

Drive Growth by Efficiently Syndicating Product Data and Content to Everyone, Everywhere, That Needs It

In the digital economy, data associated with a product is as critical to success as the product itself. Efficiently getting that information to the right places, at the right time, in the right format, is essential to the entire value chain.

The problem is, with so many recipients, each with their own data standards, ensuring your data meets everyone's unique business and legal requirements is a challenge. Doing so requires an agile, flexible solution to automate the delivery of high-quality data, creating customer-centric experiences that drive growth by meeting the needs of data receivers – including retailers, distributors and manufacturing partners and customers – that are important to your business..

A single, dedicated solution to share content

Stibo Systems Product Master Data Management (Product MDM) includes PDX Syndication, an integrated product data syndication solution ideal for sharing information and content conforming to specific data standards or channel requirements. The cloud-based solution saves time managing structures and formats, freeing valuable time to focus on growth driving initiatives. PDX Syndication supports the exact requirements, such as data standard definitions, validation rules and communication configurations, of multiple predefined channels, including Amazon (multiple markets), The Home Depot, AAFES and more. Or you can build configured channels to support individual retailers' unique data structure, format or needs.

Better data for more engaging experiences

PDX Syndication automates and accelerates the delivery of complete, consistent information for trusted, engaging experiences across all channels. And it helps keep that information updated, and enforces governance, via bi-directional messaging with data receivers. When data moves with this sort of speed and confidence to meet retail partner and customer needs, products move fast, too.

Optimize content with product scorecards

Users can monitor results of their efforts by seeing the content a retailer displays online and how those products measure against the retailer's best content practices.

Key benefits of PDX Syndication with Product MDM

- Fosters agility and efficiency by reducing the complexity of managing data requirements
- Simplifies the exchange of information with retailers and other receivers and manages your syndication needs in one solution
- Empowers customer-centric retail and brand experiences that drive revenue and growth
- Enables products, promotions and new lines to get to market faster
- Drives accuracy and efficiency by enforcing data standards and eliminating costly manual entry

A built-in scorecard displays side-by-side comparisons of data shared with a retailer vs. what they display, and provides completeness and quality scores to optimize content by retailer to help improve conversion rates.

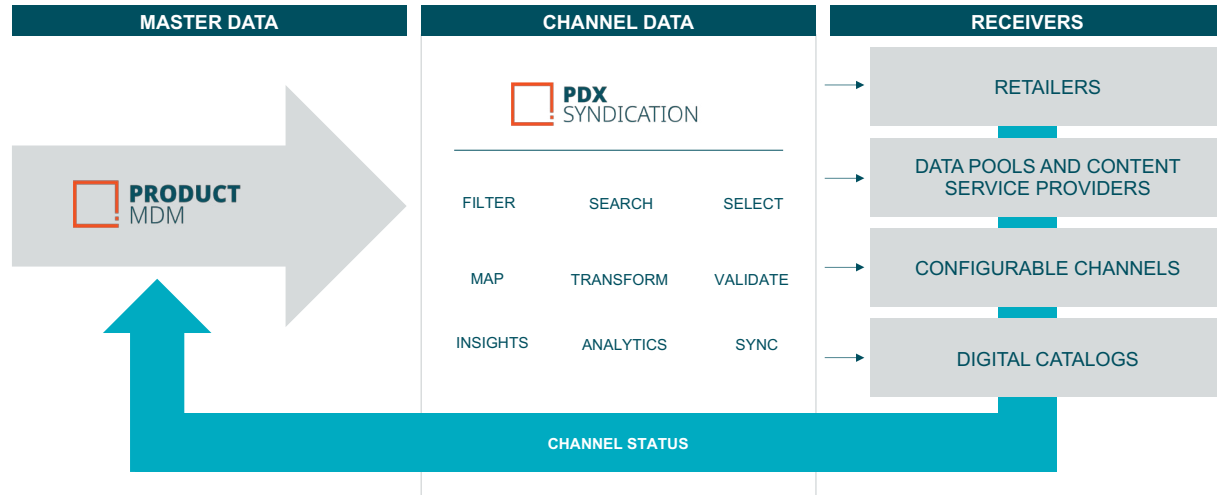
PDX Syndication also supports connections to content service providers (CSPs) such as Nielsen Brandbank and Syndigo and registration and publication to GDSN through 1WorldSync. You can manage all your markets, GLNs and language requirements without building, monitoring and maintaining separate integrations.

Digital catalog for sharing content

PDX Syndication's digital catalog offers manufacturers the option to push specified products, content and images to an online catalog, and give retailers permission to access it as needed. This enables controlled syndication of product data to predefined high-value channels to facilitate stronger, more collaborative connections to valued partners.

**Stibo Systems Product Master Data Management with PDX Syndication:
A complete, flexible solution to drive engagement and growth across all retail partners/channels**

Cloud-based PDX Syndication is seamlessly integrated with Product MDM to enable manufacturers and brand owners to share authoritative product information with data receivers, including retailers, distributors, customers and content partners.



Support for managed data standards

- We're committed to building support for popular syndication points and providing associated services to support their lifecycles
- All enabled channels are managed internally; any changes to data standards or communication protocols are updated as part of the service
- Changes or updates made to existing channels are communicated to subscribers, detailing any impact on product data

Support for configured standards/channels

- Build your own configured channels with a flexible UI allowing users to define channel requirements, including attributes and validation rules
- Define the output method required to meet a retailer's unique needs
- Rename assets to meet receivers' requirements ensuring image updates flow seamlessly
- Support multiple languages as required to enable global expansion and scale

A trusted, seamless solution from a name you can trust

Stibo Systems is a proven innovator in product information and master data management, with deep experience empowering leading brands to drive success across industries and around the world. Together with Product MDM, PDX Syndication enables businesses to create a foundation of accurate, trustworthy, transparent information

and harness it to fuel competitive advantage and growth. Features like instant feedback and scoring empower users to continuously refine and optimize their data to meet evolving customer needs. To learn more about how this full-circle approach enables engaging, revenue-driving experiences, visit stibosystems.com/pdx-syndication.

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.