identifier and text search
- Drill down search with statistical details of results
- Advanced parametric search supports the return of records where a comparison score is above a search threshold value

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Data Synchronisation: Provides a range of advanced data publishing and synchronisation tools that extend the scope of STEP within the information supply chain through ready integration with:

- 1WorldSync
- GDSN
- ACES and PIES
- eCl@ss
- ETIM

- BMEcat
- UNSPSC
- NAPA
- TecDoc

Localisation: STEP supports the localisation of your master data into more than 40 languages, including complex double-byte character languages like Chinese, Japanese and Korean. Automation features include the identification of content in need of translation or re-translation, as well as currency and unit conversions.

STEP ensures all content is centralised in one workspace and is simple to update for specific regions by linking a product to any market and translating the relevant attributes only once, reducing unnecessary re-translations and associated costs. The solution supports both online and offline translation workflows, easily integrating with leading translation memory applications.

Performance Optimisation: Use application server RAM to hold data in memory at startup. Having to avoid transferring data from disk to RAM and vice versa during queries provides significant speed improvements, resulting in up to 50-100x faster searches. By using in-memory technology as part of your MDM system, you can:

- Perform faster object type, hierarchy and ID searches
- Accelerate operations on complex data models, including workflow transitions, object approvals and UI displays
- Quickly complete heavy write operations such as large imports

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Security: Support for the implementation of complex trust policies is based on the organisational user and group structure of your business. Easily define group and user level access rights to any data object type such as products, customers, locations, vendors, assets or limit them down to specific data subsets such as specific attributes or references. To ensure that you can have a configurable, extensible security unique to your business needs, administrators can define whether users can perform certain actions on specific objects, and enable user access to certain areas but not to others. Furthermore, configuring privilege rules, allow you to determine which users can maintain groups of attributes, business rules or workflows.

Attributes can be defined as encrypted with business-defined cryptographic keys, and users will be prompted for a password before they can view any attribute values. To comply with privacy rules, each data access will be logged. In addition, to protect your sensitive information, STEP uses AES 256 bit data encryption.

STEP's authentication functionality provides centralised user and group management as well as password enforcement by integrating with LDAP servers like Microsoft Active Directory.

STEP Web Services SDK: Use the STEP Web Service SDK to establish real-time integration with other systems and workflow processes by receiving and replying to requests in real time through the SOAP and REST APIs.

- STEP REST API: The REST API provides you with the tools necessary to integrate with Service-oriented architectures (SOAs) and to develop real-time integrations or interactive applications that can display and edit data in directly STEP.

- STEP SOAP API: Use the SOAP API to navigate hierarchies, reading and writing values, and creating new objects.

STEP Reporting SDK: Lets data stewards review standard reports or create custom reports using third-party business intelligence (BI) tools such as SAP Business Objects, IBM Cognos, MicroStrategy or SAS Business Intelligence. Additionally, The STEP report API allows reports to be created using the STEP SQL API and viewed in the STEP user interface. This enables data stewards to generate reports without leaving the application.

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PRODUCT DATA

STEP is your central repository for all product-related information, enabling a single version of truth for all product-related data across your enterprise. By centralising all your product data into one trusted source, the solution helps you take products to market faster, achieve unrealised operational efficiencies and improve overall business performance.

With an easy-to-use web interface, business users throughout your organisation can easily access information to analyse and report on available products and compare product usage and results. Our end-to-end platform helps your teams work faster and smarter throughout the product information life cycle, making cooperation easier while improving oversight and accountability.

ACQUIRE

STEP allows you to import product data in a number of ways, including directly via the Web UI in a familiar grid-like format. The system's flexible applications and extensions allow your users to easily acquire and consolidate information from virtually any internal or external system. Product attributes and relationships can easily be captured, configured and maintained via a rich data model that reconciles and transforms product master data from source system formats into a common structure.

Advanced onboarding capabilities ensure your suppliers can efficiently onboard data directly into the system using parameters you've specified. STEP also provides normalisation, approval routing and workflow automation support to enhance efficiency and enforce governance.

MANAGE

STEP's sophisticated set of tools and intuitive web user interface make it simple for business users to manage every aspect of your master product records, including hierarchy, structure, validations, approvals, versioning and enrichment. Likewise, product attributes, descriptions, documentation, digital assets and other related data can all be easily managed and maintained. The solution includes dynamic visualisation tools that allow you to easily view the relationships between products and navigate to linked master records.

Configurable workflows, user-based permissions and completeness scores all help ensure record completeness, allowing you to control how records are created, updated and approved. With clear audit trails and a complete record history, you'll also have the necessary information to ensure regulatory compliance and data governance.

PUBLISH

STEP's advanced multichannel publishing tools help you to publish master data seamlessly and consistently across all channels, easily synchronising product information regardless of format, language, currency or physical location without having to build costly and cumbersome data distribution tools.

Once your master data has been transformed and cleansed, STEP's powerful set of applications and extensions enable you to share data seamlessly with business systems and customer-facing applications across your enterprise, including call centers, websites and other points of sale. Vendors, suppliers, customers, trading partners and data pools always have access to the latest and most complete product data.

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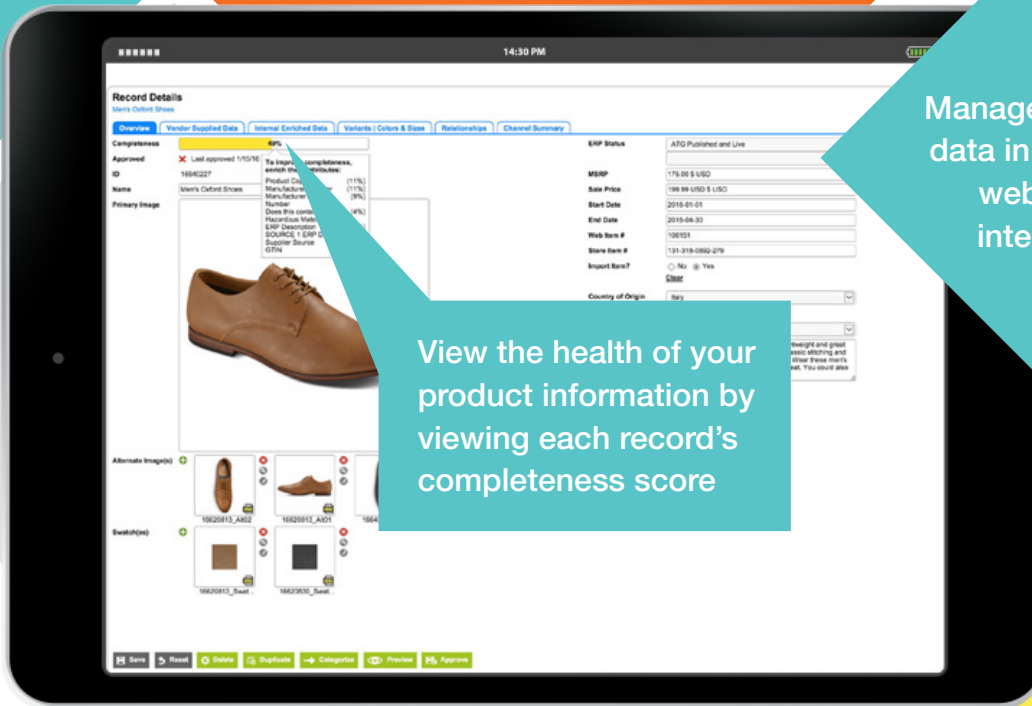
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KEY BENEFITS

- **Speed time-to-market:** Introduce new products, product bundles and services more quickly through use of trusted product data and streamlined business processes

- **Increase revenue:** Increase up-selling and cross-selling opportunities, launch targeted and timely promotions and reduce product returns

- **Reduce risk:** Ensure compliance with government regulations and industry mandates, eliminate duplicate information and error-prone processes, and deliver product data consistency and brand control across all publications and marketing channels

- **Expand globally:** Meet global business requirements for language and market and launch targeted multi-language promotions based on key demographics and regions

- **Increase business performance and operational efficiency:** Consolidate disparate product processes, reduce demands to and reliance upon IT, eliminate data silos and quickly react to sharp and unexpected changes in demand

- **Improve collaboration between business teams and partners**: Increase the accuracy and trust of your data to improve responsiveness, decision-making, interdepartmental workflows and to increase productivity
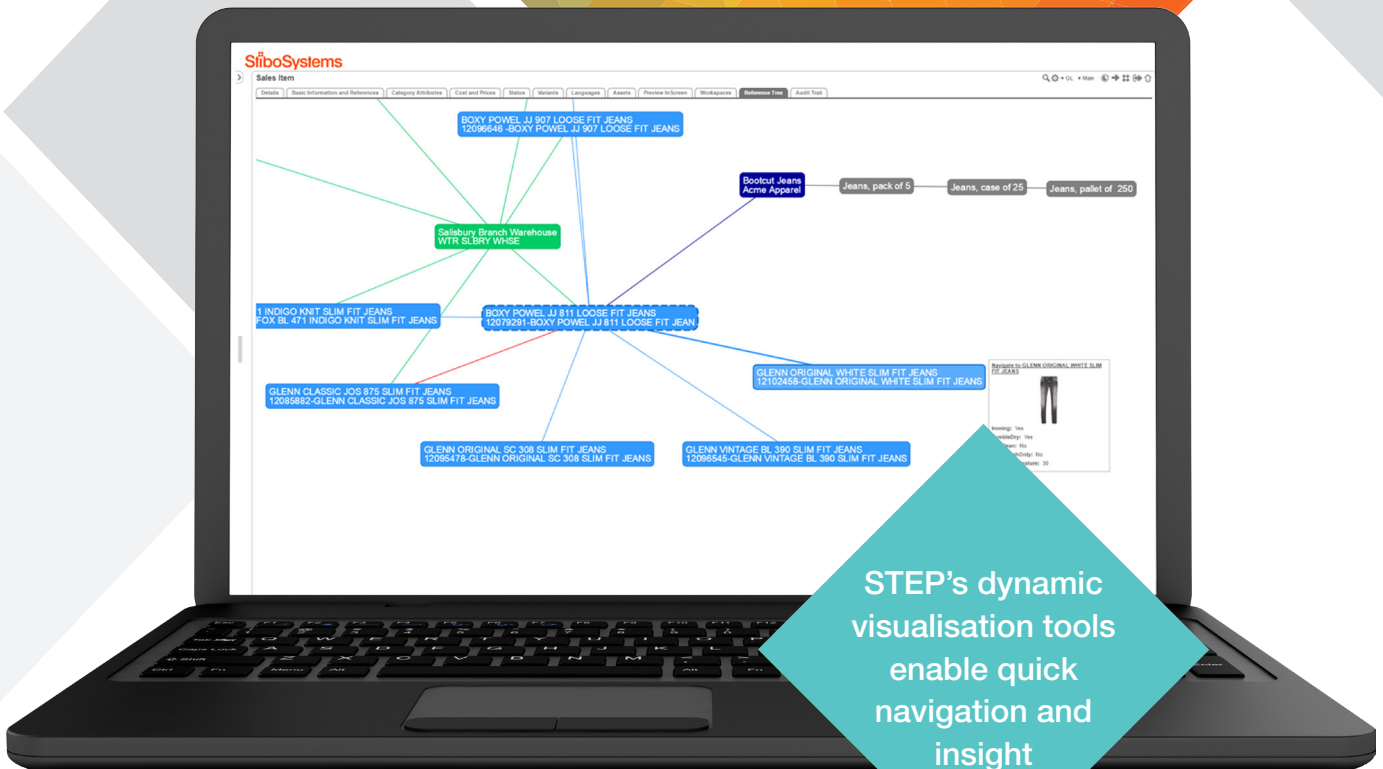
KEY FEATURES

- **Golden product records:** create golden records and streamline your product information supply chain by mastering entities such as SKUs, product packaging, catalogs, parts, services, accounts and policies

- **Multiple entity identifiers:** STEP supports GTIN, order codes, commodity codes and rules-based system generated identifiers

- **Product classification:** Support for industry classification hierarchies such as GPC, UNSPSC and more

- **Hierarchy management:** Simplify your product hierarchies using drag and drop, cut and paste and non-duplicative linking

STEP
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Why Master Data Management?

Multidomain MDM

Industry Leadership/ Awards

Industry Solutions

STEP Enterprise Platform

Product Data

Party Data

Physical Asset Data

Location Data

Reference Data Management

Supplier Item Onboarding

Product Lifecycle Management

Digital Asset Managment

Print Publisher Management

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Manage product data in a simple web user interface.

View the health of your product information by viewing each record's completeness score

STEP's dynamic visualisation tools enable quick navigation and insight

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Data attributes for a product

DATA ATTRIBUTES

Store and manage granular data about entities including products and metadata. Attribute data types include unit of measurement, calculated values, pick lists, category filtered pick lists, mandatory values, referenced values and input filters. Configurable business rules validate attribute values and workflows help manage attribute changes. Evaluate attribute changes through STEP's profiling functionality, enabling you to easily identify where attributes are being used in the system.

- Conditional attributes with start and stop dates, e.g. holidays and promotions
- Attribute grouping
- Spellcheck
- Category/hierarchy specific attribute inheritance
- Format text for copyright, trademarks and emphasis with automated mappings defined for various consuming business applications and sales channels

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REFERENCING

Easily maintain reference items for cross-sell and up-sell opportunities, kits, bundles, accessories, required parts and alternatives. Business entities can be referenced by multiple hierarchies, or by other entities, and exported to other business applications, sales systems and ecommerce platforms.

- Bi-directional references
- Granular privilege control
- Reference metadata, including reference type and attributes

PRODUCT VARIANT CREATION AND MAINTENANCE

Create and maintain product variants efficiently and accurately. Ensure that two product variants do not have the same attribute values through the use of validation rules.

- Variant Creation Wizard – mass create product variants
- List view – overview of all variants and their attribute values
- Matrix view – overview of variants according to selected attribute values

SEARCH ENGINE OPTIMISATION (SEO)

Maintain and optimise data attributes for SEO to help achieve the highest possible rankings for product detail pages and category landing pages.

AUTO-CLASSIFICATION

Classify mastered products automatically using configurable business rules. There is no limit to the number of classification rule sets that can be created.

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LINK MANAGEMENT

A product can be linked to one or more assets, and can also be related to a supplier or manufacturer, all of which can be made to inherit logos and other relevant assets from those companies. Digital assets can also be linked to a location, such as a map image of a store or office.

MULTICHANNEL VERSIONING

Create and maintain multichannel versions of product content for ecommerce, mobile, tablet, brand and customer segments.

- Define multiple channel versions of product data to support desktop and mobile presentation
- Automatically tailor product images for desktop, smartphones and tablets
- Create brand and customer segment versions for personalised customer service

PRODUCT CATALOGS

Support customer facing product catalogs for digital commerce.

- Create, manage and maintain unlimited product catalogs for multiple channels
- Affiliate data feeds to Google Shopping and leading marketplaces
- Automated data feeds to site search and personalisation engines, such as Oracle Endeca and RichRelevance
- Proven integration to leading ecommerce platforms
- Export ecatalogs as CSV, Excel and STEP XML formats

LOCALISATION

Localise data for multi-language, multichannel and multi-brand.

- Translate data into more than 40 languages, various units of measurement and many multiple currencies
- Supports Unicode and double-byte characters
- Automatically identify data that requires new translation or re-translation
- Online and offline translation workflows
- User interface available in Western and Asian languages
- Integration with leading translation memory applications

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CHANNEL PREVIEWS

Automatically create previews to see how product information will look when published to different channels for both print and web. Previews can be viewed for both product family and individual products, and can be generated to show shelf edge labels, point of sale signage, promotional flyers, packaging design and more.
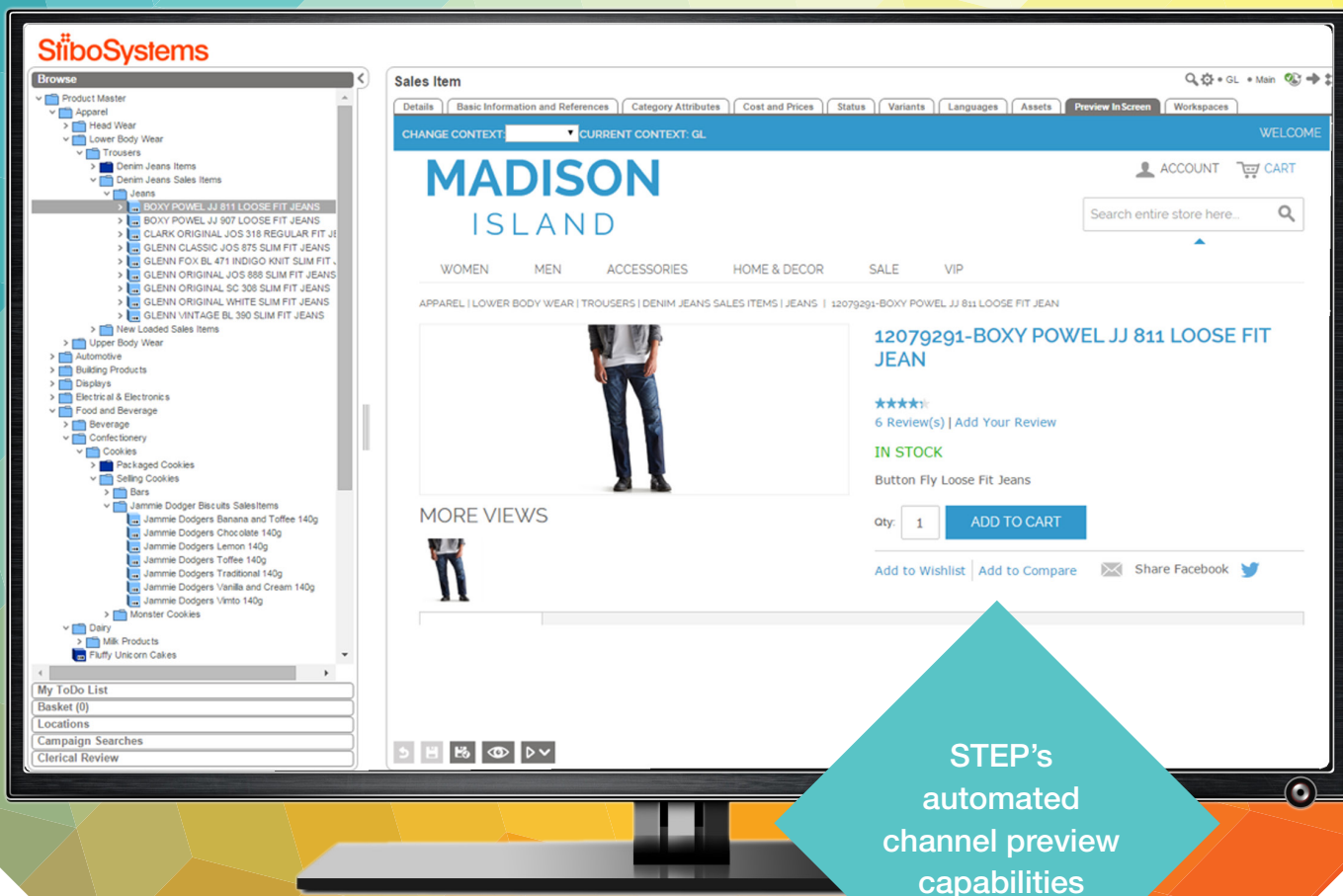
HIGH SPEED DATA CONNECTOR

Seamlessly synchronise the latest approved version of product information to a MongoDB instance. Simplify integration to websites and other systems that need to have real time access to master data. Maintain web ready documents for rendering directly in a browser. Eliminate potential performance drags since all high volume read only calls are made to the MongoDB instance.

REPORTING

View the status of your product data with a wide range of standard reports using a customisable dashboard that is easily configured to provide focus on what matters most. These reports can be user defined and automatically scheduled to be sent via email or to a file.

Click here to learn more >

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STEP's automated channel preview capabilities

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PARTY DATA
(CUSTOMER, SUPPLIER, EMPLOYEE)

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> **CUSTOMER DATA**

Customer data covers a wide range of people and organisation-related information. It can represent a B2B relationship, including organisations, or it can be B2C, customers, suppliers, employees and more. Whether the data is B2B or B2C, it commonly exists in disparate systems, spreadsheets and departments with different definitions across your enterprise.

Creating a single source of truth, populated with a consolidated "Golden Record" view of your customer data across your enterprise is vital to properly identifying the right information at the right time. STEP is an integrated central repository that resolves your B2B and B2C customer data to provide the most accurate and up-to-date information possible.

RESOLVE

STEP acquires customer data from disparate systems and combines it into accurate, high confidence entities called Golden Records. STEP's matching algorithms, in association with business rules, remove duplicate and outdated information and deliver a single view of all your customer data.

RELATE

With STEP, you can identify and manage relationships between your Golden Records to better understand each customer's total worth and influence, as well as pursue householding and social media strategies. STEP enables business analysts to map relationships between resolved Golden Records to gain better insight in to the sales and distribution network.

ENHANCE

STEP provides everything you need to create robust customer profiles by incorporating critical data elements from data sets within the enterprise or from third party entities. This allows you to fill in the gaps of your data to create a more accurate and informed view of each customer than previously available.

EXTEND

Use STEP to export resolved and enhanced Golden Records to front-line business processes and analytical applications to improve customer experience at point of engagement, produce better insights and make better business decisions. STEP's seamlessly integrates with CRM, ecommerce platforms and other systems that require an accurate and consistent view of customer data.

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KEY BENEFITS

- **Gain a 360-degree view of your customers:** Decrease operational costs by ensuring that each department and business unit in your enterprise has the most up-to-date and accurate information about your customers

- **Increase revenue opportunities:** Supply product managers with the information they need to perform complete solution selling, product bundling and customer profiling, based on information gleaned from relationships between customers and products owned

- **Actively monitor and mitigate risk:** Have a better understanding of your operations, customers, their entire corporate hierarchy and any compliance or credit risk associated with them

- **Attain a more comprehensive view of your data:** Fill in the gaps of your customer data with third-party sources to include key personal information, mergers and acquisitions, departures and product releases

KEY FEATURES

- **Golden record of data:** Using a combination of matching and linking algorithms in association with business rules, disparate customer records that have been confirmed as referring to the same party entity are linked together and resolved of duplicate information to form accurate, high-confidence "Golden Records". Golden Record data can be shared with consuming systems and can be transacted against in real time

- **Automated matching algorithms:** Execute workflow-driven clerical review depending on pre-defined thresholds through matching algorithms. Pre-built algorithms include support for demographics data, industry standards and smart indexing. Create multiple sets of Golden Records from the same source data (e.g. household identification as well as identification of individuals)

- **Survivorship rules:** Define and use a set of survivorship rules that determine which source data, configurable by the "Most Recent Update" or "Most Trusted Source", comprise the Golden Record at an attribute level

- **System integration:** Seamlessly integrate with external systems to feed cleansed master data directly back to source systems, enabling data governance policies across your enterprise

- **Data stewardship workflows:** Workflow-driven clerical review of data that examines possible matches and determines whether they are indeed matches

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Print Publisher Data

> SUPPLIER DATA

Integrate supplier data to create a single Golden Record view that can be used across the business, allowing your product managers to collaborate with suppliers to quickly and efficiently onboard product information that is accurate and consistent with corporate and compliance regulations.

KEY BENEFITS

- **Gain a 360-view of your suppliers:** Identify and reconcile partners from multiple lines of business. Recognise parent relationship hierarchies with existing partners

- **Increase visibility and understanding of your supply chain:** Better understand your suppliers, their corporate hierarchy and the products they supply. Improve vetting and onboarding process with new and potential suppliers. Recognise suppliers that were previously banned for questionable labor practices who are applying fraudulently under a new name

- **Create open and collaborative communication channels:** Work with suppliers to efficiently onboard new product details and make changes to existing products in a standard format

- **Streamline auditing processes:** Track supplier performance and commitments with a supplier scorecard

Manage contract details for each of your suppliers

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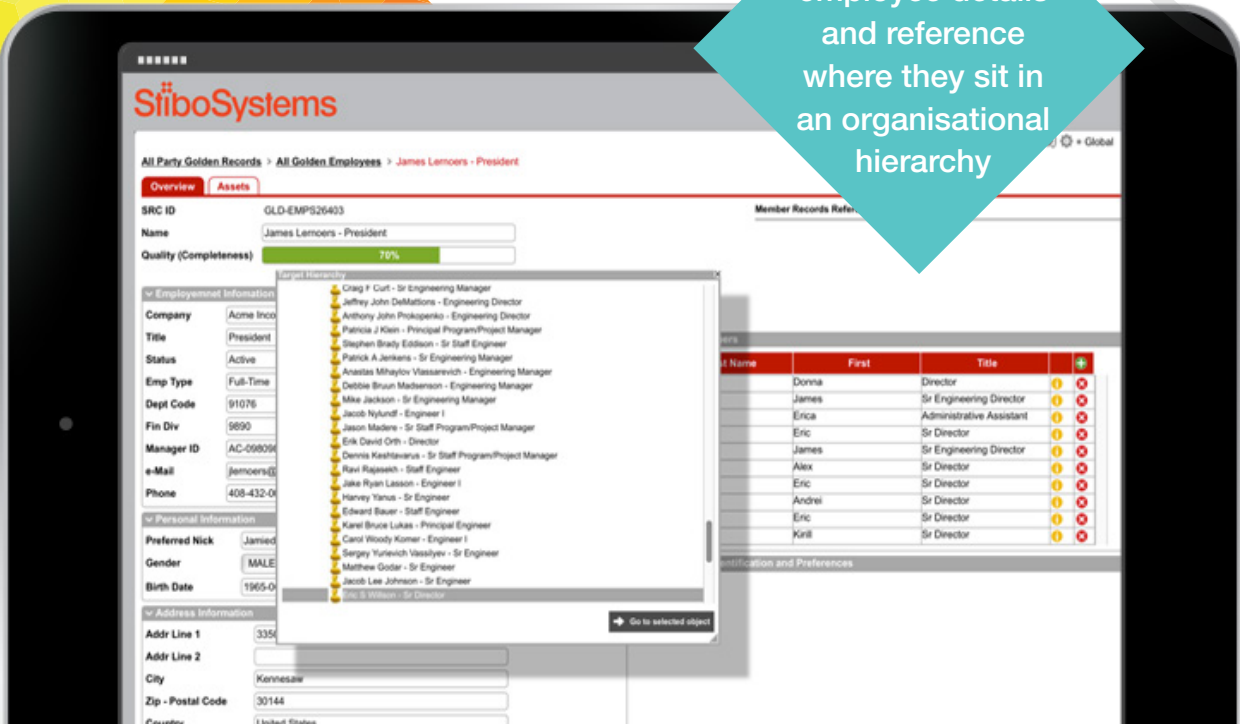
Digital Asset Managment

Print Publisher

EMPLOYEE DATA

An accurate, timely and comprehensive representation of an employee across your enterprise is vital to effectively managing Payroll, Human Resources, Talent Management and any other employee-related system.

KEY BENEFITS

- **Improve talent acquisition and retention:** Better understand the gaps in your current workforce and eliminate risk in employee termination and exit process

- **Reduce operational costs:** Implement new HR systems and streamline processes for performance review, benefits and payroll

- **Ensure regulatory compliance:** Standardising employee data across all your systems enables your adherence to Federal and state regulations, workplace safety standards and OSHA requirements

- **Quickly and easily provide up-to-date reports:** Efficiently measure the effectiveness of new programs for training, recruitment and review via the reporting dashboard

Quickly setup employee details and reference where they sit in an organisational hierarchy

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PHYSICAL ASSET DATA

Most businesses keep track of large amounts of physical assets, from parts and raw materials to buildings and equipment. These assets are usually owned by different departments, dispersed widely across various locations and documented on numerous databases. These decentralised and often ad hoc approaches hinder key processes such as purchasing, distribution and inventory optimisation, while also increasing time-to-market for your products or services.

STEP is the central repository for all of your asset information. With accurate and up-to-date information, you can search and manage your physical assets with full confidence. STEP also provides key functionality to perform data quality checks, as well as deliver visibility into ownership and usage data. By taking advantage of all the aggregated asset information, your organisation can then properly maintain, control and manage each asset throughout its entire lifecycle.

SEARCH

Easily look through your entire inventory of physical assets and use advanced features to quickly search for specific assets by using their unique characteristics such as type, location, vendor or owner.

INTEGRATE

Consolidate asset information from different data sources to create a single, accurate view of all your assets and their information.

GOVERN

Establish data governance policies to ensure you work with clean, complete and up-to-date physical asset information that will let you accurately manage all your physical assets and improve key decision making.

CONTROL

Efficiently handle key asset management processes for procurement, production and inventory. Keep track of all your assets by knowing exactly where they are stored and who is currently using them to provide necessary usage information for your organisation.
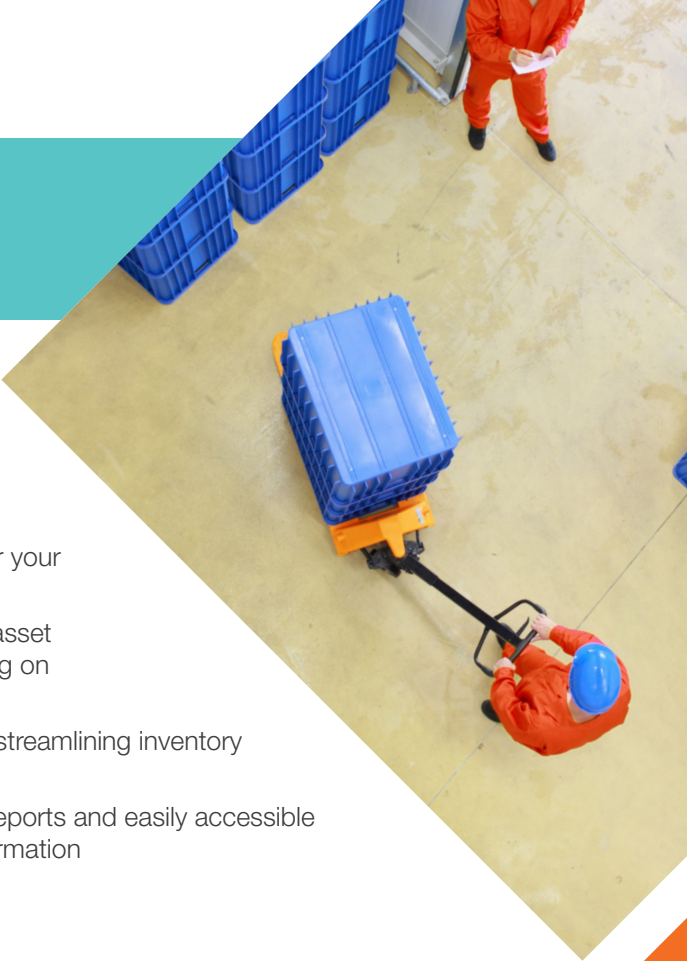
FORECAST

Analyse historical usage, consumption, purchasing and maintenance information to provide key insights about asset procurement usage and storage.

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KEY BENEFITS

- **Reduce time-to-market:** Efficiently manage equipment, raw materials, parts and other physical assets needed for your products' development

- **Improve visibility:** Use dashboards to display pertinent asset information, which improves key decision making by using on up-to-date, accurate asset information

- **Reduce costs:** Lower operational and storage costs by streamlining inventory and asset usage

- **Enhance analytics:** Take advantage of comprehensive reports and easily accessible data to analyse purchasing, usage and maintenance information

KEY FEATURES

- **Workflows:** Easily define and run workflows in STEP to establish necessary checks and approvals for your assets' procurement, usage and storage

- **Integration:** Quickly upload, validate and cleanse asset data from your other systems by using STEP's matching and linking functionality to ensure accuracy and eliminate duplicate information. You can also take advantage of automation features by setting up rules to automatically configure asset attributes upon import

- **Central repository:** STEP acts as the central hub for all your physical asset information, ensuring that all your asset data is current, and promoting collaboration between your teams by creating an accurate view of all your assets on one single location

- **Advanced search:** Advanced search functionality easily lets you find the assets you are looking for by using their unique attributes. STEP also allows you to group and maintain hierarchies for all your asset data

- **Link management:** Reliably associate asset information to other enterprise information, such as employee or location data, to ensure you always know who is using your physical assets and their location

Easily group and manage your assets

Vehicles

	ID		Name		Object Type		Man
NX12BXH	670019		NX12BXH		Vehicle		VOLKSWAGE
NL60MZV	669899		NL60MZV		Vehicle		VOLKSWAGEN
NL60MXC	670018		NL60MXC		Vehicle		VOLKSWAGEN
1EQK-000	669911		1EQK-000		Vehicle		VOLKSWAGEN
HG15HRG	670014		HG15HRG		Vehicle		VOLKSWAGEN
PE62UCZ	670020		PE62UCZ		Vehicle		VOLKSWAGEN
OJ54FGT	669904		OJ54FGT		Vehicle		VOLKWAGEN
NX12BXP	669902		NX12BXP		Vehicle		VOLKSWAGEN

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LOCATION DATA

Inaccurate or inconsistent location data can reduce the effectiveness of your organisation and expose you to unnecessary risk. Whether you are managing numerous sub-organisations, physical stores and locations, or looking for insight into where your products are being sold and who is buying them, location data is a valuable addition to any enterprise master data initiative.

STEP is a central hub for all your location and site data, integrating with property, supply chain and other enterprise systems to drive data governance and support site lifecycle management. The platform also helps managers and data stewards complete their work faster by reducing or eliminating the time associated with manual upkeep, and increasing transparency and cooperation across your enterprise.

STANDARDISE

STEP ensures that all location data is synchronised and trustworthy with powerful onboarding and data quality tools that enforce a consistent syntax and format, enabling a Golden Record of location data across your business.

REFERENCE

Easily link your centralised location data with other data domains to uncover previously hidden relationships. STEP enables site managers to drive more business value by linking relevant documents and assets to master records.

ANALYSE

Derive deeper business insights by analysing where and how your location data overlaps with multiple other domains such as product data, party data, physical asset data and more. STEP helps you make strategic decisions based on a comprehensive view of your most critical data.

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KEY BENEFITS

- **Reduce costs:** With STEP, you'll spend less time manually updating spreadsheets and tracking down information
- **Uncover hidden business insights:** Cross-reference location data against other data domains to expose location-based relationships
- **Boost revenue:** Deeper insights will inspire unique opportunities to increase sales and maximise long-term customer value
- **Support expansion and international efforts:** Understand the nuances of how specific locations and geographic regions perform for better planning
- **Improve transparency and collaboration:** Increase accuracy and trust of data between business teams and partners to boost responsiveness, decision-making and productivity

KEY FEATURES

- **Golden location records:** Master data associated with physical locations such as address, square-footage, building features, amenities and numerous other unique geographic or property attributes
- **Flexible hierarchies:** Create and maintain parent-child relationships for all your sites, stores, business locations, brands and sub-brands
- **Matching and linking:** Apply STEP's matching and linking technology to all inbound location data, ensuring accuracy and eliminating duplication errors
- **Powerful referencing:** Link location data with other domains such as Products, Customers, Employees, Suppliers and Physical Assets
- **Simple integration:** Integrate with leading address verification solutions such as Loqate
- **Role-based privileges:** Ensure that only authorised users can update and maintain the location data needed for their job

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REFERENCE DATA MANAGEMENT

Every day, companies use both internal and external reference data to categorise industry, customer, product and employee information, just to name a few. Reference data establishes sets of allowed values for specific data fields and ensures that data always conforms to standards, whether that is within an organisation, an industry or a country. Common examples of reference data include:

- Country codes
- Units of measure
- Conversion rates
- Currency codes
- Corporate codes
- Industry classification codes

Organisations often have reference data defined or stored across multiple departments and systems. Consolidating these disparate sources is a critical first step towards having accurate and usable data across an entire organisation.

With STEP, you can efficiently consolidate and handle reference data throughout your business, while at the same time ensuring that the rest of your enterprise data can leverage and take advantage of it.

KEY BENEFITS

- **Minimise risks:** Enhance management of your reference data and ensure regulatory compliance by using audit trails, version control and approval processes along with integrated workflows and business rules
- **Reduce downtime:** Enterprise applications can experience long periods of downtime or maintenance due to errors in reference data. Minimise downtime by ensuring all your systems use accurate and current reference data across the enterprise
- **Lower costs:** Implementing minor changes in reference data manually can take a long time and can require high amounts of man power to carry out. By using a centralised hub and advanced automated processes, changes or updates in reference data can be efficiently carried out
- **Enhance analytics:** Use up-to-date and accurate reference data along with detailed reports and dashboards to carry out precise analyses and enhance key business decision making
- **Improve security:** Secure reference data through comprehensive access controls to ensure that only authorised users can create or modify reference data

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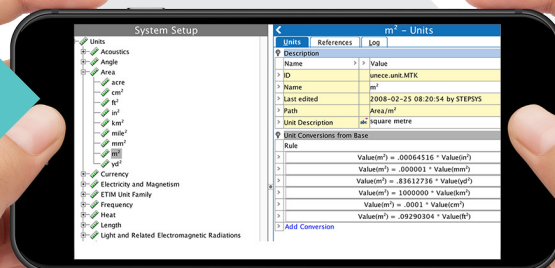Print Publisher Management

KEY FEATURES

- **Workflows and business rules:** Use customisable workflows and business rules to establish the management processes needed to approve reference data changes and to provide the visibility to identify who has made any change or update

- **Version control:** Complete versioning support for reference data sets and mapping to display any version change when it happens, and to ensure that your system uses the most up-to-date reference data

- **Quick search:** Advanced search functionality easily lets you find the reference data you are looking for. STEP also maps, categorises and navigates through reference data with powerful hierarchy management

- **Imports and exports:** Efficient import and export capabilities ensures that bulk reference data can be quickly uploaded or pushed out to downstream systems and applications

- **Comprehensive data governance:** Establish necessary governance policies and processes including audit trails and data access controls to guarantee the integrity, availability and quality of reference data across your enterprise as well as to ensure compliance

- **Linking data:** Easily and reliably associate reference data to other enterprise information, such as product or customer data, digital assets, location data or physical assets to deliver consistent and accurate information across your business

Ensure the accuracy and avaliability of reference data

![STEP Trailblazer logo]

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SUPPLIER ITEM ONBOARDING

Designed for suppliers and business users, Supplier Item Onboarding is a component of our STEP Master Data Management solution that streamlines the onboarding process for new product introductions while providing a more efficient way to make updates to existing items. The solution is simple to learn and requires only minimal training and support through online guides. Built on STEP's robust architecture, Supplier Item Onboarding can easily scale to support thousands of suppliers, if needed.

STREAMLINE ITEM INTRODUCTIONS

Using an intuitive web user interface, your manufacturers and suppliers can submit new items into STEP. Suppliers input information into the self-service solution, which captures the inventory and product data your business requires. The solution supports mass creation of large numbers of products directly within the web interface or via Microsoft Excel Smartsheets. STEP Supplier Item Onboarding guides users through each stage of the onboarding process and will alert your suppliers if data is missing or requires adjustments. Upon submission, the solution assists business users in the review, validation and approval process.

Suppliers can load and manage products directly into STEP
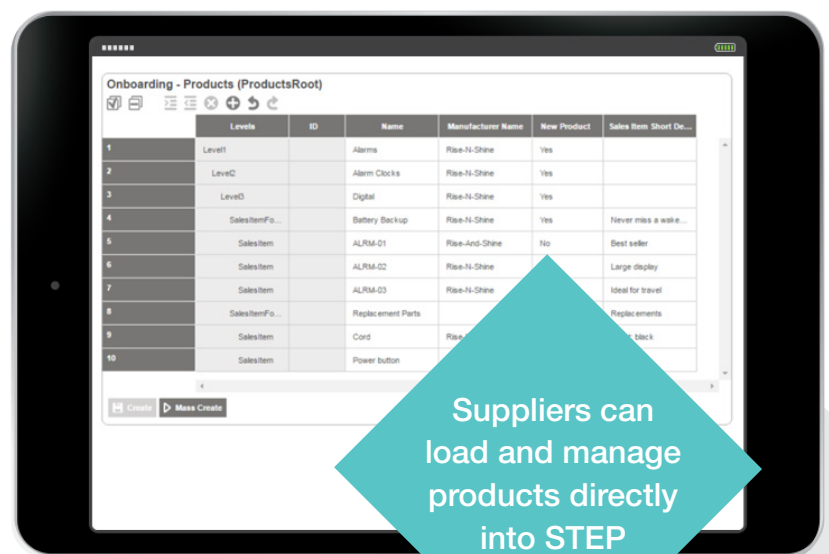
MEASURE SUPPLIER PERFORMANCE

Use the dashboard to display key performance indicators of an organisation's suppliers which helps to provide visibility to where items are in a workflow and how long they have been active. You can also see how many items are pending, the average time taken to enrich an item and if any deadlines have passed. The solution will also check item information provided by each vendor against the terms of their contract concerning quantities, pricing, applicable expiration dates and numerous other specified parameters.
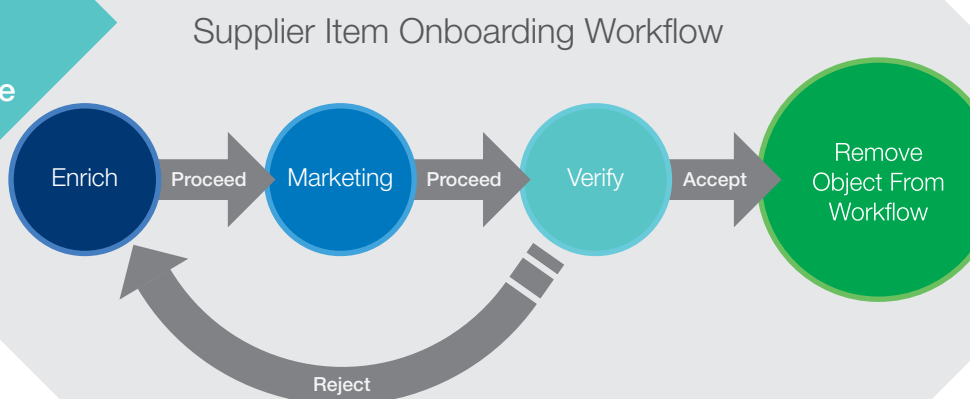

Monitor the performance of your suppliers over time

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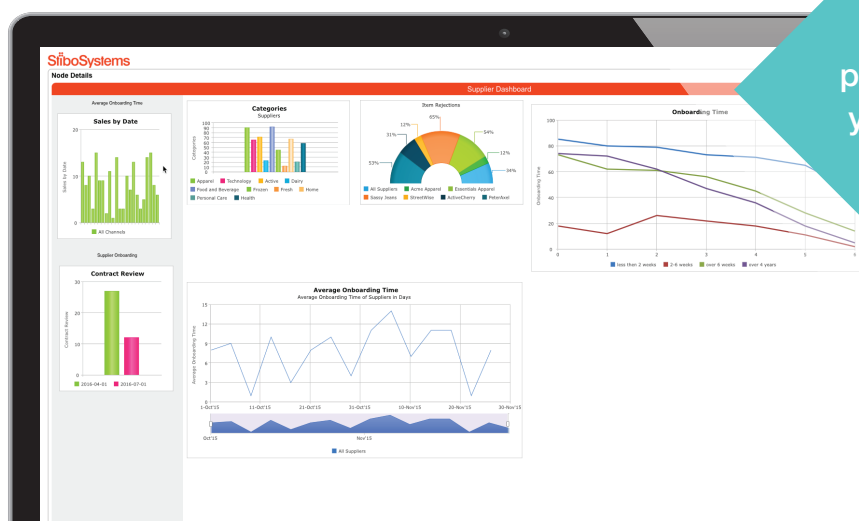
REVIEW AND APPROVAL WORKFLOWS

STEP Supplier Item Onboarding's built-in workflows guide the entire review and approval process, alerting your business users to new and updated products that require review and approval. Non-technical users such as product or marketing managers can define how data attributes, product images and documents must be provided when suppliers introduce new products, ensuring consistency.

ROLE-BASED PERMISSIONS

Permissions can be set based on roles so that different user types within an organisation can view only data and workflows that are relevant to them. For example, you can determine which function tabs and attributes are visible to suppliers, and whether they are read-only, editable or required in the workflow.

All inbound product data is validated against your existing business rules to automatically check for inconsistencies. Tasks can also be assigned back to the vendor for any needed adjustments.

Supplier Item Onboarding Workflow

Enrich — Proceed → Marketing — Proceed → Verify — Accept → Remove Object From Workflow

Reject

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PRODUCT LIFECYCLE MANAGEMENT

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Efficiently managing product information is key to launching products faster without losing quality. Unfortunately, product data is often stored and managed from different and disconnected systems. This quickly introduces errors resulting in poor designs, little visibility and no guidance for standards.

Product Lifecycle Management (PLM) applications optimise product development by driving how you manage your product information. SpirePLM is a comprehensive PLM solution and professional services offering that delivers both flexible data models and processes that efficiently manage your products from ideation to end-of-life.

PLM NEEDS MDM AND DIGITAL ASSET MANAGEMENT (DAM)

While PLM applications can provide data warehouses to store your product information, all your other systems and data remain independent. This causes disparities throughout your product's development since the information stored and used by other departments is not integrated or linked with your product data.

As part of STEP, SpirePLM takes advantage of all the benefits of a proven MDM solution to seamlessly integrate product data with your other systems across your organisation. SpirePLM uses STEP to:

• Provide a central repository for all your product information
• Ensure you work with clean and accurate product data
• Deliver needed visibility and traceability
• Manage and associate digital assets by using STEP's built in DAM component

SpirePLM™

Stibo Systems

By leveraging STEP, SpirePLM enhances collaboration across your different departments, helps you remain compliant with industry standards and guarantees that you work with a single version of the truth from ideation to end-of-life.

Manage your products throughout their lifecycle

SpirePLM

New Product Developoment   Change Management   Planning

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Print Publisher

STEP
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KEY BENEFITS

- **Accelerate time-to-market:** Establish solid processes across your organisation that ensure you work with accurate and current product data, handle suppliers efficiently and adapt to ever-changing consumer needs

- **Reduce costs:** Using accurate information enhances collaboration between your teams. This lowers the amount of unnecessary or redundant work. Clean data also improves how you manage your suppliers or partners and streamlines your inventory management. By quickly finding and grouping your product data and attributes, you can save time and effort, and ensure that you are working with the right parts or designs

- **Acheive visibility and compliance:** Display key product information such as attributes, references and approval status. Monitor data quality at any point of the manufacturing process, including visibility into costs and lead times. With full traceability throughout your product's lifecycle you can ensure that your products are always compliant

- **Avoid errors and delays:** Store and manage your product information from a single location to reduce errors and ensure that everyone works with the appropriate designs and the right version of your product data.

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Why Master Data Management?

Multidomain MDM

Industry Leadership/ Awards

Industry Solutions

STEP Enterprise Platform

Product Data

Party Data

Physical Asset Data

Location Data

Reference Data Management

Supplier Item Onboarding

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KEY FEATURES

- **Workflows:** Easily create workflows to manage tasks, requirements and change requests as well as creating processes for every step of your product development cycle. Set up business rules to ensure the integrity of your product data and to manage revisions. Use our flexible API for a customised solution based on your specific product development needs

- **Configurable data models:** Quickly configure and use a flexible PLM data model templates that adapt to your specific needs and use cases. The data model includes eight out-of-box (OOB) hierarchies that handle the necessary objects, references and attributes needed based on your product requirements

- **Centralised repository:** Efficiently integrate your product, supplier, asset and other operational information to a central hub. Quickly upload data from multiple sources with extract, transform and load (ETL) tools. Maintain high quality data by identifying duplicate records via automated matching and linking functionality

- **Comprehensive data governance:** Ensure that your products take advantage of clean, complete, available and consistent data throughout their lifecycle by establishing data governance policies and processes

- **Integrated DAM:** Accurately manage and link related digital assets to your products to deliver rich, content to vendors and across your internal teams. Use STEP's localisation functionality to supply region-specific information to geographically dispersed teams and channels

- **Web UI and reporting:** Easily set up a clean and simple workspace through the Web UI and use customisable dashboards to maintain visibility throughout a product's development and reduce operational inefficiencies. SpirePLM uses STEP's Web UI to provide reference visualiser functionality that clearly and accurately displays structures such as Bill of Materials (BOM). Comprehensive audit trails and reports provide the necessary traceability to maintain regulatory compliance

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DIGITAL ASSET MANAGEMENT (DAM)

STEP provides a single shared repository for all digital assets across your enterprise. This minimises errors and ensures consistency. STEP enables all digital assets to directly reference products, services, locations and other types of entities. This helps support the synchronisation of master data and assets directly from one system to enable the delivery of rich approved content and related assets to both online and offline channels.

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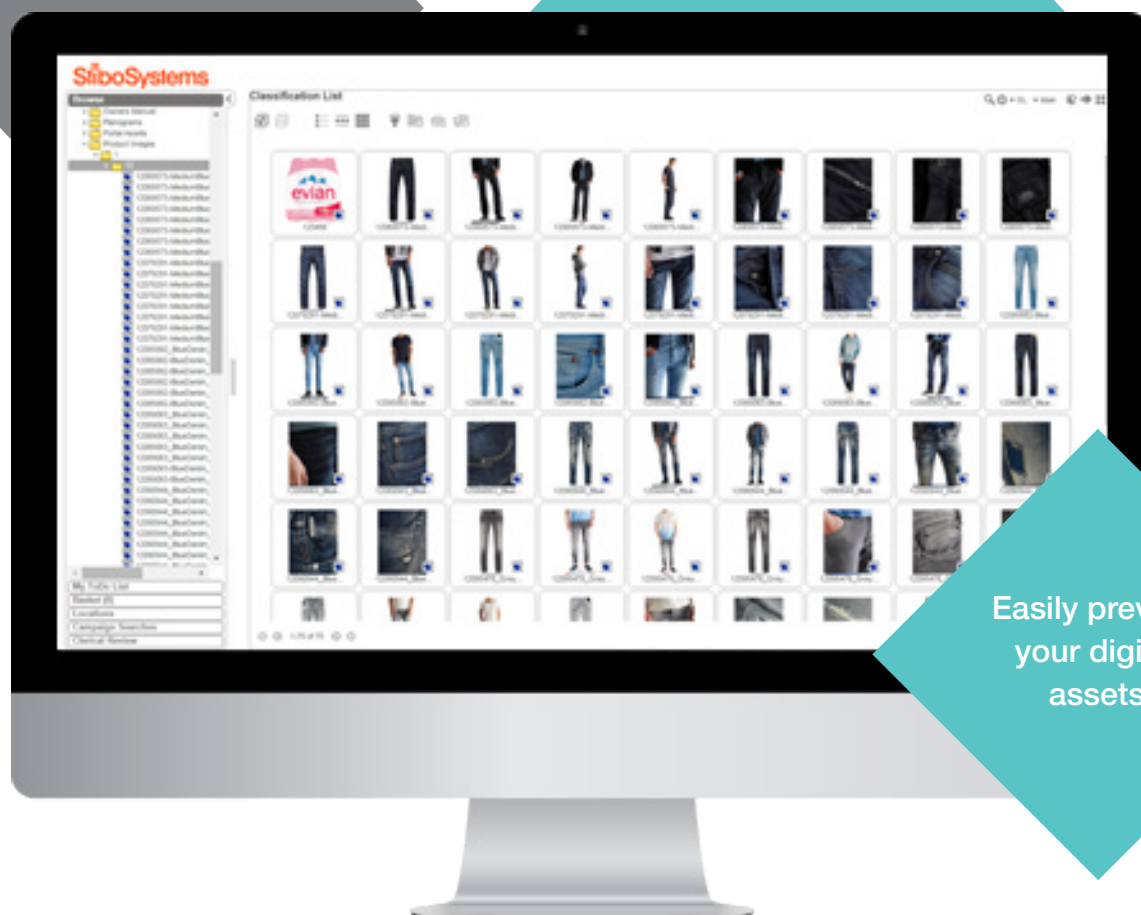Digital Asset Managment

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KEY BENEFITS

- **Reduce costs:** Eliminate the need to recreate digital assets that are 'lost' somewhere within the disparate systems of your enterprise. Reduce cost and complexity of redundant storage, streamline asset review and approval with automated processes, and avoid unnecessary fees from incorrect usage, violations and other compliance issues

- **Accurate information:** Easily reference products information and other types of entities with your digital assets to ensure your information is both current and consistent

- **Brand protection:** Control and protect your brand(s) by allowing access to only approved digital assets

- **Time savings:** Reduce time and delivery of digital assets to agencies and customers, and quickly find, organise, categorise and convert digital assets. Easily preview multiple digital assets on a single page to ensure you are delivering the right content

- **Process visibility:** Use the KPI Dashboard to gain insight and statistics about digital assets and the workflow processes they participate in

- **Highly scalable:** Maintain high performance levels as digital assets increase due to mergers and acquisitions, growth into new markets and/or department or user access

- **Global access:** Localise assets for multiple markets, brands or languages, and allow users in multiple geographies to efficiently and securely allocate and manage relevant assets for their location or region. Local assets can include product images displaying the local language, specific products and their associated rich media, or documents for that country or region

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KEY FEATURES

- **Integration:** Business systems can pull digital assets directly from STEP to ensure that the right assets are used in the correct format at the right time

- **Link management:** Digital assets can then be linked to other entities such as products, customers, suppliers or locations. A product can be linked to one or more assets and can be related to a supplier or manufacturer, which can be made to inherit logos and other relevant assets from those companies. Digital assets can also be linked to a location such as a map image of a store or office

- **Collaboration workflows:** Review and approval workflows ensure that digital assets meet technical requirements, such as size, format and resolution, and are approved by the appropriate individuals

- **Digital rights management:** Privileges and permissions in STEP allow you to control users who have access to which assets, and to whom can edit, download or delete them

- **Version control:** See every version change when it happens, by whom and where it is being used. STEP gives you the ability restore digital asset(s) from any historical period of time

Easily preview your digital assets

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- **Multichannel publishing:** Digital assets are automatically converted to channel-specific formats (50+) on export to ensure that each channel is supplied with the correct asset in the correct file format, size and color space

- **Organisation and management:** Upon import, files can be automatically converted and standardised. Asset metadata can also be imported via Excel/CSV and managed. Centralised database hierarchy provides a logical storage structure and allows for one file to be stored in multiple folders with no duplication

- **Sample management:** Track samples of a product within an organisation with the use of business processes and workflows

- **Image licenses and expiration dates:** Audit image licenses and expiration dates using metadata and automatically apply workflows upon expiration to remove expired images

- **Reporting:** Built-in standard and customisable reports to measure and analyse which products do not have an image

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PRINT PUBLISHER

Marketing and advertising professionals often struggle to find correct images, product copy and pricing to meet shorter deadlines, satisfy tighter budgets and produce diversified communications. This leads to more proofing rounds, additional last-minute changes, increased errors and cost overruns.

As a set of integrated tools to STEP, Print Publisher enables improved content reuse, desktop publishing automation and improved collaboration between business and creative users, all through a controlled workflow environment without compromising creativity.

KEY BENEFITS

- **Centralise content and streamline processes:** Enable your team to find the correct images, product information, descriptive copy and price, and improve the processes that govern those images and content associated with them
- **Increase quality and accuracy:** Automate repetitive, error-prone tasks, including price updates and last-minute corrections, and govern, track and report on progress to stay on top of deadlines
- **Improve the creative process:** Streamline communication between your teams, allowing more time to be spent on design and layout and less time correcting errors
- **Save time and reduce costs:** Automate page layouts and repurpose content for catalogs, brochures, point-of-sale materials and signage, and automatically update product information
- **Increase collaboration between teams and agencies:** Streamline communication of plans, proofs and corrections and maintain tight control over the revision process through advanced collaboration tools

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KEY FEATURES

- **Integration with commonly used graphics tools:** Create a seamless integration between STEP and desktop publishing applications, including Adobe InDesign CC, and enhance the functionality of those tools by delivering approved content, automating repetitive tasks and automating layout consistency

- **Visual editors:** Provide consistent design and accelerate page layout with reusable templates to format images, logos and copy. Drag and drop images, logos and copy directly to the page and automate style guides and content formatting, so you can focus more creative energy on the design and layout

- **Automated versioning:** Streamline the production of multiple versions within a single document, reducing the complexity and risk of creating multiple language and multiple currency versions of pages

- **Page proof:** Enable business users to navigate publication structures and view actual paginated pages as well as the products and assets mounted on the page. Amendment notes can be added to a page as part of a work ow that can be forwarded to a designer

- **Flat planner:** Enable users to create a plan for a page or spread using a digital white board. Content can be dragged and dropped onto the plan and dragged to position and allocated space. InDesign Server automatically generates a preview of the page for review. The feature also incorporates an analytics component that can display sales data, square inch information and calculated information around sales effectiveness of printed publications

- **Channel previews:** Automatically create previews to see how product information will look when published to different channels for both print and HTML. Previews can be seen on both a product family and an individual product and can be generated to show shelf edge labels, point of sale signage, promotional yers, packaging design, etc.

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About Stibo Systems

Stibo Systems is the global leader in multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross–channel consistency by linking product and customer data, suppliers and other organisational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus, Denmark.

For more information,
visit **www.stibosystems.com**

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