

Build Your Brand Experience with a Solution That Powers Transparency, Digital Transformation and Growth

In the rapidly moving digital business environment, accurate, timely data is critical to a product's success. Stibo Systems Product Experience Data Cloud empowers manufacturers, brand owners, retailers and their value chain partners to push the boundaries of what can be achieved with high-quality product information and content. This enables them to build competitive advantage by launching the right products, at the right place, at the right time.

Stibo Systems Product Experience Data Cloud acts as a central repository for all product information, providing organizations a single version of the truth, along with the ability to share information and content in real-time to drive collaboration and confidence. Our seamless end-to-end cloud-based solution empowers teams with speed and agility to enhance planning, improve operations and make better decisions that support transparent, customer-centric brand experiences.

Product Experience Data Cloud takes on complex, critical challenges

Managing product data involves thousands of attributes, hundreds of relationships and millions of records spread across disparate, often siloed systems. The ability to acquire, manage and share information across the enterprise, and with ecosystem partners and customers – while providing governance to maintain integrity – requires a more agile, strategic solution, ready to address complex challenges including:

- Inaccurate, untrusted, isolated and duplicated information
- Managing products with complex hierarchies and attributes
- Sharing data efficiently across organizations
- Adhering to regulatory compliance requirements
- Syndicating or onboarding product data and content across multiple channels
- Integrating digital asset management
- Incorporating sustainability data management

Key benefits of Product Experience Data Cloud

- **Enhanced experiences**
Leverage accurate, up-to-date information to fuel engaging customer experiences (CX)
- **Speed time to market**
Launch and onboard new products and services
- **Increase transparency**
Inspire loyalty and trust with trading partners and customers
- **Reduce risk**
Implement and ensure regulatory and industry compliance
- **Inspire innovation**
Fuel creativity, unique insights and superior decision making
- **Enable transformation**
Eliminate data silos and legacy processes to drive business value
- **Improve collaboration**
Remove barriers and strengthen relationships and trust
- **Support global growth**
Launch localized promotions and enable agile market expansion

Enhanced features and functionality

To enable businesses to leverage product data to drive competitive advantage, we're constantly evolving our cloud-based offering, with a seamless, optimized UX, enhanced search and innovative features including:

- **Product data sourcing/onboarding:** Acquire and onboard data quickly and easily using an integrated import manager or the PDX onboarding cloud service.
- **Product data integration:** Synchronize touchpoints to drive superior outcomes with tools to assign and manage global identifiers and integrations with MongoDB, Amazon SQS, SAP Material Master Connector, Hybris, Ariba CIF, cXML and more.
- **Data modeling and governance:** Create a single source of truth using rules, controls, workflows and ML-based auto-classification to drive better decisions, downstream processes and results.
- **Content quality and enrichment:** Ensure data is fit for purpose, drive insight via embedded analytics and seamless localization via Lionbridge, SDL and a range of third-party services using the async framework in our extension API.
- **Generative AI:** Use trustworthy, accurate data with generative AI models, along with Open AI integrations, to generate product descriptions, image to text validations, translations and much more.
- **Digital asset management (DAM):** Protect asset ownership and copyrights with integrated DAM, enabling the organization, storage and retrieval of constantly growing volumes and varieties of unstructured content, including images, audio, video, animations and other digital assets.
- **Conform with industry standards:** Drive agility and time to value with optimized GDSN participation for onboarding/publishing GS1 formatted data, as well as support for other standards and taxonomies including BMEcat, ETIM and ECLASS.
- **Product data syndication:** Share information and content across multiple channels with the PDX syndication cloud service. It enables connectivity to content service providers (CSPs), data pools and directly to retail and channel partners. Monitor publishing status within channels, all in an easy-to-use cloud-based service.

What you can do with Product Experience Data Cloud

- Identify, link and source data from a variety of internal and external sources
 - Manage, model and govern via workflows and rules, and create a single source of truth
 - Maintain and enrich data quality to drive engaging, profitable, transparent experiences
 - Share, syndicate or onboard data to all stakeholders across multiple channels
 - Integrate product data across touchpoints and synchronize with system of record
 - Conform with industry standards for agility across systems and markets
 - Maintain compliance and governance via clear audit trails and record histories
- **Sustainability data management:** Support compliance with ESG standards by managing product-related sustainability data using Stibo Systems Sustainability Data Card framework.
 - **Print publishing:** Deliver superior content across both traditional and digital channels with Adobe InDesign integration.

A seamless, trusted platform from the trusted name in master data management

Trusted data has always been essential to success, but today, demand for transparency is redefining the concept. Customers want to know where products came from, how they are made, and the environmental and social impact record of the companies behind them.

Stibo Systems is a proven innovator in master data management, with deep experience empowering leading brands to drive success across industries and around the world. To learn more about our unique approach, visit [stibosystems.com](https://www.stibosystems.com).

About Stibo Systems

Stibo Systems is a leading enabler of trustworthy data through AI-powered master data management. Built on a robust and flexible platform, our SaaS solutions empower enterprises around the globe to deliver superior customer and product experiences. Our trusted data foundation enhances operational efficiency, drives growth and transformation, supports sustainability initiatives and bolsters AI success. 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 www.stibosystems.com.