

SYNCGUIDE



Multi-Channel Product Information Management



TABLE OF CONTENTS

3 INTRODUCTION

4 NEED FOR PRODUCT INFORMATION MANAGEMENT

6 SYNCGUIDE ARCHITECTURE

INTRODUCTION

In a given season, retailers introduce more than %60 new products, and on average %20 have errors due to duplicate information.

The Retail industry has unique requirements and challenges associated with Product Information Management at every step from the point of product idea inception to the design to data capture and ongoing product data maintenance. Some of these challenges are large volume of data, large numbers of Stock keeping units (SKUs) with slight variations of the same product, multiple sources of data inputs and multiple systems that need Product Data Synchronization to name a few.

In the customer centric competitive environment, companies need to maintain a consistent 360 degree view of products or services information both internally and externally. They need systems that deliver ways to acquire, maintain and disseminate tailored product information quickly across the various echelons in the supply chain.

Multi-channel product strategies is placing an ever greater need on the accuracy and completeness of product data within every organisation

SYNCGUIDE provides the perfect foundation for both suppliers and retailers for their business needs. It allows suppliers to manage and deliver item master data in a standardized, secure and reliable manner to their retailer customers and ensure retailers receive a high and standardized data quality.

NEED FOR PIM

The data management and governance challenges escalate with the vast number of variations used to describe a single product. Adding further complexity to product data management is that of sell-side vs. buy-side. Sell-side data is a controlled data set of product information; as a result, the data and the governance is structured and owned internally by the manufacturer or supplier. If the governance is structured intelligently, the structure enables multiple data uses such as exports to web catalogs, print catalogs, engineering libraries, and more.

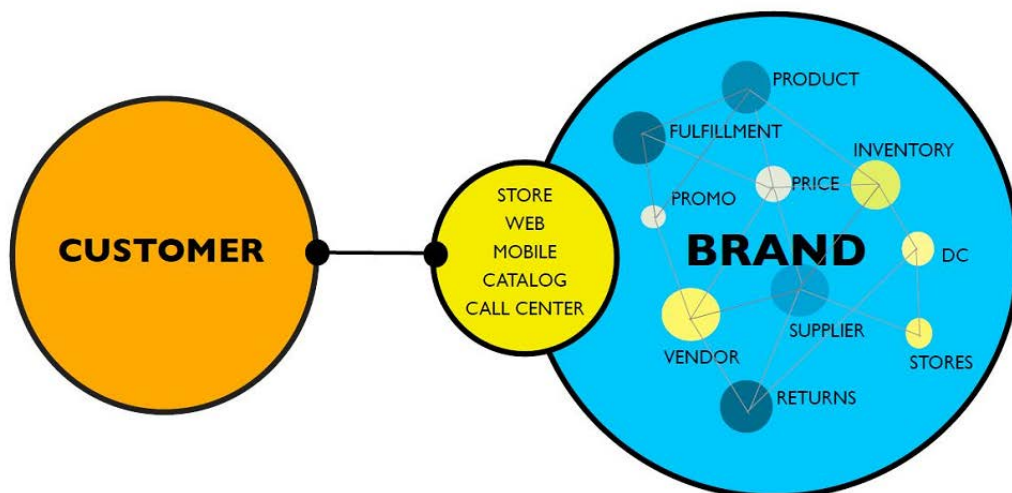
Retail business success depends on accurate product information. Product selection, purchasing, inventory management and logistics all depend on accurate initial item setup, as well as ongoing updates to item data.

Positioning ERP and PIM

Enterprise resource planning (ERP) system isn't a substitute for PIM. It provides glimpses of product identification data based on daily operations, but doesn't include a comprehensive view of all product-related data, and isn't designed to centrally manage the data or serve it back to those same applications. Worse, many companies have several different ERP systems in operation, which compounds issues with getting a single view of product truth.

PIM systems handle Product Data Management requirements that go way beyond what a traditional eCommerce or ERP system can handle. PIM system support maintenance and modification of product information within a centralized catalog to provide consistently accurate information to multiple channels in a cost-effective manner.

Success in a global market not only depends on getting the right product assortment to the right distribution channel at the right time, but also in ensuring that pricing, promotion, returns, fulfillment and other strategies are optimized. Inefficient product item management leads to high product costs, inconsistent quality, lost revenue opportunities, and reduced customer satisfaction.



Product information management focused on centrally managing information about products, with a focus on the data required to market and sell the products through one or more distribution channels (e.g., web sites, mobile, print catalogs).

At the end of the day, a manufacturer's inability to effectively leverage product information throughout the supply chain can have serious business implications:

- Delayed time-to-market or time-to-shelf
- Slow product introductions (new production introduction (NPI)) and product changes Inability to collaborate across internal and external constituents
- Error-prone and inaccurate product updates
- Inaccurate orders and increased returns
- Ineffective product branding and merchandising
- Inefficient processes, resulting in higher costs
- Redundant point solutions for product information
- Reduced customer satisfaction due to incomplete, out-of-date or incorrect data Depleted or overstocked inventory

Key Business Benefits:

Suppliers

- Time-to-shelf: reduce by 2 to 6 weeks (average)
- Order & item administration: improved by 67%
- Item data issues in sales process: reduced by 25% to 55%
- Quicker and easier new item introductions

Retailers

- Order & item administration: improved by 50%
- Order Coupon rejection at checkout: reduced by 40%
- Data management efforts: reduced by 30%
- Out-of-stock items: reduced from 8% to 3%

* Sources: GS1, GCI, Cap Gemini Ernst & Young

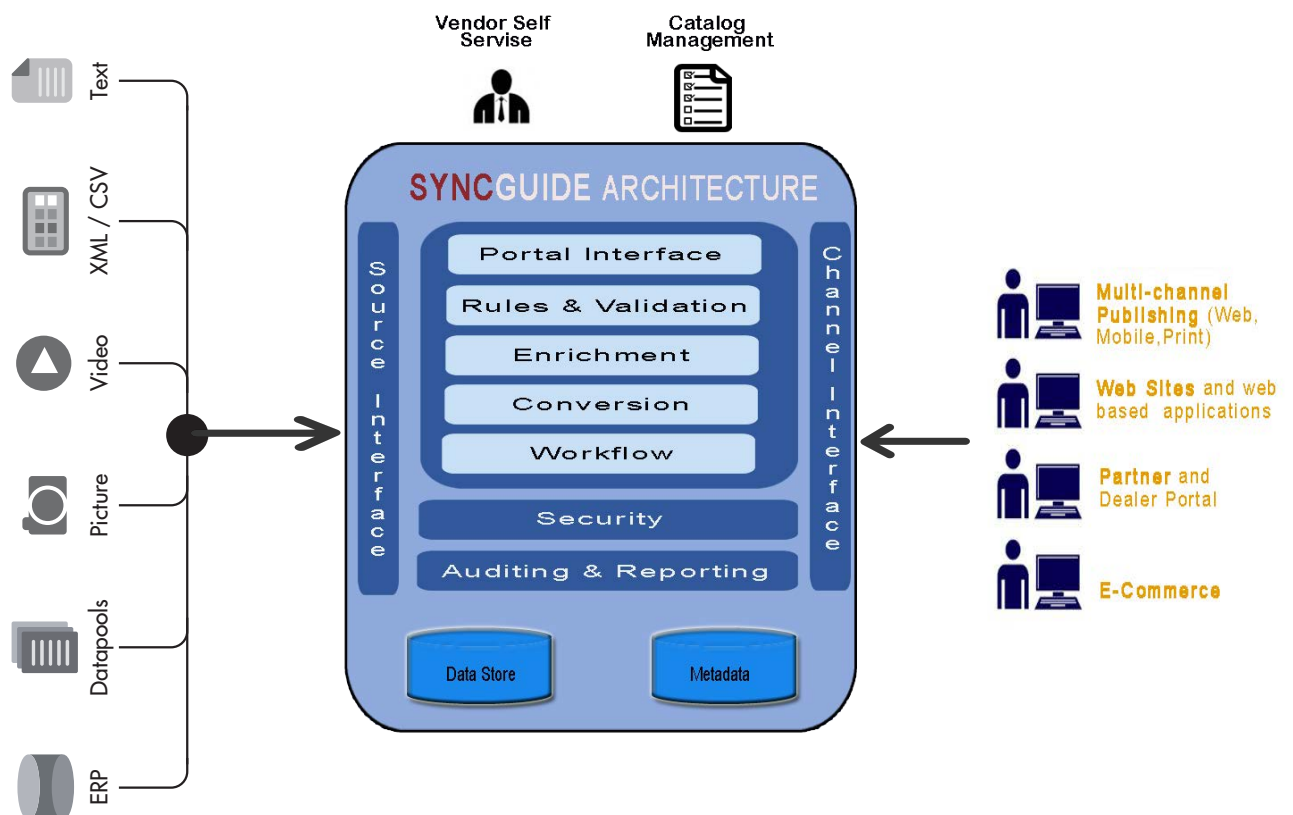
SYNCGUIDE ARCHITECTURE

SYNCGUIDE unites the product information of manufacturers, suppliers, distributors, service providers, employees and customers.

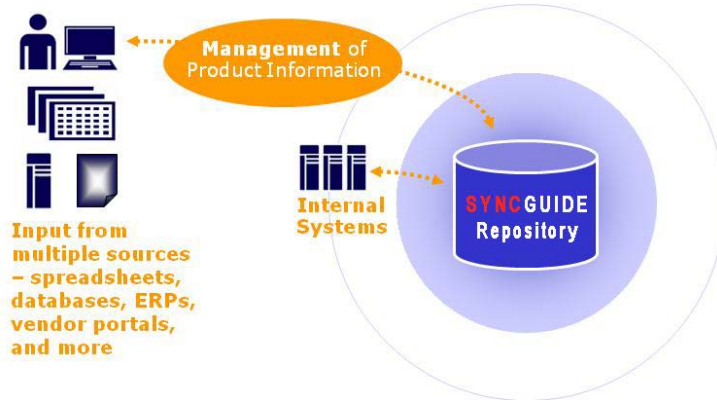
SYNCGUIDE is both a business alliance partner and a certified technical solution for GS1. A GS1 Framework has been created in SYNCGUIDE to adapt to all GS1 standards for catalog and pricing information. It covers various industry segments, which includes consumer market, retail, Liquor and other industries where GS1 is involved.

Below figure illustrates SYNCGUIDE solution architecture. It contains the Master Data Storage, Validation Engine, Conversion Engine, Workflow Engine, References, and the Metadata. This information is made available through the Security and Access Layer.

The Security & Access Layer enables authorized users to have customized views (i.e., views that contain a subset of the information). The information is made available both upstream and downstream through an Enterprise Service Bus—using mechanisms such as PubSub, Web Services, or Batch FTP—that will allow you to collect the information or publish it to your consumers whether they are supply chain, eCommerce, publishing, or stores.

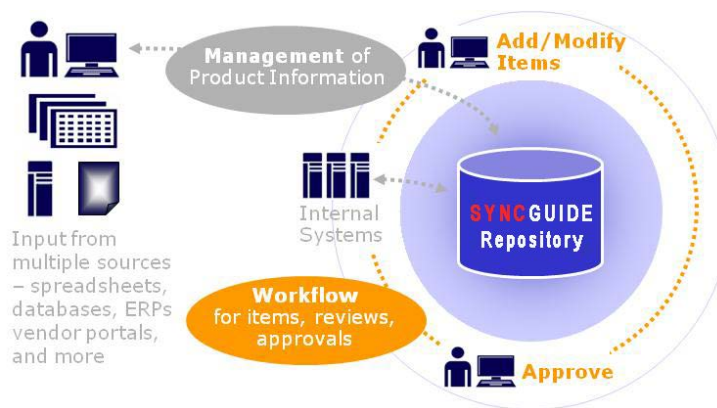


A look at SYNCGUIDE Product Information Management:



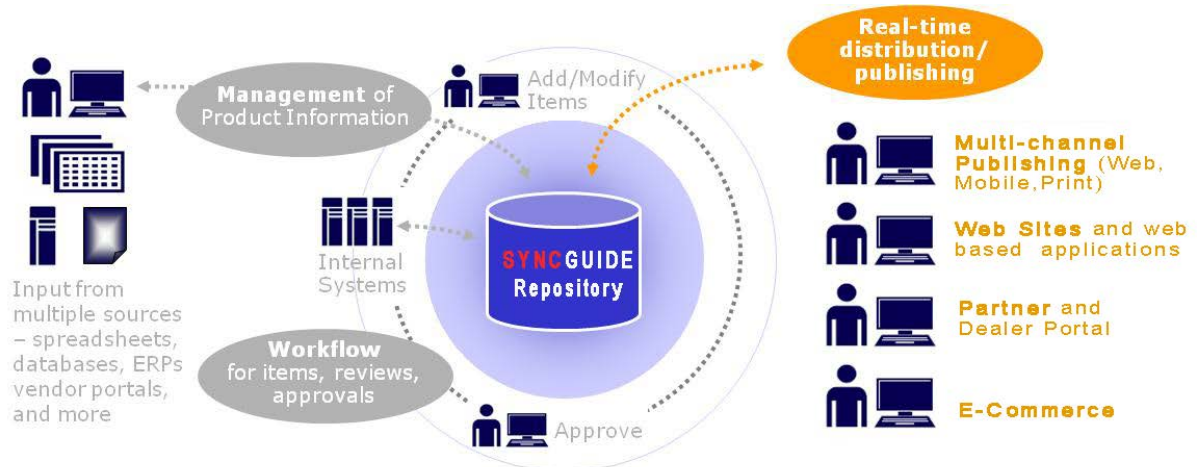
This sequence of diagrams illustrates the process and flow of product information management.

In the first diagram, product data is accessed from multiple sources such as ERPs, spreadsheets, and others, and referenced in a central virtual repository to create a single version of "product truth"



In the second diagram, workflow makes the connection between people and systems to automate key business processes that depend on or use product information

Finally, product information is leveraged in customer support applications, catalog production and management, sales portals, and e-commerce Web sites.



For More Information
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