Watch the 2025.1 Overview Video!

Update **2025.1**

See it in Action!

STIBO SYSTEMS
MASTER DATA MANAGEMENT

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STIBO SYSTEMS   PUBLIC

Product Portfolio

Growth	Efficiency	Risk & Compliance	Sustainability	ERP Success	AI Success

SUPPLIER DATA CLOUD   **LOCATION** DATA CLOUD   **PRODUCT EXPERIENCE** DATA CLOUD   **CUSTOMER EXPERIENCE** DATA CLOUD   **BUSINESS PARTNER** DATA CLOUD   **SUSTAINABILITY** DATA CLOUD

PLATFORM

Data Sourcing	Data Modeling	Data Integration	Data Quality	Data Compliance	Data Governance	Data Sharing	Data Delivery

AI POWERED MDM

Intelligent Data Matching	Automated Data Classification	Intelligent Anomaly Detection	AI Data Enrichment	AI Mapping Syndication	Natural Language Processing

2025.1 Update Initiative Map

MULTIDOMAIN PLATFORM				
Workbench Launcher Improvements	**Business Rules Dashboard**	**SaaS Login User Experience**	**SaaS Self-Service UI Sensitive File Management**	**Enhancement Requests**

SOLUTIONS

PXDC	CXDC, BPDC	PXDC

Product Data Onboarding Localization	**Stibo Systems MDM Connector for Salesforce**	**Notifications and Actionable Dashboard**	**Content Coverage Analytics**
JSON Support for Auto Care	**Optimized Match & Merge Importer**		**Master Data Image Keywords in Templates**
			Retailer Agnostic Content for Configured Channels

NEW UI

Create Objects in Workflows	**Approval from Search Result**	**Better Tab Display In New UI**

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Multidomain Platform

Multidomain Platform

01   Workbench Launcher Improvements

02   Business Rules Dashboard

03   SaaS Login User Experience

04   SaaS Self-Service UI – Sensitive File Management

ⓘ   SaaS Self-Service UI – Quarterly Maintenance Updates

Workbench Launcher Improvements

Enhance the performance of launching Workbench on a high-latency connection
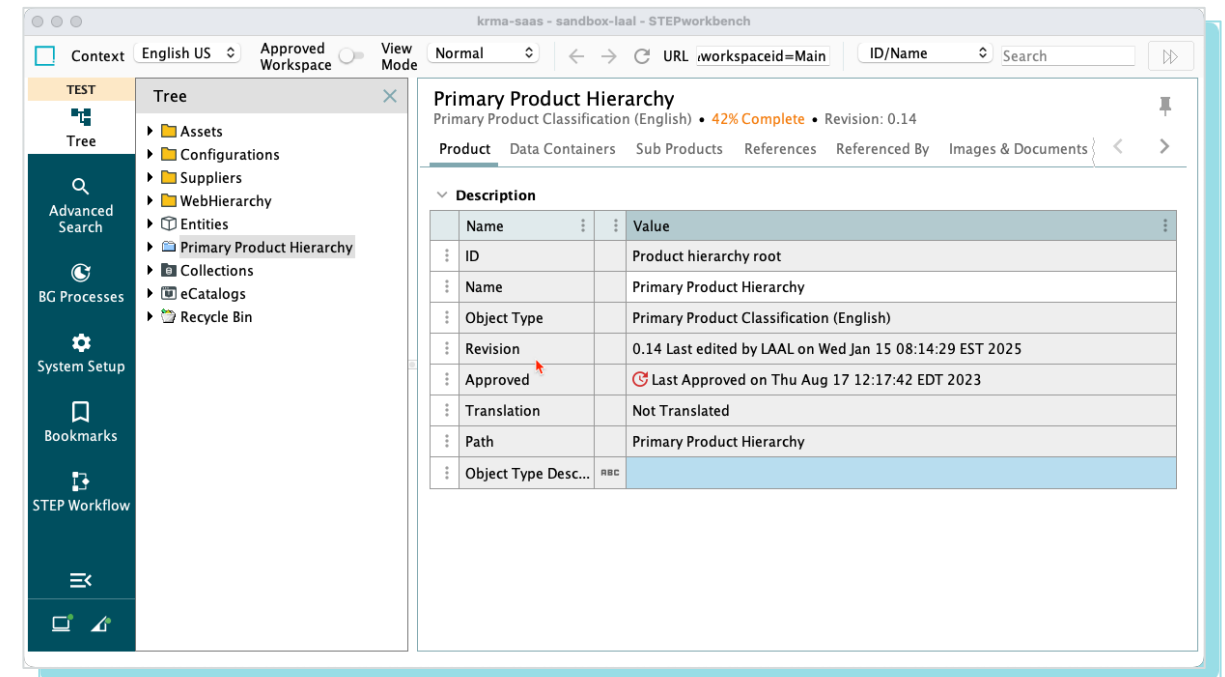
@ADMIN

Our SaaS platform often serves users connecting from remote regions with high-latency networks, while Workbench remained optimized for on-premise installations and local network connectivity.

Update 2025.1 introduces several enhancements to align with the modern working experience:

- Improved performance using parallel download

- Improved connection reliability with retry

- Reduced update size after STEP updates

These improvements are designed to deliver a faster, more reliable launcher, significantly enhancing the user experience when launching Workbench.

UPDATE NOTES

Included in Base ⟵

Business Rules Dashboard

User & system analytics

@ADMIN

Many customers are not aware that they can access information on business rule performance in the System Administration page, under Activity Dashboard. Those customers using this dashboard have reported that its segmented data, makes it hard to focus on the right business rules.

With update 2025.1, we have added a new screen in the Performance Analysis tool, which lists summaries for business rule executions within a time frame.

This will help customers analyze and solve some of their performance issues without having to raise JIRA tickets.

Performance Analysis
Server time: 10/01/2025, 12:57:54

ANALYSIS TOOLS
- ✓ Health checks
- Activity tree
- Events
- Business rules

Last 1 day

Download as Excel

ID ↑	Name	Total Time	Average evaluation time	Longest evaluation time	Evaluation count	Transaction Size (Avg)
CountProducts	CountProducts	4,396 ms (0:00:04.396)	0 ms (0:00:00.000)	182 ms (0:00:00.182)	13336	N/A
DoNothing	DoNothing	974 ms (0:00:00.974)	0 ms (0:00:00.000)	11 ms (0:00:00.011)	6141	N/A
LongRunning	LongRunning	962,354 ms (0:16:02.354)	160,392 ms (0:02:40.392)	902,313 ms (0:15:02.313)	6	N/A
OnMainEvent	OnMainEvent	2,103 ms (0:00:02.103)	0 ms (0:00:00.000)	23 ms (0:00:00.023)	6867	N/A
RevisionAnalyzer	Revision Analyzer	12,935 ms (0:00:12.935)	1 ms (0:00:00.001)	928 ms (0:00:00.928)	10357	N/A
SetISODateAttribute	SetISODateAttribute	5,717 ms (0:00:05.717)	476 ms (0:00:00.476)	1,440 ms (0:00:01.440)	12	2102
UpdateChangePacka...	Update...	2,325 ms (0:00:02.325)	68 ms (0:00:00.068)	655 ms (0:00:00.655)	34	N/A
UpdateDescriptionIf...	Update Description	204 ms (0:00:00.204)	14 ms (0:00:00.014)	131 ms (0:00:00.131)	15	N/A
WebUI_HideWoodCo...	WebUI_HideWood...	162 ms (0:00:00.162)	10 ms (0:00:00.010)	64 ms (0:00:00.064)	17	N/A
acn-81e11a0c-4f51-4...	Send mail on create	1,221 ms (0:00:01.221)	1,221 ms (0:00:01.221)	1,221 ms (0:00:01.221)	1	N/A
isActive	isActive	179 ms (0:00:00.179)	12 ms (0:00:00.012)	130 ms (0:00:00.130)	15	N/A

UPDATE NOTES

Included in Base ←

SaaS Login User Experience

Improved user experience for STEP managed user accounts

@BUSINESS USER

While external authentication is commonly used to manage user logins, in certain cases it is required to manage user accounts in STEP.

Based on internal and external feedback, we have now enhanced the login experience for STEP-managed user accounts. These improvements, rolling out gradually to all SaaS customers in the coming months (not tied to the 2025.1 update), include:

- Alignment with our latest styling standards

- Improved environment identification

- Expanded error messaging

- A more streamlined Multi-Factor Authentication (MFA) user experience

UPDATE NOTES
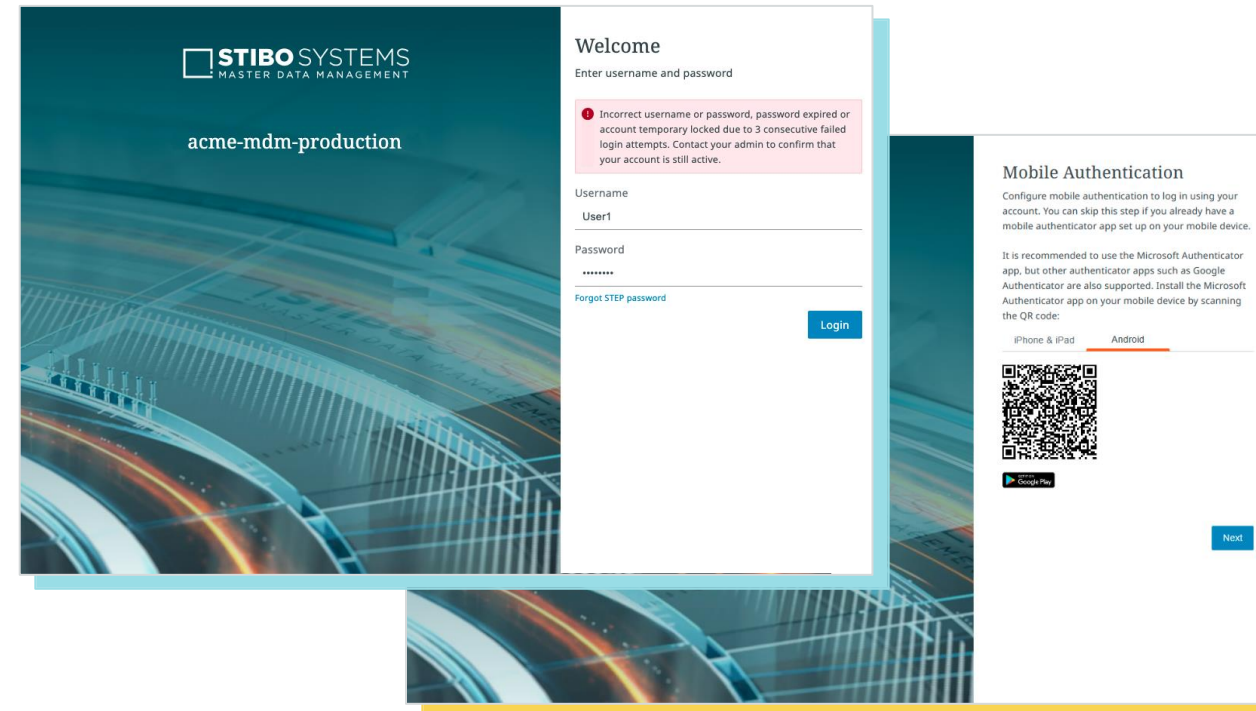
Included in Base ←

SaaS Self-Service UI – Sensitive File Management

Simplified and more secure handling of sensitive files

@ADMIN

From update 11.1, released in Fall 2022, customers can maintain certain configuration properties in the SaaS Self-Service UI. However, some of these configuration properties reference files containing sensitive content, which previously required manual upload of those files over sFTP. This process often led to confusion, security concerns, and reliance on Stibo Systems' support.

With update 2025.1, we have extended the customer self-service capabilities, allowing users to upload sensitive files within the SaaS Self-Service UI, eliminating the need for separate sFTP uploads and assistance of Stibo Systems' support, while enabling encrypted storage and removing external access.
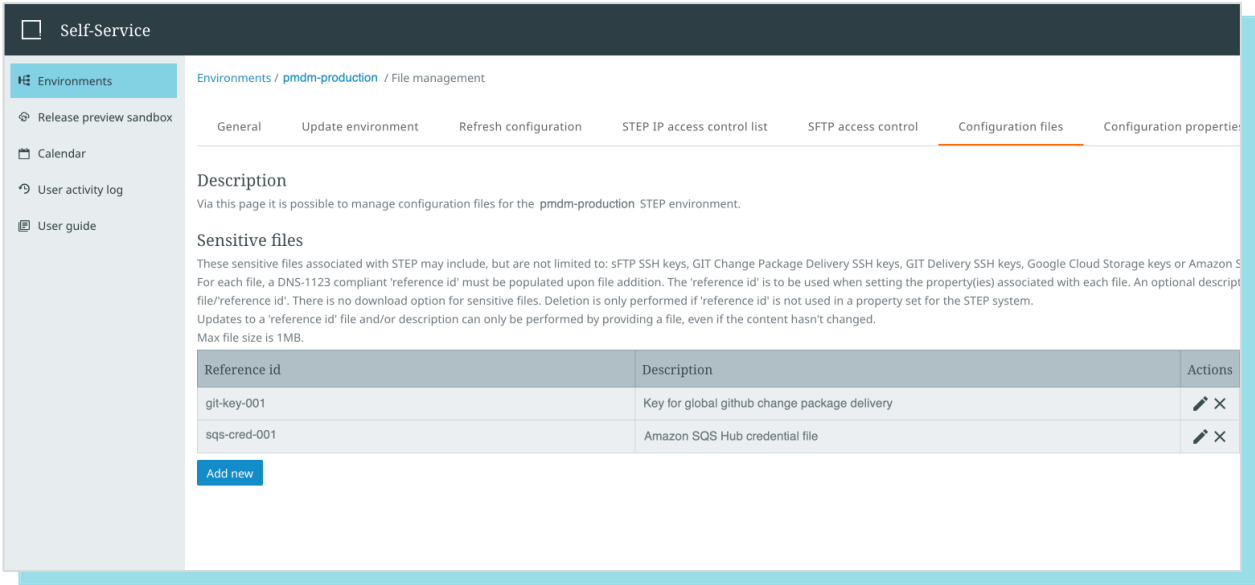
UPDATE NOTES

Included in Base ←

SaaS Self Service UI – Quarterly Maintenance Updates

Enabling customers to apply and validate quarterly maintenance updates

@ADMIN

All SaaS environments are updated to the latest image (latest build of current STEP update) during each quarterly maintenance window. This update is crucial to ensure the latest bug fixes, security patches, and stability enhancements are applied, underscoring our commitment to delivering a robust, secure, and seamless platform for your business.

To support early customer validation, we've introduced several changes to the update process and SaaS Self-Service UI:

- 4 weeks before the maintenance window the "maintenance image" will be available as environment update option, allowing customer to perform the update at their own convenience

- Customers will be alerted whenever one or multiple of their environments are not compliant yet (using the "maintenance image" or a newer image)

If customers do not perform the update themselves, non-prod environments will be updated automatically 2 weeks prior, with production environments updated to the "maintenance image" during the maintenance window.

Click here to access the Status Hub.

Acquire

Acquire

01 **Stibo Systems MDM Connector for Salesforce**

02 **Optimized Match & Merge Importer**

03 **Product Data Onboarding Localization**

04 **JSON File Format Support for Auto Care**

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Stibo Systems MDM Connector for Salesforce

Clients require a fast and certified approach to integrating with Salesforce

@ADMIN

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 2025.1, we have further enhanced 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 is optimized for Salesforce lightning and provides 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**

Early Adopter Release ←

Optimized Match & Merge Importer

Improved performance, stability and traceability during imports

@ADMIN

With ever growing data volumes combined with a desire for MDM to be more tightly coupled with business systems and associated processes which are dependent on trustworthy data, the need to elevate performance and scalability is crucial to success.

In update 2025.1 our focus is on elevating matching performance - the Match & Merge importer has been significantly improved to deliver better performance, stability and traceability.

- Efficient data handling delivers up to 50% faster import operations

- Traceability improvements allow easy identification of slowdowns for easier troubleshooting

- Stability enhancements ensure more reliable processing, minimizing interruptions

Initially, the improved version of the Match and Merge Importer will be released exclusively to selected customers in close collaboration with the product team. If you are interested in leveraging the optimized Match and Merge Importer, please contact your Stibo Systems representative.

Up to 50% faster import operations

UPDATE NOTES

Included in Base ←

Product Data Onboarding Localization

Global retailers face increasing complexity as suppliers struggle to onboard product data in their local languages

With update 2024.4, we have implemented support for language-specific LOVs in Onboarding Channels which allows suppliers to interact with LOVs in their local language.

Now, with 2025.1, for an improved support of multiple languages, we have further pushed content localization to include:

- Attribute group names

- Category names

- Unit of Measure names

This enhancement ensures that more data standard elements returned from STEP are localized in Product Data Onboarding, allowing suppliers to work seamlessly in their preferred language.

UPDATE NOTES

Available with the PDX Onboarding license ←

JSON File Format Support for Auto Care

Auto Care is sunsetting the ASCII file format for reference data and transitioning to a service-based architecture

@ADMIN

With the 2025.1 update, we are addressing Auto Care's discontinuation of ASCII file formats by introducing support for JSON file formats for reference data.

This update ensures customers can continue importing Auto Care reference data seamlessly using JSON files, maintaining business continuity.

The shift to a service-based architecture will follow in a subsequent phase.

UPDATE NOTES

Available with the Auto Care license ←

Manage

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Notifications and Actionable Dashboard

Manufacturers and brand owners need to stay up to date with any actions required to get their products online with marketplaces and retail partners, accelerating time to market

Whether onboarding products to a single retailer, or syndicating products across dozens of channels, users have struggled with staying aware of what needs their attention and quickly taking action.

With update 2025.1, we have added the following new capabilities to keep users informed and empower them to take action:

- Email notifications about status changes for their products

- A process overview on the dashboard to provide transparency into system processes at a glance

- Visibility into product statuses in multi-market and multi-receiver channels on the dashboard
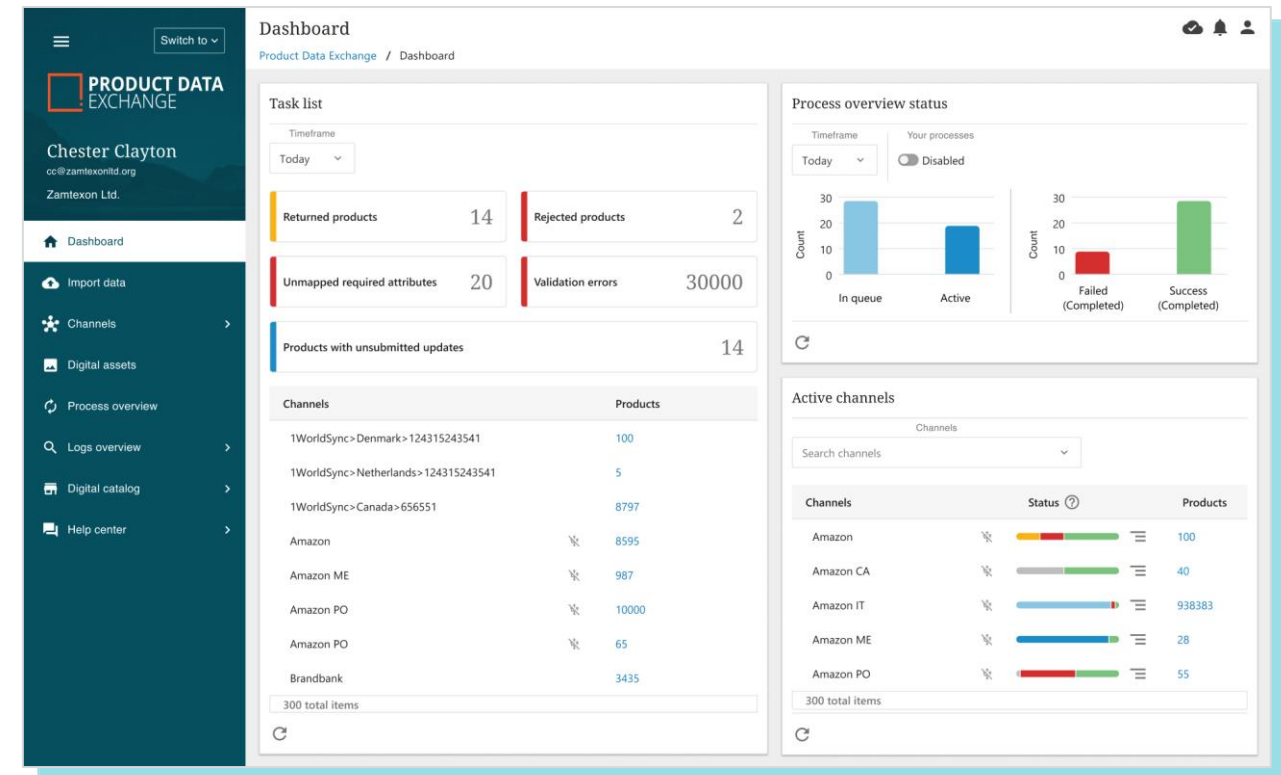
UPDATE VIDEO

Available with PDX license ←

Share

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Share

| 01 | **Content Coverage Analytics** |
| 02 | **Master Data Image Keywords in Templates** |
| 03 | **Retailer Agnostic Content for Configured Channels** |

Content Coverage Analytics

Brands lack the analytics needed to make informed decisions when prioritizing their content creation and optimization efforts

@BUSINESS USER

With the 2025.1 update, we are making it easy for brands and manufacturers to get accurate content coverage metrics in Enhanced Content Syndication.

By providing an overview of the content coverage across channels and categories, content gaps can quickly be identified and addressed allowing Product Marketing Managers to work towards company KPIs and leverage the conversion increasing potential of engaging product stories in the markets where it matters most.
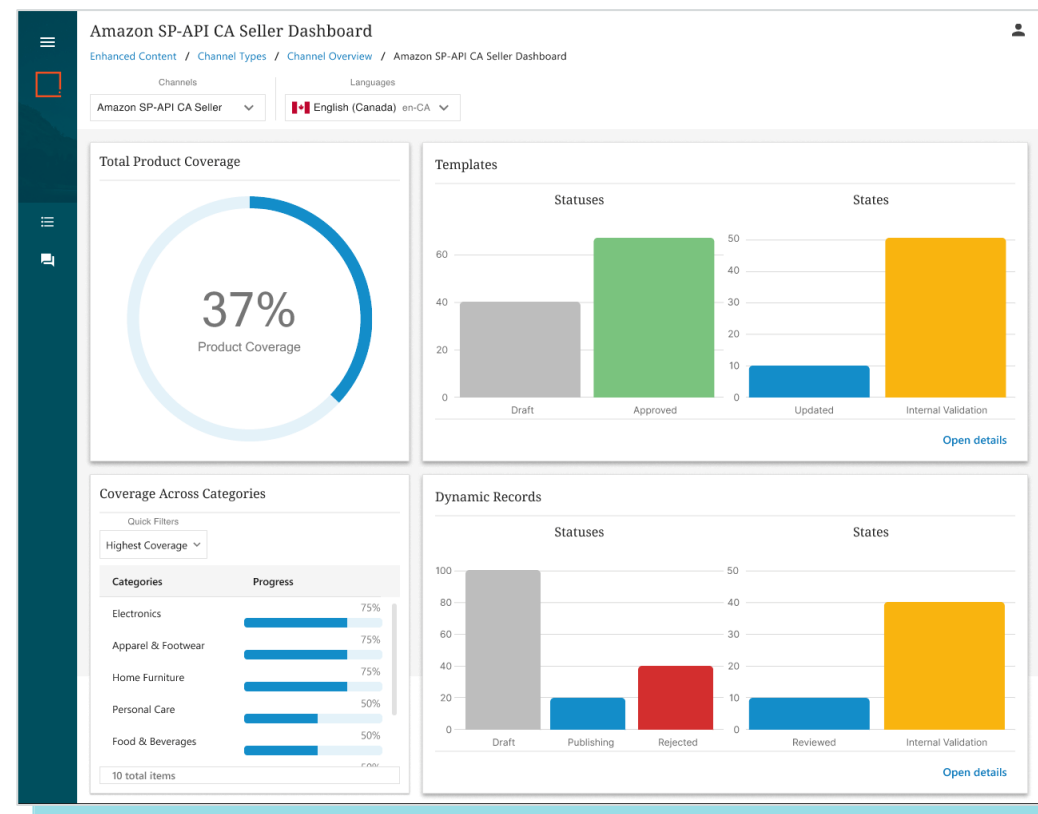
UPDATE NOTES

Available with Enhanced Content license ⟵

Master Data Image Keywords in Templates

Brands struggle to add enhanced content to their products as the manual effort required makes it unfeasible to produce at scale

Amazon requires image keywords for A+ Content, often stored as asset metadata in PIM. However, this metadata, cannot currently be used in Enhanced Content Syndication template mappings.

With the 2025.1 update, Product Marketing Managers are now able to map asset metadata from upstream systems, such as AI-generated image keywords stored in STEP, to appropriate images in the Content Records produced for Amazon.

This ability to automatically add image keywords to A+ Content further reduces the manual effort required and improves the time to market of the content produced.

UPDATE NOTES

Available with Enhanced Content license ⬅

# Retailer Agnostic Content for Configured Channels

Brands struggle to provide enhanced content to all their retailers and marketplaces on a global scale

@BUSINESS USER

With the 2025.1 update, brands and manufacturers are now allowed to produce retailer-agnostic enhanced content, that can be embedded on the product details pages of multiple retailers. The ability to reuse enhanced content across retailers significantly reduces the operational cost associated with content production and maintenance, while ensuring brand consistency.

Retailers can request the enhanced content using a link, that can be added to the existing data flows facilitated by Configured Channels and the Digital Catalog through simple attribute mappings.

This reduces the barriers faced by both brands and retailers to allow engaging product stories to accompany the product listings to increase sales.
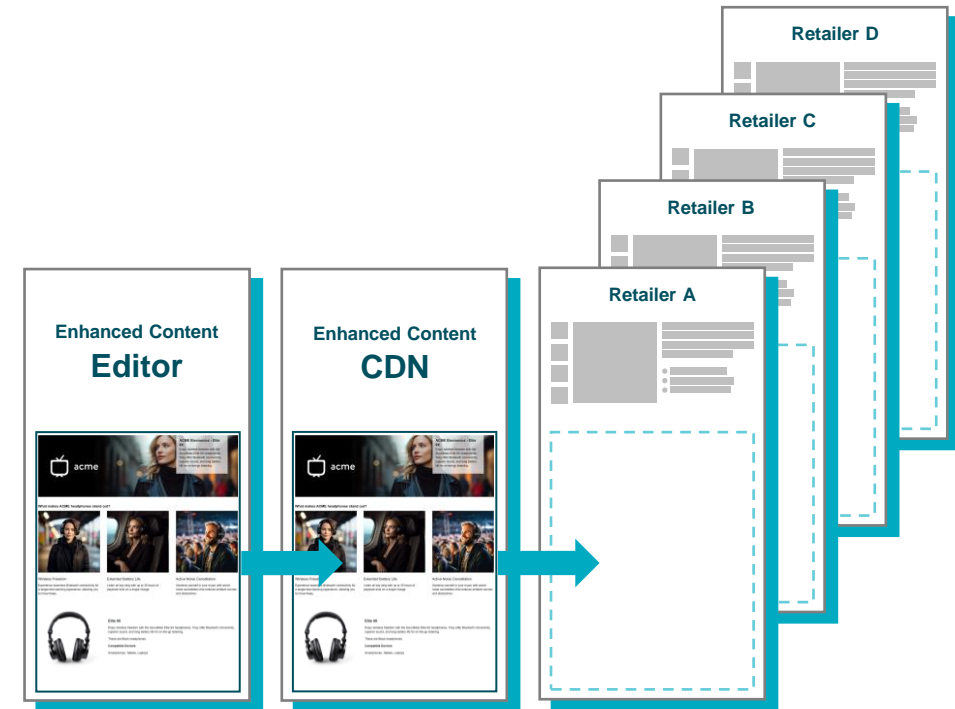
UPDATE NOTES   **UPDATE VIDEO**
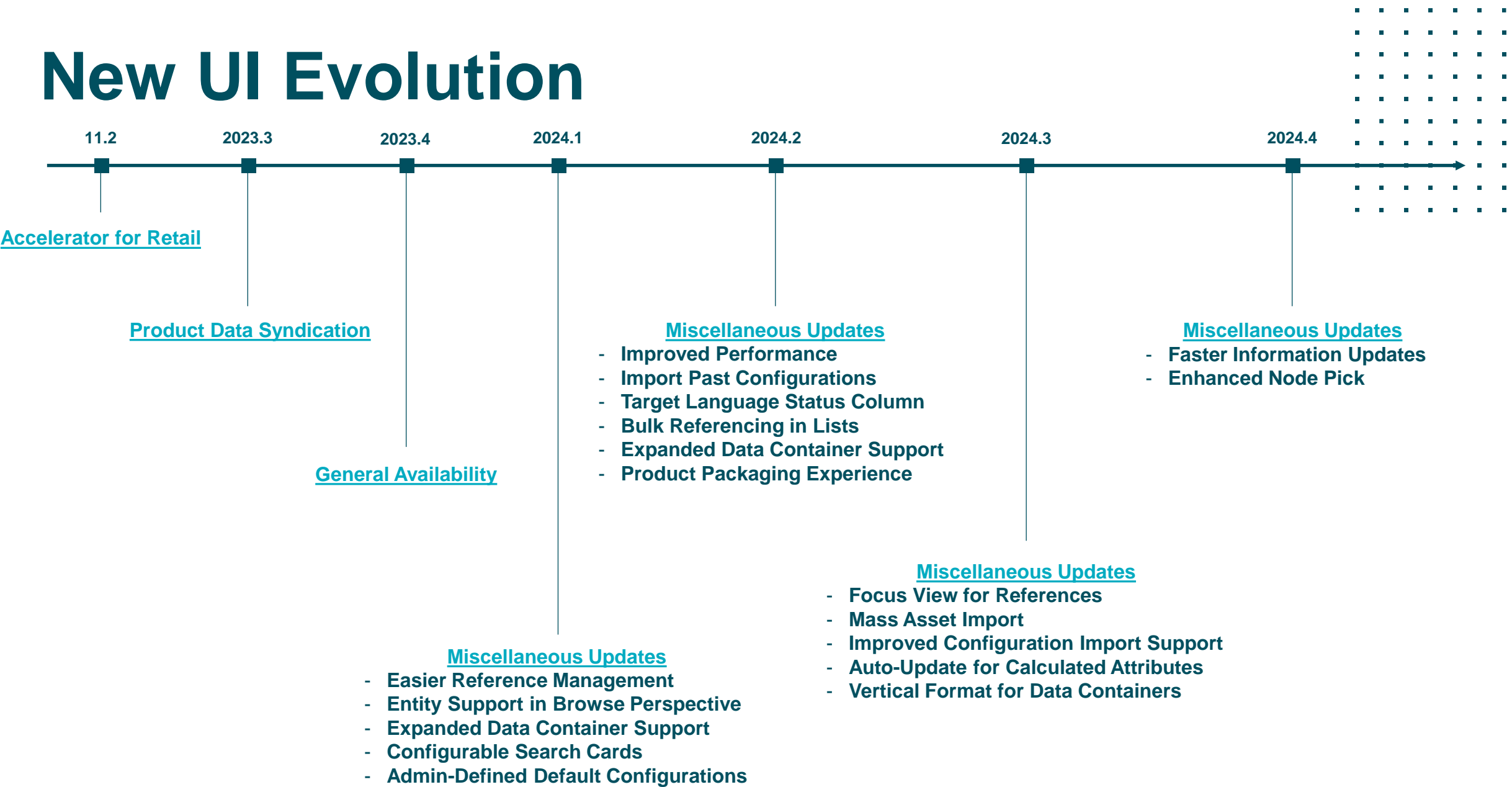
Available with Enhanced Content license ←

New UI

STIBO SYSTEMS
MASTER DATA MANAGEMENT

New UI

01	**New UI Evolution**
02	**Create Objects in Workflows**
03	**Approval from Search Results**
04	**Better Tab Display in New UI**

New UI Evolution

Timeline markers: **11.2** — **2023.3** — **2023.4** — **2024.1** — **2024.2** — **2024.3** — **2024.4**

Accelerator for Retail
(11.2)

Product Data Syndication
(2023.3)

General Availability
(2023.4)

Miscellaneous Updates (2024.1)
- Easier Reference Management
- Entity Support in Browse Perspective
- Expanded Data Container Support
- Configurable Search Cards
- Admin-Defined Default Configurations

Miscellaneous Updates (2024.2)
- Improved Performance
- Import Past Configurations
- Target Language Status Column
- Bulk Referencing in Lists
- Expanded Data Container Support
- Product Packaging Experience

Miscellaneous Updates (2024.3)
- Focus View for References
- Mass Asset Import
- Improved Configuration Import Support
- Auto-Update for Calculated Attributes
- Vertical Format for Data Containers

Miscellaneous Updates (2024.4)
- Faster Information Updates
- Enhanced Node Pick

Create Objects in Workflows

Assist users in creating new objects while entering correct and relevant data to ensure accuracy and integrity of item attribution while reducing data errors and increasing reliability

@BUSINESS USER

The 2025.1 update introduces several key enhancements to the new UI, aimed at improving user experience and efficiency.

This initiative focuses on improving centralized onboarding in STEP by enabling users to efficiently create and initiate objects (products, alternate classifications, entity objects, and assets) into workflows. Key features include:

- Intuitive item creation
- Initiating multiple items simultaneously
- Maintaining mandatory and optional attributes during initiation

These enhancements to the new UI will deliver a modern, user-friendly experience while ensuring accuracy, reducing data errors, and increasing reliability.
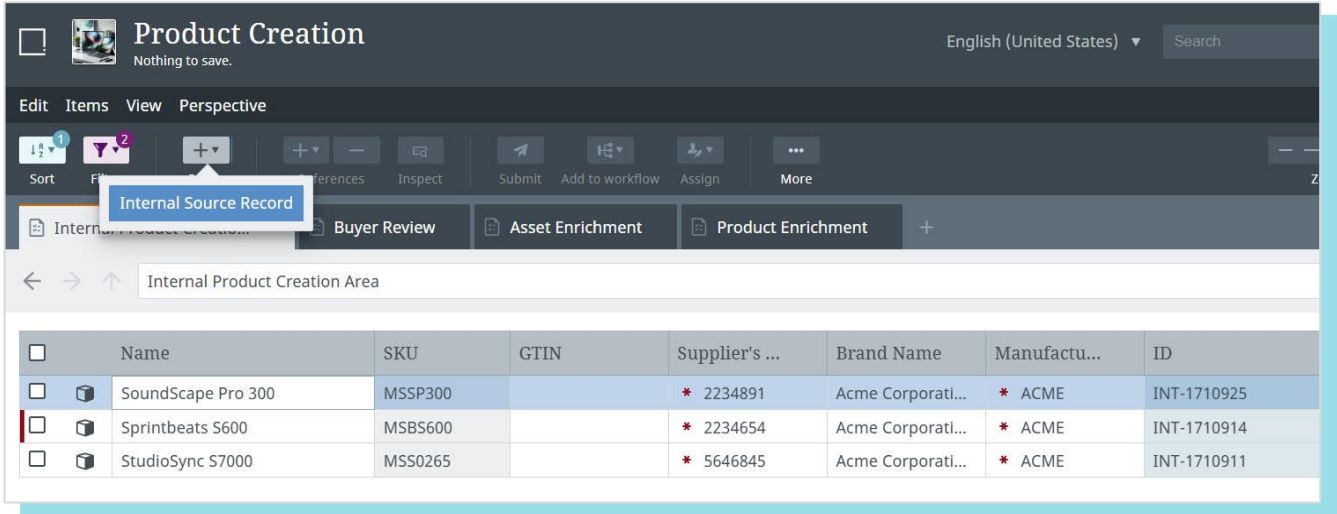
UPDATE NOTES

UPDATE VIDEO

Please refer to your Account Manager ←

STIBO SYSTEMS ■ PUBLIC

# Approval from Search Results

The search experience now includes approval functionality directly in the results toolbar, enabling a seamless and efficient workflow; this improvement simplifies tasks, reduces steps, and saves time for users

@BUSINESS USER

Approvals are an important step in ensuring that updated data is accurate and ready for downstream use.

With update 2025.1, we have enhanced the search experience in the new UI by adding the approval functionality directly to the search result toolbar. This change enables users to complete the entire search-update-approve workflow within a single interface.

By reducing the need for additional navigation and simplifying the workflow, this update helps users save time and work more efficiently while maintaining data accuracy.
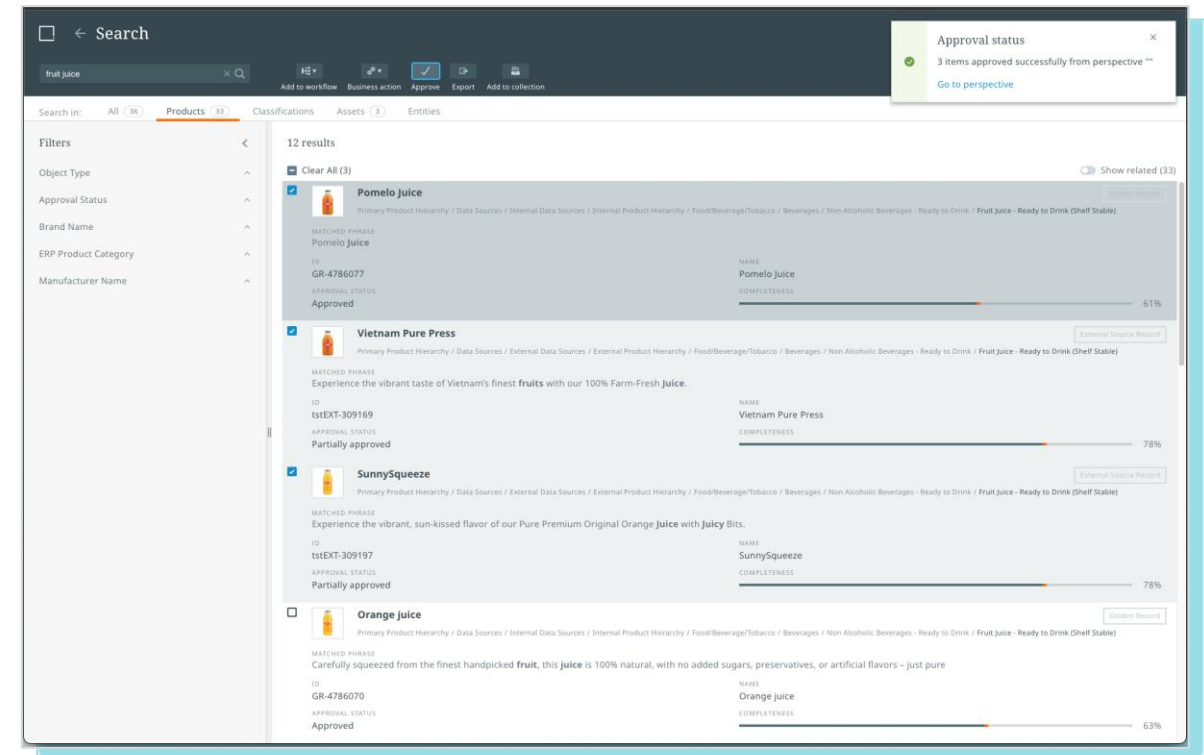
UPDATE NOTES

UPDATE VIDEO

Please refer to your Account Manager ←

Better Tab Display in New UI

Provide role-specific, customized UI/UX experience that provide intuitive navigation, relevant information, and optimized workflows fit for each user role

@ADMIN

With update 2025.1 we are enhancing the new UI by providing role-specific, customizable navigation for an optimized user experience.

This initiative allows Administrators to configure tabs to either display or hide based on specific business or object conditions, with features like visibility for workflow task perspectives and tabs tailored for browse or maintenance tasks. These improvements support the find, enrich and approve use cases, offering a more intuitive and tailored experience in STEP.

UPDATE NOTES

Please refer to your Account Manager ←

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Steps to try our new UI

There are a few requirements needed before you can activate the new UI for STEP:
1. Be on SaaSv2.
2. Be on the most recent STEP version (2025.1). Going forward, update to the latest version when available. New UI for STEP updates will not be backported.
3. Have the Elasticsearch license and Elasticsearch server configuration setup. Elasticsearch is included in SaaSv2.
4. Have In-Memory license and setup. In-Memory is included in SaaSv2.

Contact Stibo Systems to determine how best to meet these requirements and get started.

Click here to browse the 2025.1 New UI for STEP Update Notes.

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 2025.1? Here is the first step to get you started:
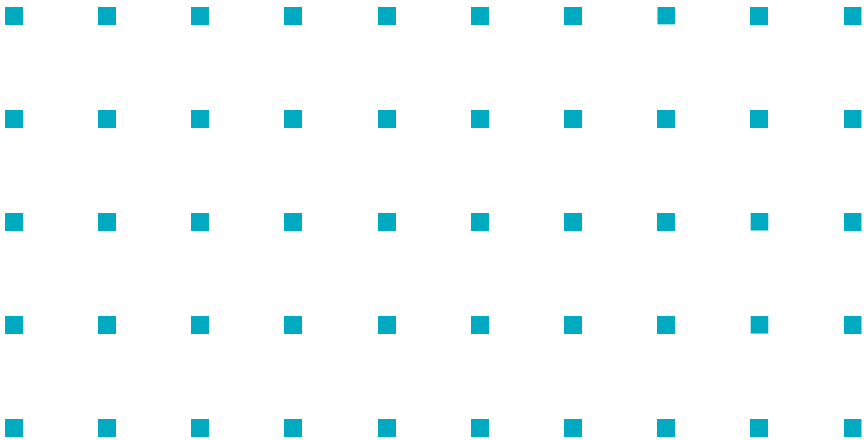
SaaS customers

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

⚠ On-Premises customers

2025.1 is only available on SaaS. Reach out to your Stibo Systems representative to initiate the process to migrate your solution to SaaS and to benefit from all these improvements.

General Information

General Information

01	**Generative AI Accelerator Package**
02	**Stibo Systems Communities – Ideas 2.0!**
03	**Innovation (AI and non-AI)**
04	**Product Documentation**
05	**MDM Academy Offerings**

Generative AI Accelerator Package

An accelerator package to deliver value with Generative AI from within your STEP environment

The Generative AI Accelerator Package is a turn-key STEP solution for using Generative AI and optimizing Generative AI output.

This package can be implemented on your STEP environment (it does not require installation of additional components) and, using your preferred Generative AI service, you will be ready to add value to your workflows with Generative AI in 2 weeks' time:

- Generate texts from data/images/PDF files in STEP

- Generate images from prompts in STEP

- Generate translations from attributes values in STEP

Interested in trying the Generative AI Accelerator Package? Please contact your Stibo Systems Representative.
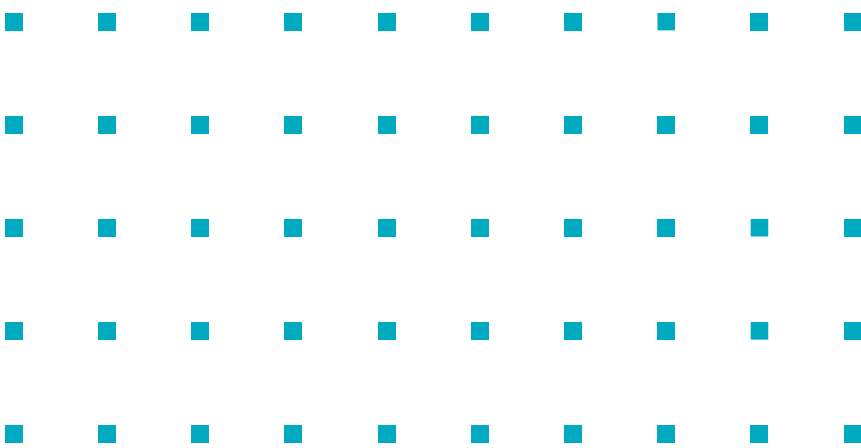
Stibo Systems – Ideas 2.0!

Early February, we announced replacing our Jira-based Enhancement Request process with a more transparent and collaborative approach through the Community's "Ideas" module.
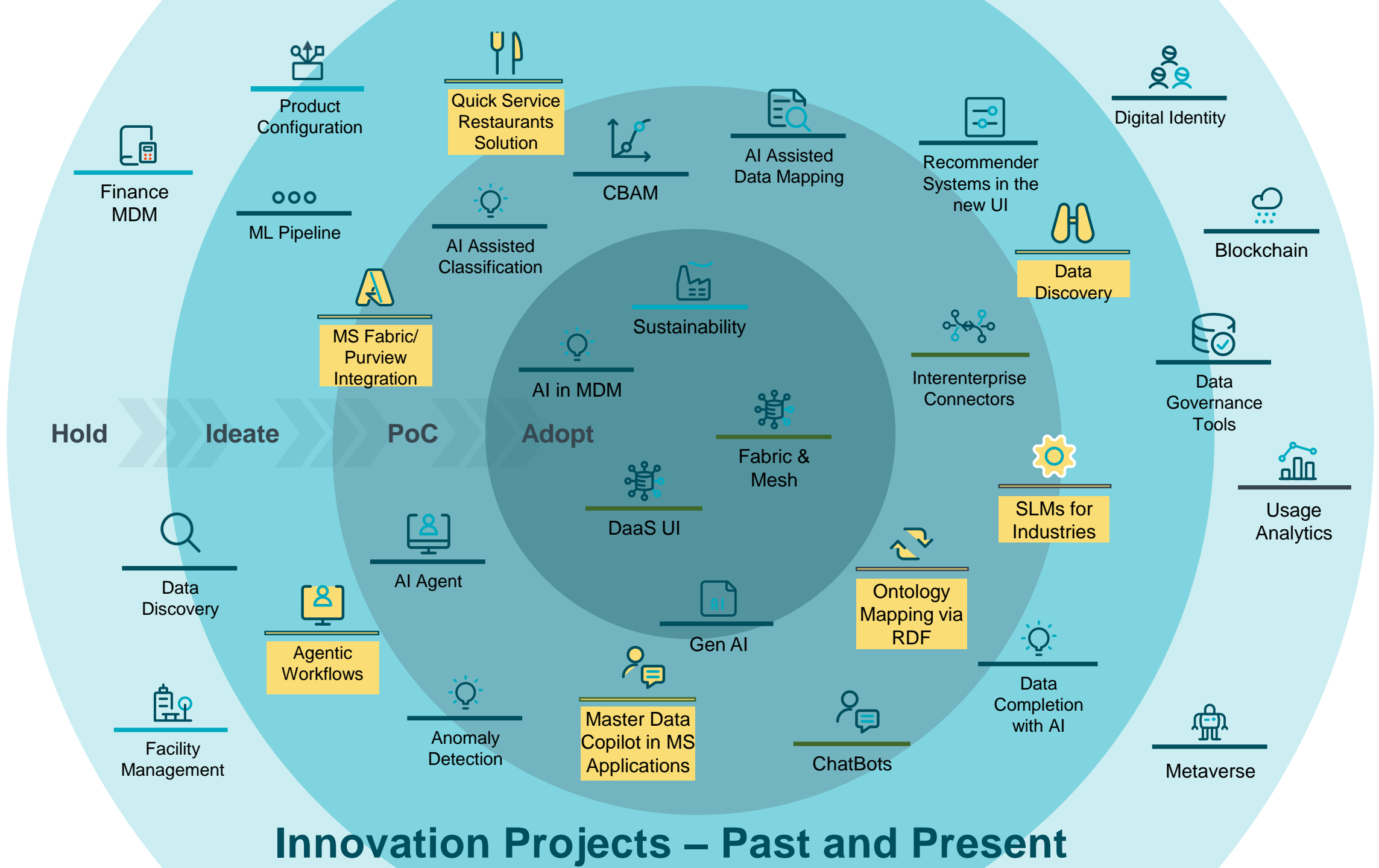
This new process allows users to submit, upvote, and discuss ideas, providing greater visibility into request status and engagement from the Product team.

From mid-March, new enhancement requests must be submitted via the Ideas module, while previously submitted requests will still be reviewed.
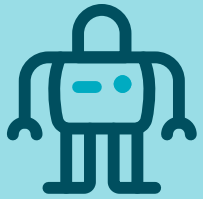
Check out the Community Ideas Guide available on your Community for details and join us in shaping the future of our solution through open collaboration!

Welcome to your
Stibo Systems Community

Welcome to your
Stibo Systems Partner Community

Innovation
(AI and non-AI)

Innovation Projects – Past and Present

AI Innovation Headlines

Agentic Workflows

How can we use Agentic Workflows to automate and power MDM?

Small Language Models

How can we use SLMs to solve narrow use cases in MDM where LLMs fail?

AI Governance

What does the market expect from an AI Governance perspective – and how do we address that?

AI-Ready Data

What does AI-ready data look like? What is required from data to fuel AI initiatives?

Other Innovation

MS Fabric/Purview

Leveraging master data to power analytics and data lineage with leading tech through seamless integration
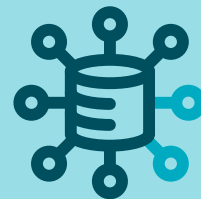
QSR

Researching opportunities to deliver on use cases in Quick Service Restaurants based on existing cases

Teams Data Chatbot

Provide data driven chat experience in MS Teams for call center data enquiries – DaaS integration with Agents
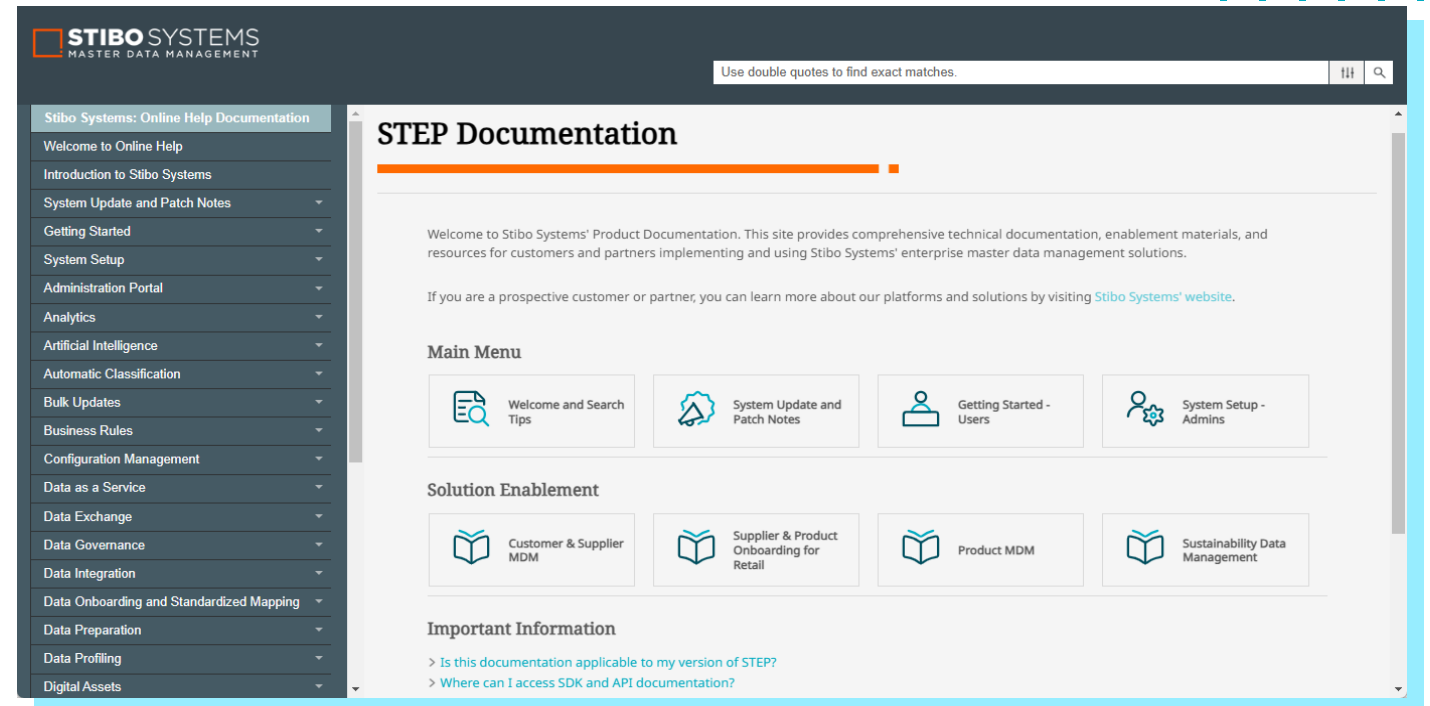
DaaS UI Chat Bot

Provide a better DaaS UI use case experience

Product Documentation

With each new update comes updated

Documentation* including

- [Update Notes](#)

- [Online Help](#)

- [Enablement Topics](#)

- [Client Requirements](#)

- [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:

PROJECT	BUSINESS	ARCHITECTURE	APPLICATION	DEVELOPMENT	MANAGE
MDM Solution Fundamentals					
STEP for MDM Experts					
MDM Project Fundamentals	MDM Solution Design		Data Modeling	JavaScript Business Rules	System Admin Fundamentals
		MDM Solution Architecture and Integration	Data Management	Integration Advanced	
			Workflows and Web UIs	Web Services	
			Publishing	Extension API	
			Customer MDM Configuration for B2C	Data as a Service	
			Customer MDM Configuration for B2B		
			Customer MDM Match Tuning		
			PDX Syndication with STEP		
			PDX Syndication with 1WorldSync		
			PDX Onboarding		

Part of Track Certification
Not Part of Track Certification

■ Available as self-paced online course
■ Available as virtual classroom course
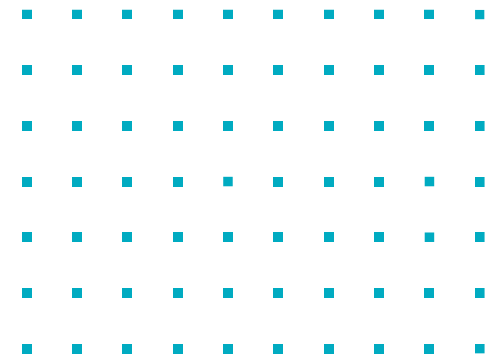■ Available as a in-person classroom course

New! Self-paced course updates
- English transcripts added to videos

Next
- Data as a Service - new online hybrid form
- Business Rules - self-paced online
- New Solution Design course for Business Partner & Customer Experience Data Cloud

Later
- New Solution Design course for Product Experience Data Cloud
- Extension of PDX Syndication course
- New Business Partner & Customer Data configuration courses

Looking Back!

VIEW ALL PRODUCT UPDATES ON OUR WEBSITE!

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Find us here for the latest news and updates

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