



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.





New digital challenges require new digital thinking

To maintain or sharpen their edge, retailers need to aggregate and share data from across a constantly growing array of disparate, disconnected and frequently siloed sources and systems. They also need new approaches to leverage data to take on complex, dynamic business and IT challenges, including:



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 and 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

75%

Reduction in vendor
onboarding time

Reduced

time to market
for changes in parts

90%

Reduction in the
cost of data
distribution

40%

Reduction in catalog
production time

64%

Increase in parts
handled. Reduced
returns by 7%.



Customer success story | Oriental Trading Company

Oriental Trading Company is the United States' 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.

Challenges

- 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

Solution

- 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.



Create a single, trustworthy view of products, customers and more

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.





Analyst recognition

FORRESTER®

Positioned as a Leader in The Forrester Wave™:
Product Information Management Solutions, Q2 2021

Gartner

Positioned as a Challenger in the 2021 Gartner Magic Quadrant
for Master Data Management Solutions

The trusted name in master data management

Trusted data has always been essential to success in retail, but today, consumer demand for transparency into business practices and data is redefining the concept. Consumers want to know where the products they purchase came from, what's in them, and about the environmental and corporate social responsibility records of the companies and brands behind them. This includes supply chain visibility and insight into product origin, sustainability, labor practices and human rights, safety and more. The result is that being a good corporate citizen today requires more than marketing promises. It demands an equally transparent and trustworthy approach to MDM.

Stibo Systems is a proven innovator in multidomain MDM, with deep experience empowering retail brands to drive success worldwide. Our Digital Business Hub ecosystem enables organizations to gather their most valuable data assets once – from across multiple systems and domains – and distribute them to all users, empowering the delivery of data transparency and providing a single, reliable enterprise-wide version of the truth.

To learn more about our unique approach to leveraging MDM to succeed in retail, visit stibosystems.com/retail.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.