2024.4 Update Overview



# CONNECT 2025

**Stay tuned for more!** 

## Watch the 2024.4 Overview Video!

Click on the thumbnail below for a detailed presentation of the 2024.4 Update.

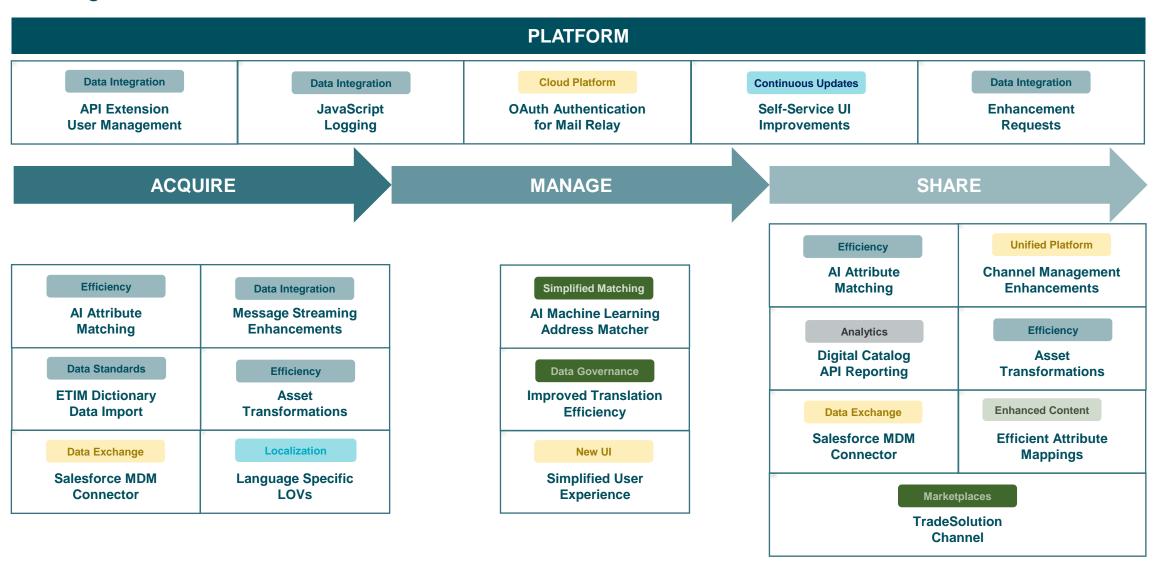


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## **2024.4 Update Initiative Map**

Looking for more info? Click the white tiles!





Marc Richards
Director, Product Management



## **MDM Platform**

### **MDM Platform**

- 1 Message Streaming Enhancements
- 2 <u>API Extension User Management</u>
- OAuth Authentication for Mail Relay
- 4 Self-Service UI Improvements
- 5 <u>JavaScript Logging</u>
- Platform Maintenance Update
- (i) SaaS Strategy Update

## **Message Streaming Enhancements**

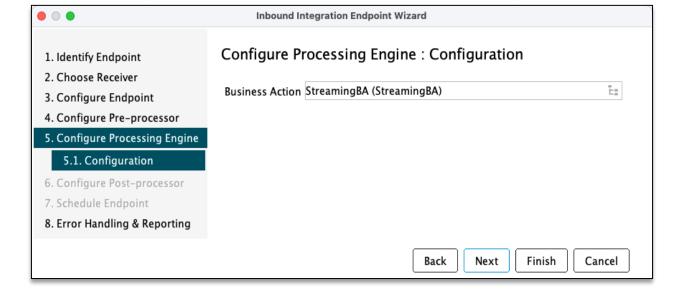
**Data Integration** 

Businesses must be able to exchange data with commonly used technologies in their ecosystem that support scalable and high-volume integrations



In 2024.2 we introduced the first iteration of a new Kafka-based streaming component. This near realtime, event-based message import without background processing allows customers to onboard more data faster.

With update 2024.4, as requested by our customers, we are extending our Message Streaming solution with the ability to handle an import with a Business Action and through that, handle custom formats, for example JSON. This will allow for more complex management of business requirements on import, like checking data or modifying objects based on received information.



**UPDATE NOTES** 



## **API Extension – User Management**

**Data Integration** 

To minimize operational overhead of user management, it is essential to automate and reduce manual effort

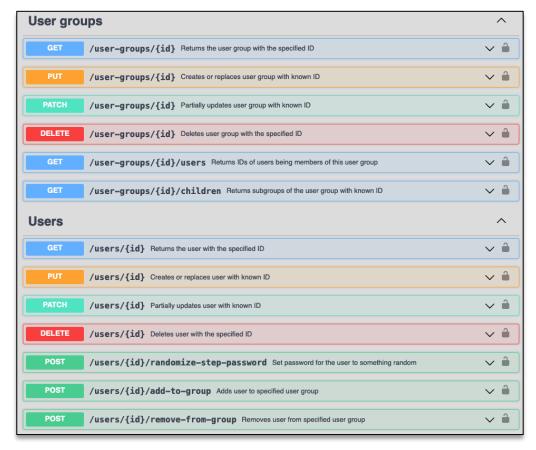
@ADMIN

Up until today, STEP didn't have any API access to alter Users and User Groups.

With update 2024.4, we are solving this and introducing support for User and Group management with a series of REST resources:

- Get user information
- Create a new user
- Delete a user
- Set the user email and attribute values.
- Create groups
- Delete groups
- Link/unlink users from groups
- Set value and name on users and groups







## **OAuth Authentication for Mail Relay**

**Cloud Platform** 

**Customers expect that their STEP environment supports the latest security standards** 

@ADMIN

Sending emails plays a key role in various areas of STEP such as workflow notifications, alerting on errors and delivering data exports. To enable this functionality, a mail relay server must be configured, and until now, only basic authentication was supported in this configuration.

Basic authentication is increasingly considered outdated and vulnerable, with many widely used email services, such as Office 365, planning to entirely discontinue support for it during 2025.

With update 2024.4, we are introducing support for OAuth 2.0 authentication for connecting to a mail relay server. This enhancement allows configuration using either a client ID and secret or a certificate-based approach.





**UPDATE NOTES** 

Included in Base

## **Self-Service UI Improvements**

**Continuous Updates** 

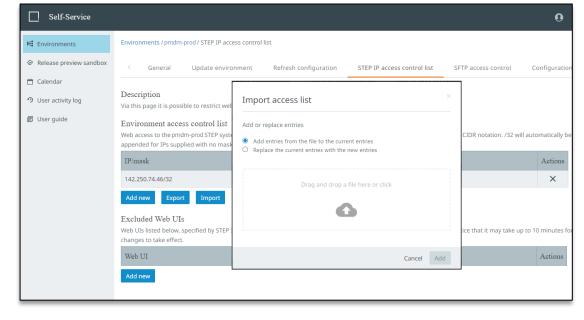
#### Customers must be able to manage and update their own environments without involvement of Stibo Systems' Support

@ADMIN

The Self-Service UI is where we support our customers in managing basic elements of their own environments, without Stibo Systems' assistance.

- In 2024.1 it received a look and feel upgrade, aligned with STEP's new UI, to improve the overall usability and user experience.
- In 2024.2, small but important improvements have been added that enhance the user experience when updating environments.
- In 2024.3, we added a new screen displaying the schedule for update availability and planned maintenance activities.

With 2024.4, the ability to manage access control through import and export has been added. This improvement streamlines the maintenance of this essential security configuration and facilitates seamless transfer of these settings between environments.



**UPDATE NOTES** 



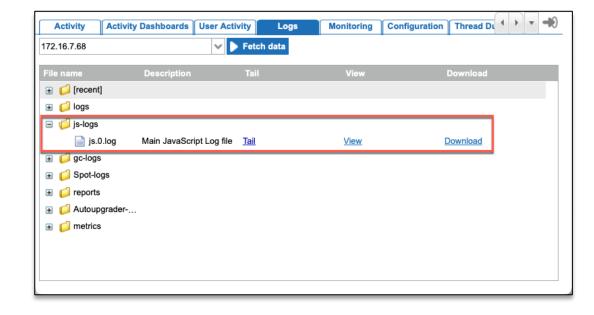
## **JavaScript Logging**

#### Excessive logging from business rules is cluttering logs, making it difficult to identify system errors and slowing down system performance



In 2024.4 the following changes have been made to address this:

- JavaScript Logs: Logs from business rules are now stored in a dedicated is-logs directory.
- Environment-Specific: Debug logging (INFO level) is disabled by default in Production and Pre-Production but enabled in other environments.
- Configurable via Self-Service: Logging can be managed through a property in Self-Service for SaaS.
- **Exception Handling**: Exceptions are logged in both the system log (step.0.log) and the JavaScript log (js.0.log).
- Workbench Behavior: Log messages are always written during business rule tests in Workbench.
- **Log Traceability**: Each log entry includes the Business Rule ID for easier traceability.



**UPDATE NOTES** 

**Data Integration** 

## **Platform Maintenance Update**

**Support of the latest major Java version** 

**Cloud Platform** 

@DEVELOPER

With the 2024.4 update, we are upgrading our backend to Java 21, the latest available Long-Term Support (LTS) version.

This version change will have no impact on most solutions, but those deploying custom extensions should plan to review and compile against Java 21 in coordination with the update.



**UPDATE NOTES** 



## SaaS Strategy Update

**Cloud Platform** 

#### Sunset of on-premises by end of 2027

As you may already know, we have been gradually transitioning from our traditional on-premises and earlier versions of SaaS solutions to our SaaS V2 model. This shift has already been embraced by hundreds of our customers, and it is now the most appropriate time to accelerate this effort.

- We are sunsetting the support of any non-SaaS V2 deployments as of December 2027 with the last update available for these previous environments being 2024.4.
- All subsequent feature updates after 2024.4 will be exclusive to SaaS V2 customers.
- Customers will continue to receive Maintenance and Hotfix patches (critical bug and security fixes) on the 2024.4 update until the end of 2027.

If your organization decides not to migrate to SaaS V2, please be aware that we will no longer be able to maintain feature parity for you after the 2024.4 update.

**UPDATE NOTES** 







#### QUESTIONS, COMMENTS?

## We would love to hear from you!



**Marc Richards** Director, Product Management Platform







Peter Sønderskov Director, Product Management



## **Product MDM/PIM**

## **Product MDM/PIM**

- **ETIM Dictionary Data Import**
- 2 **Improved Translation Efficiency**
- 3 Simplified User Experience

## **ETIM** Dictionary Data Import

**Data Standards** 

Manufacturers around the world use ETIM as their single source of product information to avoid ambiguities when sharing the unique

technical characteristics of their products

Electro Technical Information Model (ETIM) is a classification structure used to standardize the electronic exchange of product data for electrical and electronic products and to enable the electronic trading of these products. The standard is designed to meet the requirements of the electrical industry and allows for a uniform, technical description of electrical goods and their assignment to a class of products.

With ETIM discontinuing translations in IXF files, customers need to connect to new services for retrieving translations. With 2024.4 we are addressing this challenge by supporting the ETIM Service API, enabling connections to multiple servers for different translations. The solution supports scheduled updates of ETIM Dynamic.

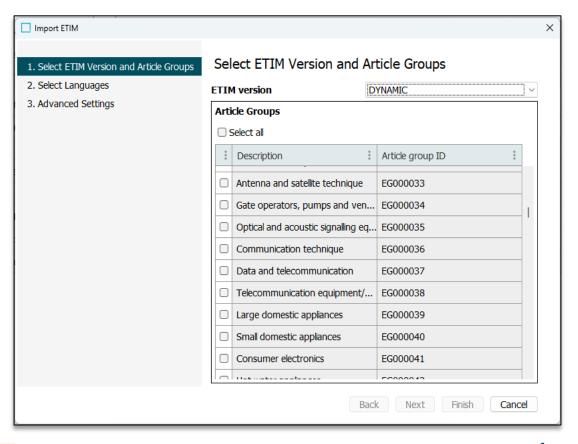
This ensures that manufacturers continue to receive standardized, unambiguous product information despite the changes in translation availability.

**UPDATE NOTES UPDATE VIDEO** 

**CONFIGURATION VIDEO** 

@ADMIN, **@BUSINESS USER** 

**Applicable to PMDM** 



Available with the ETIM license



## **Improved Translation Efficiency**



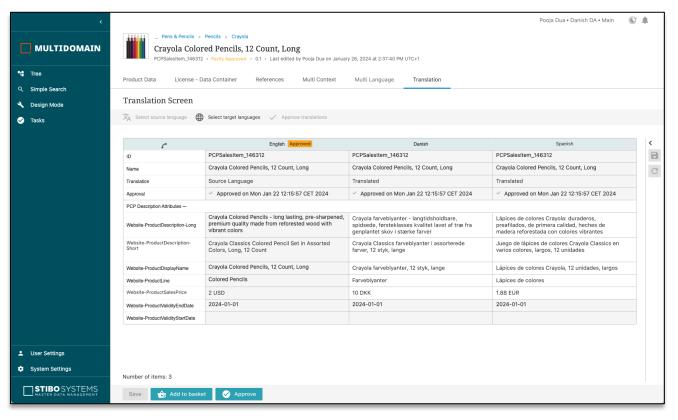
Customers need a fast and flexible translation of product data which lowers the cost and speeds up time to market

**@BUSINESS USER** 

Currently, the Web UI has limited capabilities, which means customers must rely on the Workbench for their translation needs.

Starting with the 2024.4 update, we are introducing a new Translation screen in the Web UI. This screen allows business users to manage the product translation process i.e., enabling translators to perform translations and proofreaders to efficiently review and approve product translation in multiple languages.

This robust and flexible translation and proofreading interface within the Web UI designer will provide customers with a more efficient, cost-effective, and faster translation process.



**UPDATE NOTES** 

**UPDATE VIDEO** 

**CONFIGURATION VIDEO** 



## Simplified User Experience

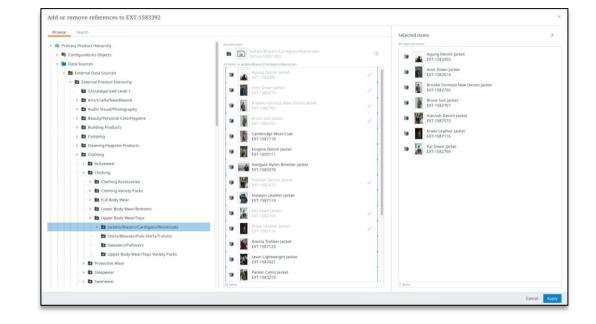
**New UI** 

Customers need a modern, intuitive user interface supported by a seamless user experience that efficiently guides the user to complete their task

**@BUSINESS USER** 

The 2024.4 update introduces several key enhancements to the new UI, aimed at improving user experience and efficiency.

- Faster Information Updates: We've optimized workflows to provide quicker on-screen updates when submitting tasks, ensuring a smoother and more responsive user experience.
- Enhanced Node Picker: The node picker has been refined to display only valid target objects based on the selected source objects, making it easier and more intuitive to select reference targets.



**UPDATE NOTES** 

Try it out!

Please refer to your Account Manager





#### QUESTIONS, COMMENTS?

## We would love to hear from you!



Peter Sønderskov Director, Product Management Product Data (PMDM/PIM) **Product Domain** 







Jignesh Patel
Director, Product Management



# Customer, Supplier and Location MDM

## **Customer, Supplier and Location MDM**

Al Machine Learning Address Matcher

2 Salesforce MDM Connector

## **Al Machine Learning Address Matcher**

**Simplified Matching** 

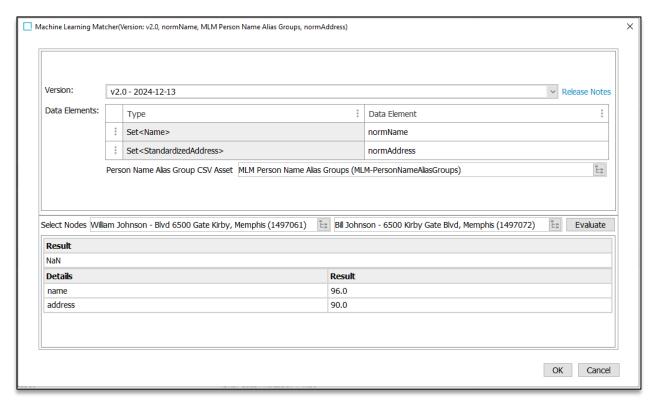
#### Building and maintaining an accurate and performant matching algorithm is a complex undertaking



Matching is a critical aspect of any CMDM project and often, one on which much of the time is spent. Practitioners often misjudge the roles, skills and time needed to build and fine tune the algorithm, leading to delayed time-to-value, complex ownership structures, inaccuracies in match results and/or a large manual review effort.

We started working on this initiative in 2024.1 by providing a set of pre-trained AI machine learning models (Person Name Matcher v1) which was further refined it in 2024.2.

With update 2024.4 we continue delivering on our vision to simplify the process of creating and fine-tuning matching by incorporating and leveraging new Address Matchers in your existing matching rules.



**UPDATE NOTES** 

**UPDATE VIDEO** 

Applicable for use with the Customer Domain and Supplier Domain



## **Salesforce MDM Connector**

**Data Exchange** 

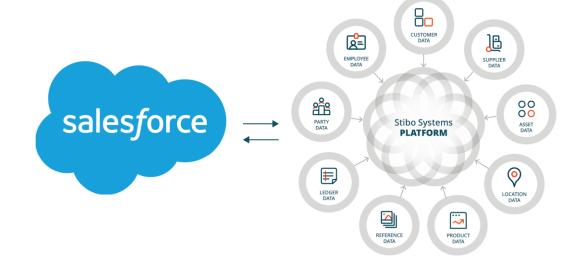
#### Clients require a fast and certified approach to integrating with Salesforce



Salesforce is a dominant CRM application and typically an origination point for master data and key consumer of customer master data from STEP. Seamless bi-directional data flow between Salesforce and MDM is vital for efficiency. While current integrations are common using existing capabilities, clients demand a rapid and certified approach to ensure efficient Salesforce integration.

With 2024.4, we will be enhancing connectivity and interoperability between STEP and Salesforce, focusing on accelerating time to value and improving implementation experiences. A certified Salesforce app coupled with best practice reference implementation empowers fast and efficient bi-directional flow and synchronization of data, merge scenarios and search before create within Salesforce. The app will be optimized for Salesforce lightning and will provide forward compatibility with future Salesforce updates.

Express your interest in the early adopter release of the Salesforce connector by emailing sfdcconnector@stibosystems.com.



**UPDATE NOTES** 

**UPDATE VIDEO** 



#### QUESTIONS, COMMENTS?

## We would love to hear from you!



Jignesh Patel
Director, Product Management
Customer Domain, Supplier Domain,
Location Domain







Søren Lundtoft Director, Product Management



# Product Data Exchange

## **Product Data Exchange**

- 1 Language Specific LOVs
- 2 <u>Asset Transformations</u>
- 3 Channel Management Enhancements
- 4 Al Attribute Matching
- 5 <u>Digital Catalog API Reporting</u>
- 6 <u>TradeSolution Channel</u>
- 7 Efficient Attribute Mappings

## Language Specific List of Values (LOVs)

Global retailers face increasing complexity as suppliers struggle to onboard product data in their local languages, particularly when managing attributes that contain List of Values

@ADMIN

Currently, in an onboarding channel, List Of Values based product attributes are only available in one language (defined by a configuration in STEP), regardless of the channel language a supplier uses.

With update 2024.4, we have implemented support for language-specific LOVs in Onboarding Channels. This solution will allow suppliers to interact with LOVs in their local language, improving the mapping experience, reducing data errors and misunderstandings, especially for non-English speaking suppliers.

■ Thai (Thailand) th-TH ∨			
	ID	△ WARRANTY INFORMATION ✓	(≡ MAIN PRODUCT COLOR ✓
	A500-2	การรับประกันระหว่างประเทศ: กา	สีฟ้าอ่อน
	E1000-2	กฎหมายท้องถิ่น: การรับประกันนี้อ	สีเทา
	E200-2	การรับประกันการใช้งานในที่อยู่อา	ส้ม
	Elite 9X-2	หลักฐานการซื้อ: อาจต้องมีหลักฐา	เขียว
	HS700-2	การรับประกันข้อบกพร่องของผู้ผลิ	เหลือง
	P450-2	การรับประกันอุปกรณ์เสริม: การรั	แดง
	Pro 300-2	ระยะเวลาการรับประกัน: ระยะเวลา	แดง

**UPDATE NOTES** 

**UPDATE VIDEO** 

Available with the PDX Onboarding license



#### **Asset Transformations**

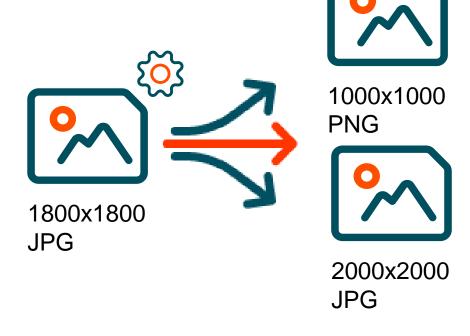
Efficiency

Manufacturers and brand owners face the challenge of ensuring all of their digital assets meet the diverse requirements of all the retailers and marketplaces in a scalable and automated way

**@BUSINESS USER** 

With this 2024.4 initiative, we are optimizing our processes by automating the transformation of digital assets to fit diverse channel requirements.

- Image Size Conversion: allows automatic image conversion to specific sizes based on channel asset requirements (e.g., 1000, 1500, or 2000 pixels) to help brands ensure compliance with different channel requirements while saving upstream effort by reducing the need for multiple versions of the same image.
- Image File Type Conversion: allows image conversion to different file types (e.g., .jpeg, .png, .tiff) within a given channel. This addresses the need to convert file formats to meet partner expectations, optimizing storage space and saves manual effort.



Available with PDX license

## **Channel Management Enhancements**



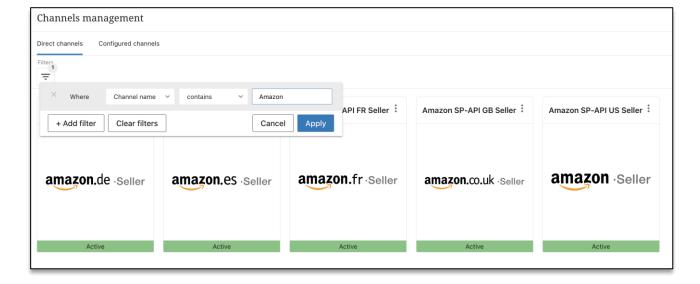
Manufacturers and brand owners have a continuously expanding list of marketplaces and retailers as their business grows, and they need a way to manage this efficiently

**@BUSINESS USER** 

In order to provide visibility into an organization's syndication channels and accelerate necessary operations, we have added enhancements to several aspects of the PDX user interface.

With update 2024.4, users can now:

- **Export their list of channels in PDX** to report to leadership and communicate with other internal teams, as well as getting a view of the number of active channels on the dashboard.
- Search in the channel management tab to more rapidly find the channel that needs to be modified - see screenshot.



**UPDATE NOTES** 

Available with the PDX Syndication license



## **Al Attribute Matching**

**Efficiency** 

Manufacturers and brand owners face the challenge of establishing and maintaining mappings between their master data model and all the retailers and ecommerce platforms to which they syndicate

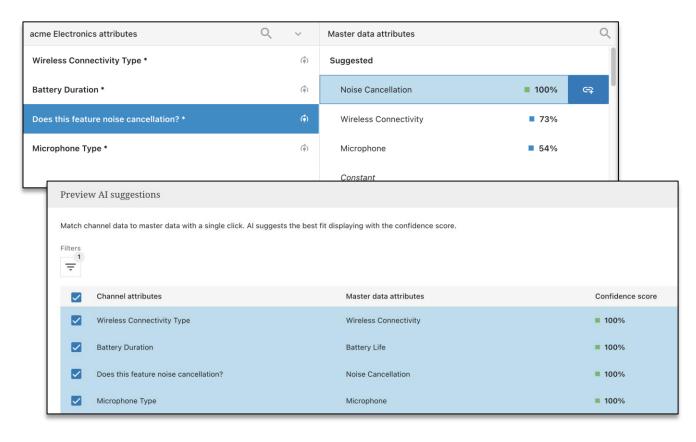
**@BUSINESS USER** 

Manufacturers and brand owners that are beginning or are expanding in their syndication journey often need to spend weeks or months to determine how to map their master data model onto the many channels to which they are publishing their products.

In 2024.3 we started leveraging AI to enhance the syndication process across new and existing channels by offering automated mapping suggestions.

With update 2024.4 we will further accelerate the mapping process, providing users the ability to view and apply all mapping suggestions with a single click. Of course, users will still have the flexibility to override AI-generated suggestions with their own mappings.

Through AI Attribute Matching, the time to value for each new PDX Syndication channel will be faster than ever.



**UPDATE VIDEO** 

Requires PDX license

## **Digital Catalog API Reporting**

Analytics

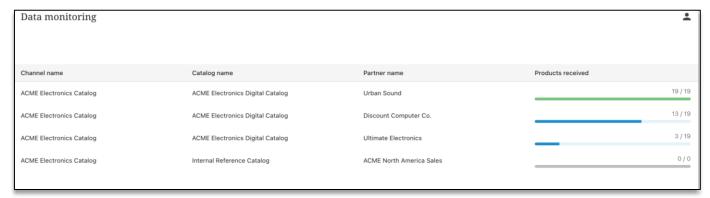
Manufacturers and brand owners need not only to make their latest product content available to their retail partners, but also track their partners' consumption of it to ensure end customer-facing product data is always updated

@BUSINESS USER

Today, brands can make their content available to partners via Digital Catalog, where more technically-sophisticated partners can pull the product data via an API.

However, Digital Catalog owners cannot see whether their partners have pulled data – both to track which of their partners have not yet accessed the data as well as to ensure there are no issues during the process.

With update 2024.4, we are providing Digital Catalog owners a page that displays the Digital Catalog API requests that have been made to different catalogs in a given timeframe, how many products have been pulled, and reporting on any errors that have occurred for proactive solutions.



Requires PDX license

#### TradeSolution Channel

Marketplaces

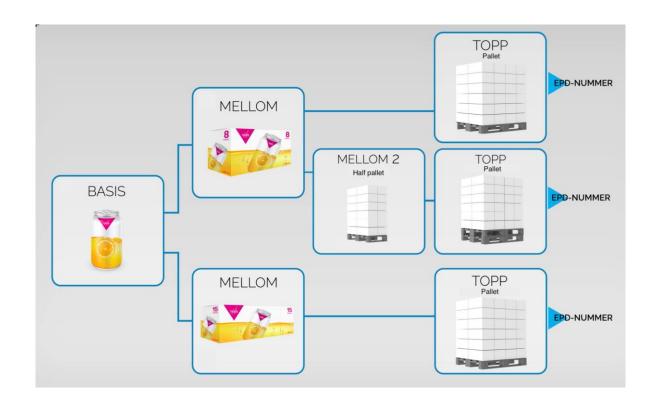
PDX lacks complex packaging hierarchy support within the TradeSolution channel, which customers need for greater efficiency



TradeSolution develops Environmental Product Declaration (EPD) solutions for the Norwegian market and collaborates with major players in the grocery industry.

PDX currently does not support creation and maintenance of packaging structures in the TradeSolution channel with the same GTIN(s) appearing in multiple hierarchies.

With 2024.4, we enable complex packaging hierarchies, allowing products to be packaged and reused in various configurations (e.g., pallet vs. half pallet). This also includes basic and advanced workflows for GTIN reuse and implements guardrails to prevent duplicate GTIN creation in the TradeSolution channel.



Available with the PDX Syndication Channels



## **Efficient Attribute Mappings**

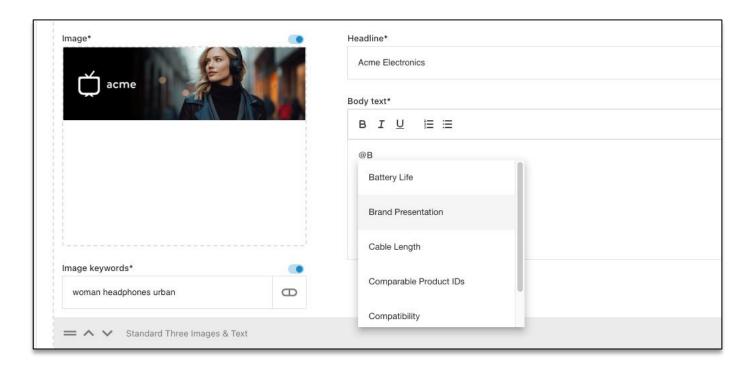
**Enhanced Content** 

Manufacturers and CPGs struggle to create and maintain below-the-fold content for their large product assortments as current tools are not scalable enough to be feasible

**@BUSINESS USER** 

With the 2024.4 update, we've streamlined the process of setting up Template mappings, by allowing users to browse available attributes using type-ahead directly within the relevant content field.

The approach significantly reduces the steps required to get product data flowing to all relevant fields. This efficiency is crucial as brands are managing Templates for hundreds of product categories across channels.



**UPDATE NOTES** 

Available with the PDX Enhanced Content license



#### QUESTIONS, COMMENTS?

# We would love to hear from you!



**Søren Lundtoft**Director, Product Management
Commerce & Syndication







# **Enhancement Requests**

## **Enhancement Requests (1/2)**

**Data Integration** 

Businesses need an MDM solution that supports them in their operational agility and which adapts to changing needs

@ADMIN

Enhancement Requests (ERs) allow us to continuously adapt to the changing needs of the market and our customers. Find here some of the ERs that are delivered with 2024.4:

- The SSL Client Certificates screen in the Workbench now provides further detail about the validity of the active client certificate (used for outbound mTLS) and will also list the upcoming certificate on SaaS environments (for renewal) see screenshot. Update Notes
- When using the File Loading Widget in the Web UI, an option is available to Swap User. When selected, the import is run as the logged-in user, instead of the configured endpoint user. This is now compatible with Business Rule Based Message Processors, for Business Rules Binds, and not only for background processes. Update Notes

∨ mTLS Client Certificate				
Subject Common Name	Valid From	Valid Until	Active :	Client Certificate :
step-nonprod-client.stibosystems.com	Wed Jun 26 2024 02:00	Mon Jul 28 2025 01:59	Yes	Download
step-nonprod-client.stibosystems.com	Mon Apr 28 2025 08:43	Sat May 30 2026 08:44	No	Download



## **Enhancement Requests (2/2)**

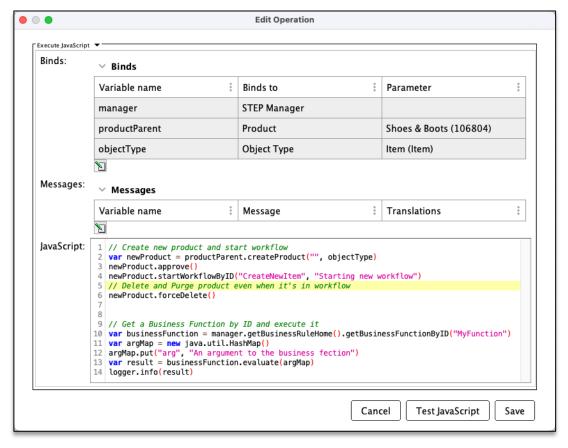
Data Integration

# Businesses need an MDM solution that supports them in their operational agility and which adapts to changing needs

@DEVELOPER

Enhancement Requests (ERs) allow us to continuously adapt to the changing needs of the market and our customers. Find here some of the ERs that are delivered with 2024.4:

- 3. A new forceDelete() method is now available in JavaScript for Product, Entity, Asset and Classification allowing to completely purge objects from STEP (not in recycle bin) as long as there are no constraints (children, referenced by, assets linked, etc) - see screenshot. <u>Update Notes</u>
- As for Business Conditions and Business Actions, it is now possible to dynamically lookup a Business Function by ID, and to evaluate the function, from JavaScript - see screenshot. <u>Update Notes</u>







# How to Update

## First Step to Updating

Have you seen something that sparked an interest? Are you ready to update and to experience the full potential of 2024.4? Here is the first step to get you started:

#### SaaS customers

Use the SaaS Self-Service UI\* to create an Update Preview Sandbox and/or update one of your existing environments

#### On-Premises customers

Please reach out to your Account Manager

\*The Self-Service UI is available to all our customers on our latest SaaS platform

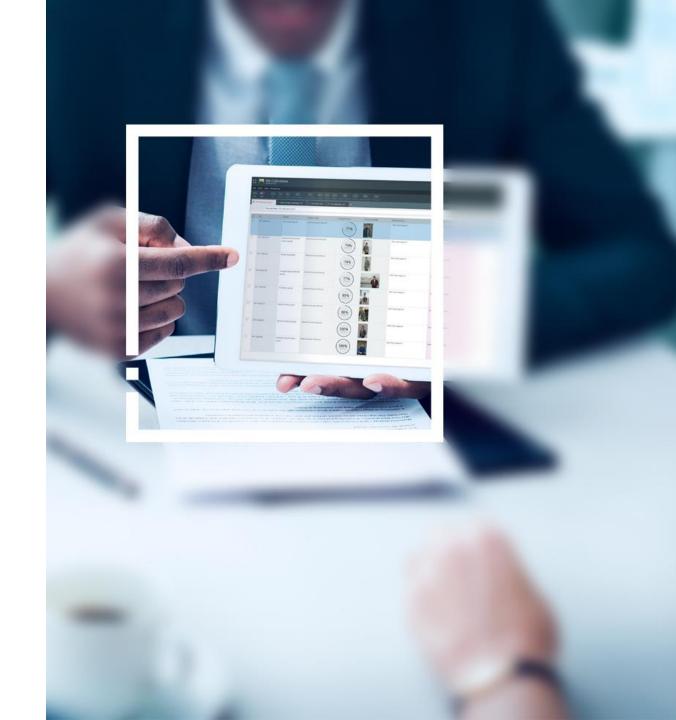
## **Benefits of Updating**

When was the last time I updated? What version am I currently running on? Is my version still supported\*? Why should I update?

If you are looking for good reasons to update, please find below a few pointers so you don't miss out! And remember, updates are made easy with SaaS!

- Get the latest and greatest to stay ahead of your competition – update to outdate
- Improve the user experience and increase both productivity and efficiency – take advantage of new capabilities and enhancements
- Stay current with updates for security and supportability stay up to date with third-party application versions, latest industry standards and more
- Support new business initiatives best option for expanding the use of the solution and increasing business value
- Benefit from improved system performances bug fixes and enhancements make for an evermore reliable product

\*Learn more on STEP Updates and End-of-Life Information here!





# **General Information**

## **General Updates**

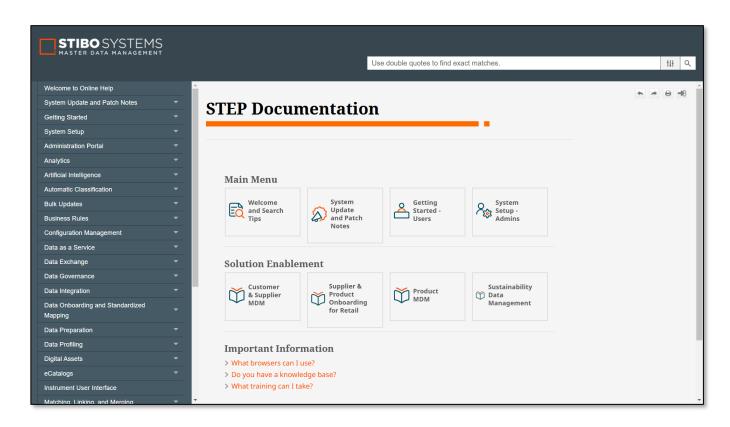
- **Product Documentation**
- 2 MDM Academy Offerings
- 3 Stibo Systems Online Communities, Newsletters, Resource Library

#### **Product Documentation**

With each new update comes updated STEP Documentation\* including

- Update Notes
- Online Help
- Enablement Topics
- Platform and Software Support
- End-of-Life Notifications

\*Note that with our new quarterly update cadence, we stopped Maintenance Patches, starting with 2023.3. However, ad hoc patches will be available in case of hotfixes.



#### **MDM Academy Offerings**

You want to connect and learn with Stibo Systems? Reach out to our MDM Academy! Find below our full interactive offering (click on courses for more info), including new courses in our program:



#### **New! Self-paced course updates**

- MDM Solution Fundamentals updated with PDX Onboarding and Syndication
- All courses updated with new Workbench look

#### **Next**

- Solution Design for Customer MDM
- Business Rules Self-paced online
- Extension of PDX Syndication with STEP content

#### **Later**

 Extension of Customer MDM Configuration for B2C and B2B content



## **Stibo Systems Online Communities**

#### **Customer Community**

Learn, share and grow your MDM knowledge by interacting with a global community of users.

SIGN IN



Connect with our partner ecosystem and product experts to get help, training and share ideas.

SIGN IN





With the Online Partner and Customers Communities get exclusive access to a wealth of opportunities:

- Participate in peer-to-peer forums and groups
- Pose questions, provide answers and share firsthand knowledge
- Connect directly to Stibo Systems' experts to get the latest software updates
- Grow expertise by building your MDM network
- Share and vote on new ideas
- Follow update communications (download update decks, read update notes, watch update videos and more!)
- Attend Community Live webinars

#### **Newsletters**

Don't miss out on the latest updates from Stibo Systems such as overall news, product updates, upcoming events, new capabilities, training courses and more, available in our quarterly newsletters (around March, June, September and November).

These newsletters are sent to all Partners and Customers, and no subscription is required! The last newsletter was sent on August 21. Please check your spams or reach out to your Stibo Systems representative if you did not receive it. The next newsletter will go out early January 2025.



#### **Resource Library**

Events, Communities, Academy trainings, Product Documentation, Newsletters... If you're still hungry for more content, please check out our <u>Resource Library</u>.

Browse hundreds of assets by topic (AI, SaaS, ROI, ...), industry (Manufacturing, CPG, Retail, ...), content type (success stories, videos, white papers, ...), request your personalized ROI report and take your MDM journey to the next level!





# Looking Back!

**VIEW ALL PRODUCT UPDATES ON OUR WEBSITE!** 



# Next up, 2025.1 in March 2025!



## **Follow Us!**

#### Find us here for the latest news and updates

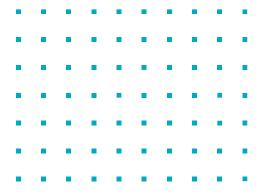














BETTER DATA. BETTER BUSINESS. BETTER WORLD.