

Keep Pace in Retail with an Accelerated Approach to Data Management

Retail continues to change at an unprecedented pace. Evolving customer expectations and demands place immense pressure on retailers (especially those aspiring to achieve excellent CX in an omnichannel environment), forcing them to transform their approach to business. To stay competitive, retailers need to start with a rapid approach to product data onboarding in order to expand product assortments by efficiently orchestrating various data management activities to get the product ready to market. Accomplishing this is easier said than done as it depends heavily on access to a constant stream of accurate, updated, trustworthy product information and content.

Stibo Systems Data Management Accelerator for Retail is a turnkey PIM solution that has been preconfigured to address these uniquely complex needs. It's built on our industry-leading Multidomain Master Data Management (MDM) platform, with a preconfigured, standards-based retail data model and accompanying business rules, workflows, processes and integration capabilities. All of these capabilities are encapsulated within an intuitive UX design that's based on our deep experience in the global retail industry. The result is an easy-to-use, adaptable cloud-based solution that empowers retailers to deliver digital transformation, data transparency and superior retail experiences.

Everything retailers need; nothing they don't

Stibo Systems Accelerator for Retail serves as a central repository for all product data, creating a single version of the truth, enabling retailers to acquire, manage and share accurate, consistent, updated product information and content across all channels. It also enables fast time to value, using a streamlined solution purpose-built to drive success in rapidly evolving digital-first retail environments.

Accelerator for Retail's intuitive web-based UI simplifies onboarding while maintaining retail data standards. A built-in cloud-based product data onboarding solution speeds data acquisition from multiple suppliers, channels, platforms and content service providers (CSPs).

Along with product data onboarding, Accelerator for Retail also provides for the onboarding of supplier entity data to further streamline the supply chain process. An enterprise

Key benefits of Accelerator for Retail

- **Rapid time to value**
Cloud-based solution with a predefined retail data model, business rules and processes
- **Deliver personalized experiences**
Accurate, up-to-date information to fuel customer engagement and loyalty
- **Drive revenue and growth**
Increase upsells and cross-sells, launch targeted promotions and reduce returns
- **Enable speed and agility**
Implement quickly and automate for operational speed and efficiency
- **Fuel retail innovation**
Support creativity, collaboration, unique insights and superior decisions
- **Ensure data quality**
Make maintaining product and supplier data quality an easier, seamless, collaborative process
- **Comprehensive enablement**
Leverage retail best practices to maximize ROI

workflow process has been designed for retail to ensure proper data checks and approvals are completed before new suppliers are added into the MDM solution. Similar to product data, supplier data can be further enriched, managed and shared within the organization with appropriate data governance.

Product information management built for omnichannel retailing

Accelerator for Retail includes seamless, easy-to-use features and functionality allowing retailers and their value chain partners to push the boundaries of what can be achieved with high-quality product data. This enables them to collaborate to enhance planning and operations and make better decisions that support profitable, customer-centric experiences.

Accelerate time to market and value

Accelerator for Retail is an easy-to-use solution to acquire, manage, share and provide underlying governance for consistent, trustworthy product data and content. It includes:

- Retail-ready data model, classifications and hierarchies to ensure accurate, efficient categorization
- Configured buy-side/sell-side model for sourcing and commerce flexibility
- Built-in workflows for content creation and enrichment
- Integrated digital asset management (DAM)
- Intuitive UI to boost productivity for buyers, merchandising, quality assurance, marketing, creative and warehousing
- Role-based visibility, supporting improved decisions
- Business rules engine to support data quality management
- Configurable data quality and completeness metrics
- Seamless ERP integration to optimize business processes

Integrated product data onboarding

The feature-rich solution also enables an exchange of product data and content from suppliers, distributors, CSPs and data pools that provide it to retailers that need to receive it.

- Provides suppliers a cloud-based interface, PDX Onboarding, to enrich and maintain product information that meets retailer requirements
- Flexible platform for onboarding product data directly to retailers, through CSPs or GDSN, or via internal applications
- Clear visibility into onboarding status and feedback on products requiring the supplier's attention, making data maintenance and quality review a seamless process
- Supports a rules engine for superior accuracy, completeness, integrity and compliance, resulting in faster time to market

Integrated supplier entity onboarding

A self-service solution reduces unnecessary friction in bringing new suppliers onboard without sacrificing the necessary business validations for new partners. This approach ultimately aids in improving time to value.

- Utilizes the supplier self-service solution available in our existing MDM offerings

What you can do with Accelerator for Retail

- **Accelerate speed to market**
Get the right product to the right place at the right price and at the right time
 - **Scale product assortments**
Quickly onboard and launch new and on-trend products and drive long tail growth strategies
 - **Drive digital transformation**
Replace legacy processes and eliminate data silos to drive better experiences and business value
 - **Create data transparency**
Enhance visibility of data throughout the organization on products and suppliers, enabling better decision making
 - **Eliminate risk**
Ensure governance and compliance via clear audit trails and record histories
 - **Support global growth**
Launch localized promotions and local supplier assortments and enable agile expansion
 - **Improve time to value**
Fast implementation, automated processes and trusted data drive better, faster decisions and ROI
- Ties the new partner business journey into a preconfigured parallel process where new enterprise suppliers can be onboarded in a process-driven way

A seamless platform from a trusted partner

Stibo Systems is an innovator in product information management and multidomain MDM, with deep experience empowering leading retailers and brands to drive success across industries and around the world. Our MDM approach enables organizations to gather their most valuable data assets once – from multiple systems, sources and domains – and distribute it to all users, empowering data transparency and providing a single, reliable enterprise-wide version of the truth.

To learn more about our unique approach to maximizing the value of data in retail, visit stibosystems.com.

About Stibo Systems

Stibo Systems is the leading enabler of data transparency through master data management and data syndication. Built on an open platform with scalable, cloud-native SaaS technology, our solutions empower many of the largest and most innovative global companies with better data quality and visibility. This creates a trusted data foundation for enhancing operational efficiency, making informed decisions, delivering superior customer experiences and supporting sustainability initiatives. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at stibosystems.com.