

Accelerate Product Onboarding to Drive Retail Growth with a Proven Integrated GS1 GDSN Receiver

To succeed in the current, highly-competitive and constantly evolving digital environment, retailers and distributors need to know as much as possible about the products traveling into and through their value chain. They also need to be able to onboard those products, and the data associated with them, quickly, efficiently and accurately. Doing this well can be the key to getting products to end customers successfully and profitably. While doing anything less can have the opposite effect.

The growing importance of sharing and onboarding product data has led to increased reliance on GS1 standards and in particular the GDSN – the Global Data Synchronization Network. Using the GDSN empowers organizations to avoid a range of time-consuming manual processes to quickly grow their product assortments and their business.

A flexible solution for retailers and distributors

To take advantage of everything the GDSN has to offer, retailers need a proven way to source accurate, up-to-date product information, and to avoid costly, error-prone manual onboarding processes. As well as a solution to properly integrate product information with their downstream systems that avoids the creation of data silos and duplicated efforts.

Stibo Systems Product Master Data Management (Product MDM) features an optional integrated GDSN receiver solution that makes it easy for retailers and distributors to receive and manage data from 1WorldSync's data pool using GDSN standards. In doing so, it enables them to maintain the accurate, rich, updated and compliant

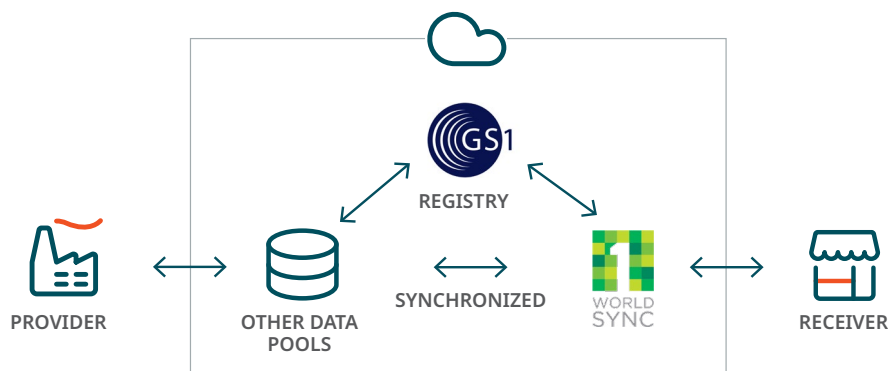
Key benefits of GDSN receiver with Product MDM

- Seamlessly integrate GDSN data into existing systems and processes
- Accelerate product information onboarding and time-to-market
- Automate, validate, transform and route incoming data to drive quality, accuracy and compliance
- Enable engaging customer and product experiences that drive loyalty and growth
- Flexible and configurable for multiple markets and languages to fuel rapid expansion

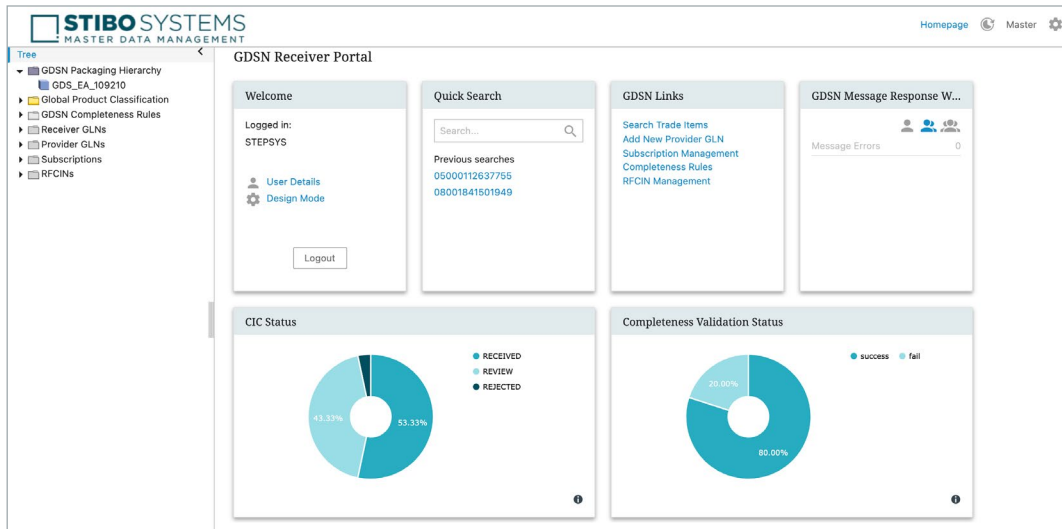
product information and content retailers and distributors need to empower engaging customer experiences and ongoing business success.

Supporting multidomain data modeling

Because GDSN was developed to support efficient supply chains, item data contains full lineage that not only supports product data quality requirements, but also track-and-trace. Embedded within GDSN messages are GS1 standards-based location identifiers and keys that allow for additional modeling of supplier and information provider entity data. For organizations developing multidomain solutions, this data can be used when mastering supplier and location domains.



Product MDM's integrated GDSN receiver empowers retailers and distributors to seamlessly onboard accurate, updated product data and content using 1WorldSync's certified global data pool.



Product MDM's optional integrated GDSN receiver includes an intuitive interface to simplify the process of onboarding GDSN product data and content and to keep it accurate and updated.

Features/functionality to meet quickly evolving needs

Stibo Systems Product MDM includes an optional integrated GDSN receiver that enables retailers and distributors to streamline the process of receiving GDSN data from their suppliers/manufacturing partners and to manage GDSN messaging and create custom validations.

The solution also allows GDSN data to be filtered and transformed to meet the needs of multiple downstream systems, automates receipt and review of product data and provides out-of-the-box support for all GS1 attributes.

In addition, the solution also enables:

- Golden record enhancement for buy-side/sell-side configuration
- Efficient management of complex industry standard data structures, including full packaging hierarchies, from pallet to base unit
- Use of a single technology, with separation of data models, responsibilities and workload

- API enabled message orchestration
- Meets necessary and typical retail requirements for role-based product line and product data management

A complete, proven solution from a name you can trust

Stibo Systems is an innovator in product information and master data management, with deep experience empowering leading retailers and brands to drive success. Our Product MDM solution enables businesses worldwide to create a foundation of accurate, trustworthy, transparent information to fuel competitive advantage and growth.

To learn more about the benefits of Product MDM with integrated GDSN receiver, or how Stibo Systems' unique approach enables engaging, revenue-driving retail customer and product experiences, visit stibosystems.com/pmdm.

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.