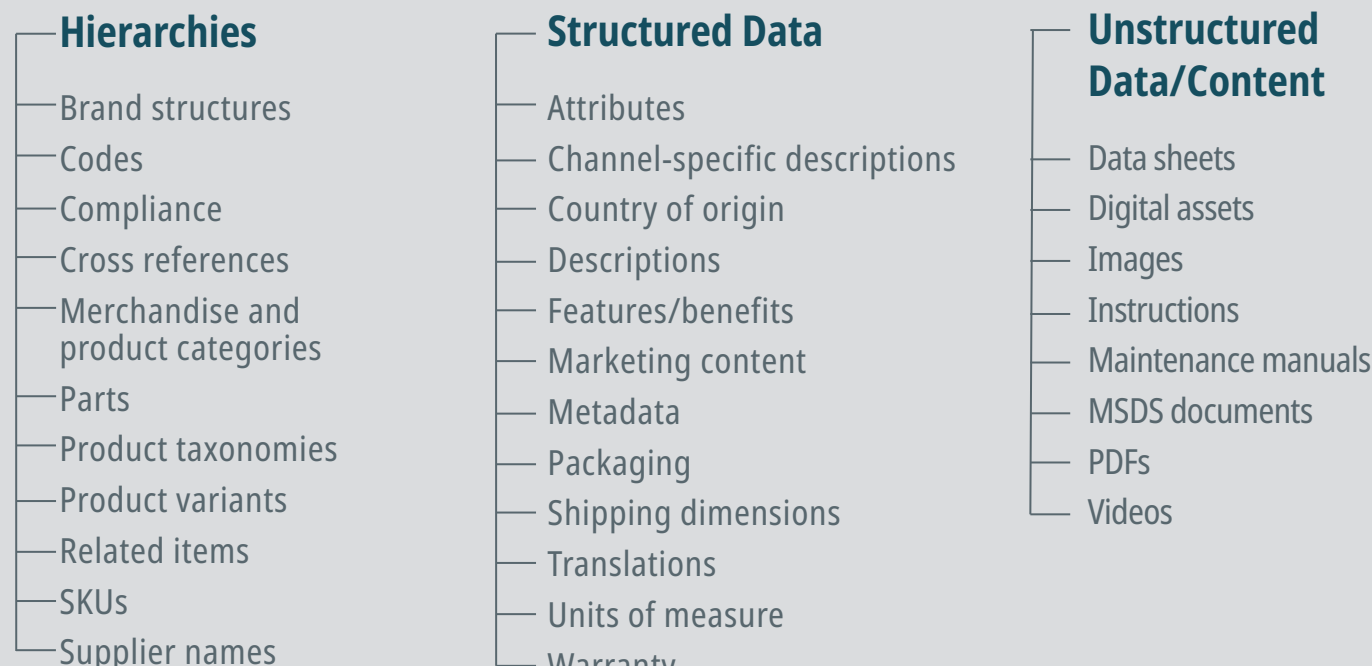


WHAT IS PRODUCT MASTER DATA MANAGEMENT?

To understand product master data management (product MDM), you need to start with the importance of accurate, timely product information and content. Efficiently managing and sharing it is now critical to business success.

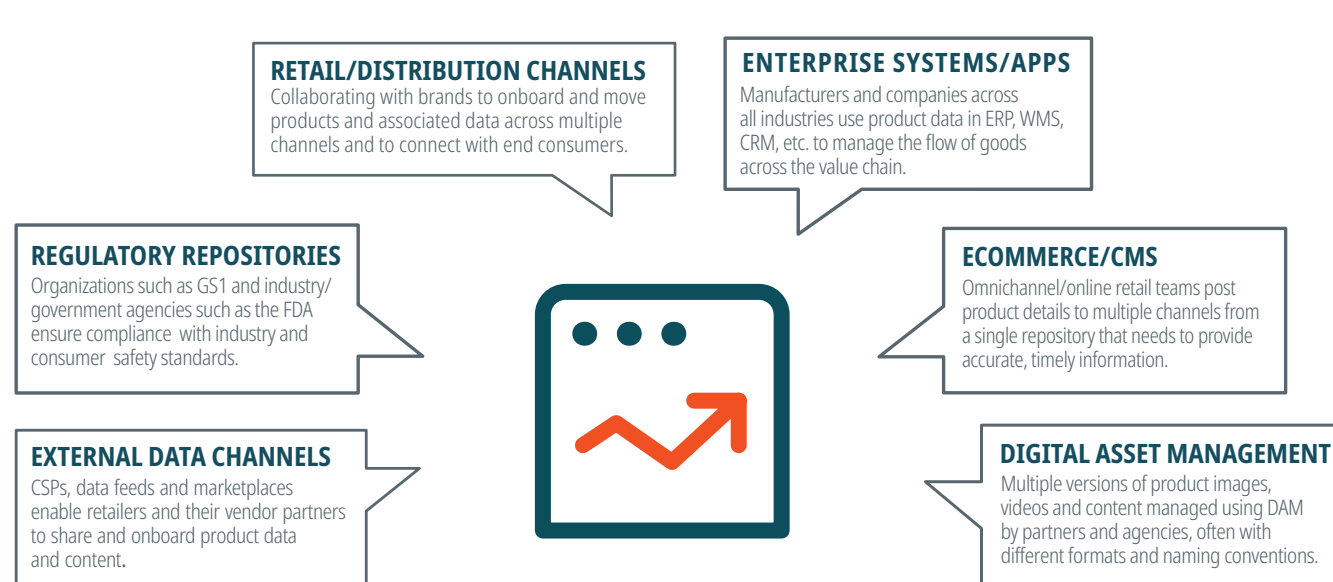
What is product master data?

Product data/information involves countless attributes, relationships and records living in disparate and frequently siloed systems, applications and locations across the enterprise value chain. Examples include:



Where is product data/information used?

Product data is used/stored in multiple, often siloed, systems and processes, including:



Superior products require superior data

In the digital environment, great data can be the key to a product's success. Yet many companies struggle to ensure its quality, accuracy and availability across these systems and the value chain. Delivering that takes more than spreadsheets or traditional product information management (PIM). Turning product data into value requires a solution built to ensure its:

- COMPLETENESS**
Incomplete data? Incomplete Product. Consumers won't buy either. Nor should you.
- ACCURACY**
Questions over data accuracy slow a product's time-to-market. And its potential.
- INTEGRITY**
You can never have too much trust. Bringing it to data takes process and governance.
- TIMELINESS**
Outdated information fuels misinformed decisions and costly business outcomes.
- COMPLIANCE**
Error-prone processes plus bad data risks regulatory and industry compliance. And more.
- CONSISTENCY**
Consistency across channels, borders and markets isn't easy. But it is still mandatory.

Turn product data into competitive advantage

Product master data management is a strategic approach to acquiring, managing and sharing product information and content across the value chain. It provides a centralized, end-to-end solution to organize, categorize, localize, synchronize and enrich product data to achieve business objectives.



Product MDM ensures high-quality information across the enterprise value chain

The goal is to cleanse and centralize product data to feed consistent, accurate information and content across all channels. Enabling companies to get the right products to the right places, at the right price and the right time.

The benefits of product MDM

Product master data management creates a single source of truth for product information and content — a golden record — integrating knowledge from across the enterprise to drive actionable insights, superior decisions, competitive differentiation and success in the digital environment.

- Superior experiences**
Leverage accurate, up-to-date information to fuel engagement and loyalty
- Speed time-to-market**
Launch and onboard new products faster and win first mover advantage
- Drive revenue**
Uncover insights, increase efficiency, upsell and cross-sell, reduce returns and more
- Reduce risk**
Ensure compliance with regulatory and industry standards
- Inspire innovation**
High-quality data fuels agility and customer-centric insights and decisions
- Empower transformation**
Fuel new processes and technologies with trusted data to drive performance and value
- Improve collaboration**
Eliminate barriers, strengthen relationships and improve trust across the supply chain
- Support global growth**
Create localized content and promotions and enable agile market expansion

A platform for digital transformation and growth

Product MDM empowers businesses to drive transparency and efficiency, and deliver superior insights and experiences by enabling them to:

- Identify, link and source data**
from a variety of disconnected internal and external sources
- Optimize digital assets**
for marketing efficiency with DAM, ML and deduplication
- Integrate product data**
across touchpoints and synchronize with system of record
- Conform to industry standards**
for compliance and agility across borders, systems and markets
- Manage, model and govern**
via workflow and rules, creating a single source of truth
- Share, syndicate or onboard data**
to all stakeholders across multiple channels
- Maintain and enrich content quality**
to drive audience engagement everywhere
- Print publishing integration**
to drive both digital/traditional channels and content

To optimize the value of trusted data,

start with a partner you can trust

Product master data management can address many challenges. The right provider can make the payoff even bigger. Look for one with deep experience with leading brands across industries and around the world, and a proven solution that can create a single enterprise-wide version of the truth. To learn more about MDM that enables better data, better business and a better world, visit stibosystems.com.