Agenda de la démonstration

- **Illustration d'un processus métier**
  - **Workflow d'agrégation d'information produit, notification, enrichissement, validation, et publication**
- **Aperçu des fonctionnalités principales**
  - **Accès multidimensionnel à l'information produit**
  - **Modèle de données flexible et évolutif**
  - **Recherche, versioning, outils multiples de gestion d'information**
- **Illustration d'applications WPC**
  - **Grande distribution, Alimentaire et CPG**
  - **Automobile, Semi-conducteurs, Électronique, Télécommunications, Finance, etc.**

© 2004 IBM Corporation

Enrichissement de l'information produit

1 Reception des nouveaux produits de l'ERP

Information produit basique

2 Notification Automatique

Notification immédiate

3 Assignation des produits aux equipes

Enrichissement marketing collaboratif

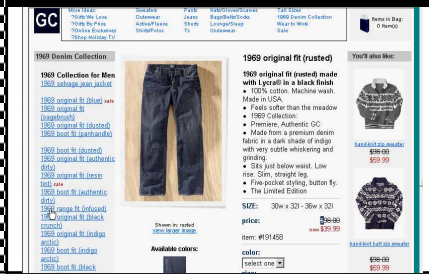
4 Prises de vue Studio

estion d'informations composites: Images & Information structurée

5 Validation temps-reel

Aperçu dynamique

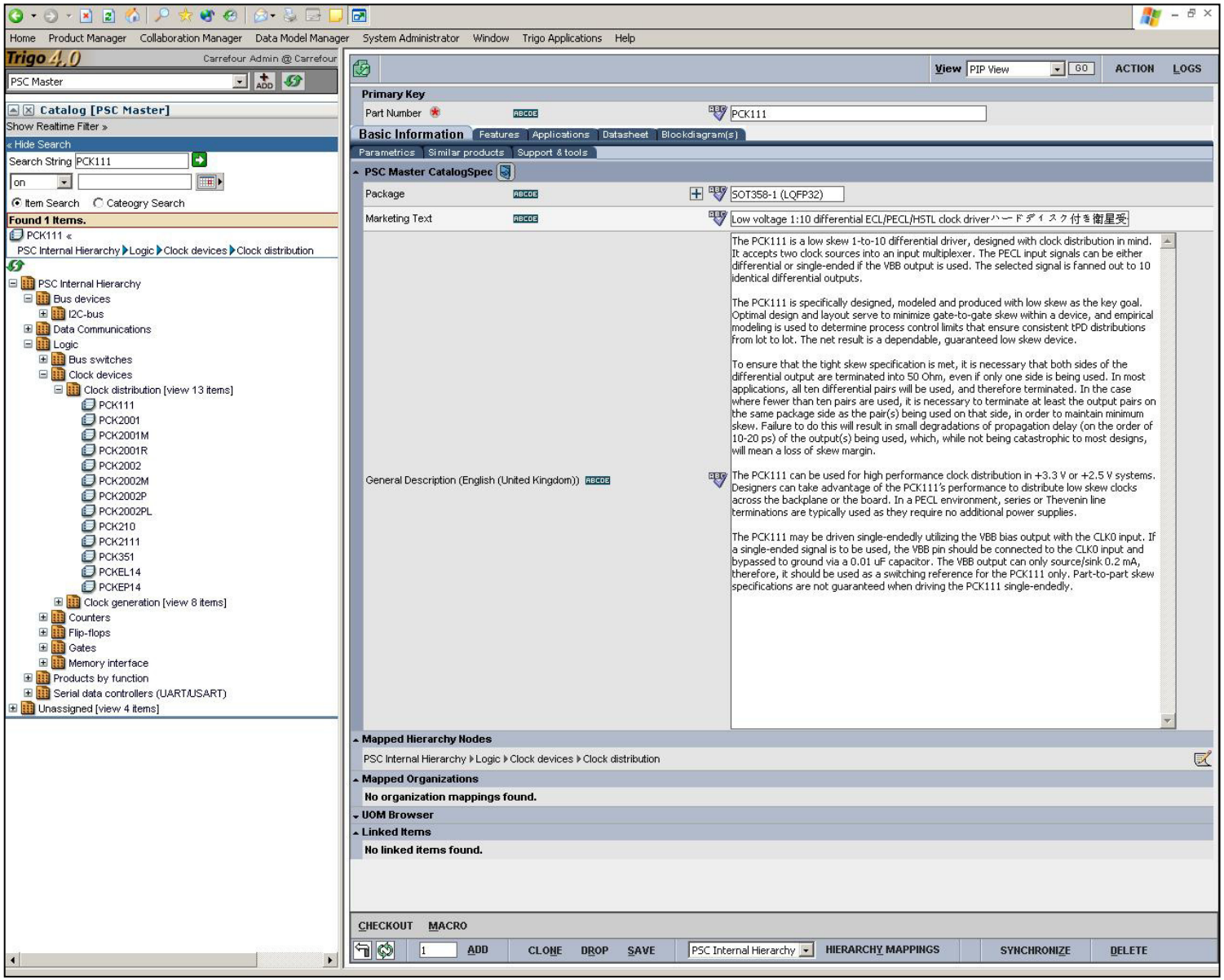
6 Publication vers le canal Web



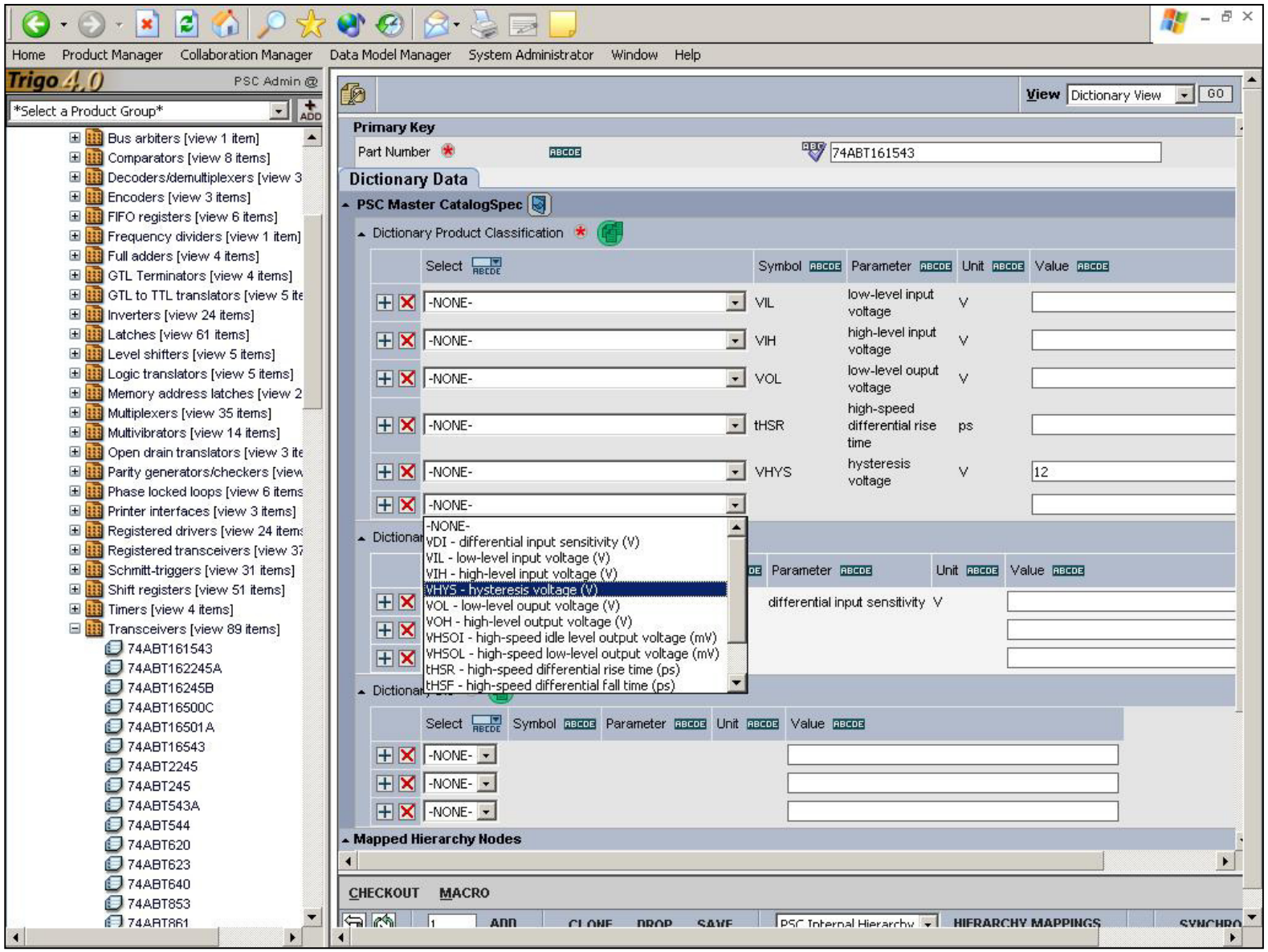
© 2002 IBM Corporation

Industrie du semi-conducteur

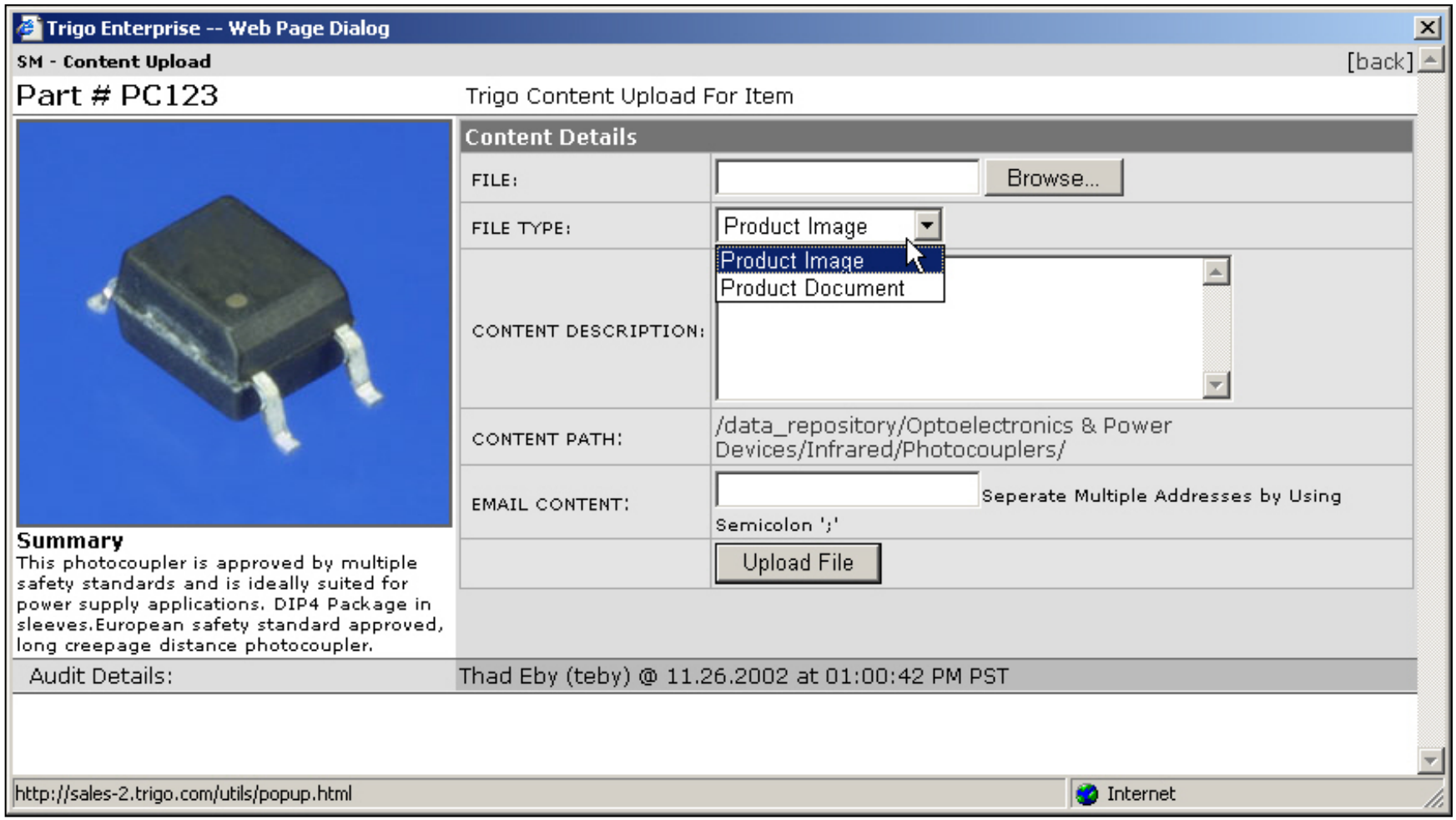
© 2002 IBM Corporation



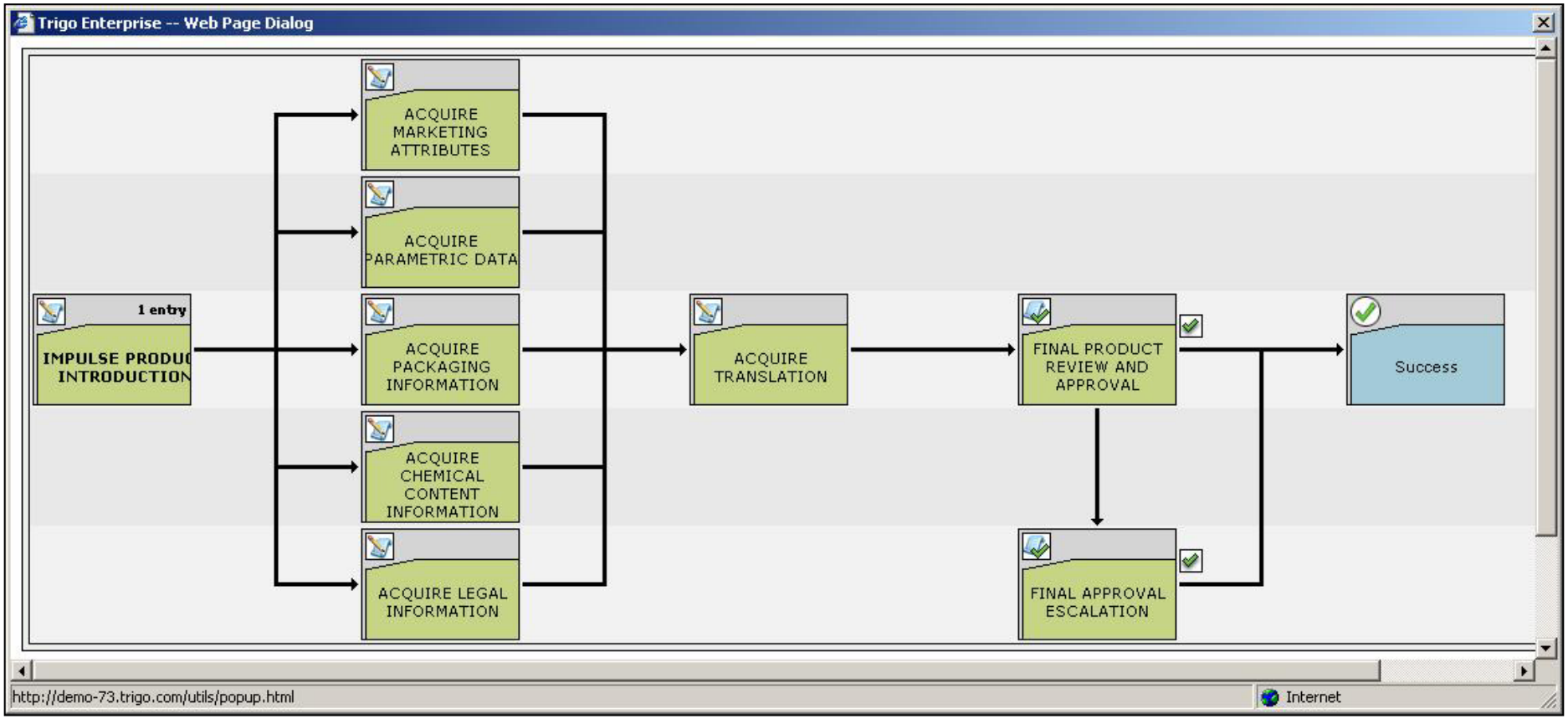
© 2002 IBM Corporation



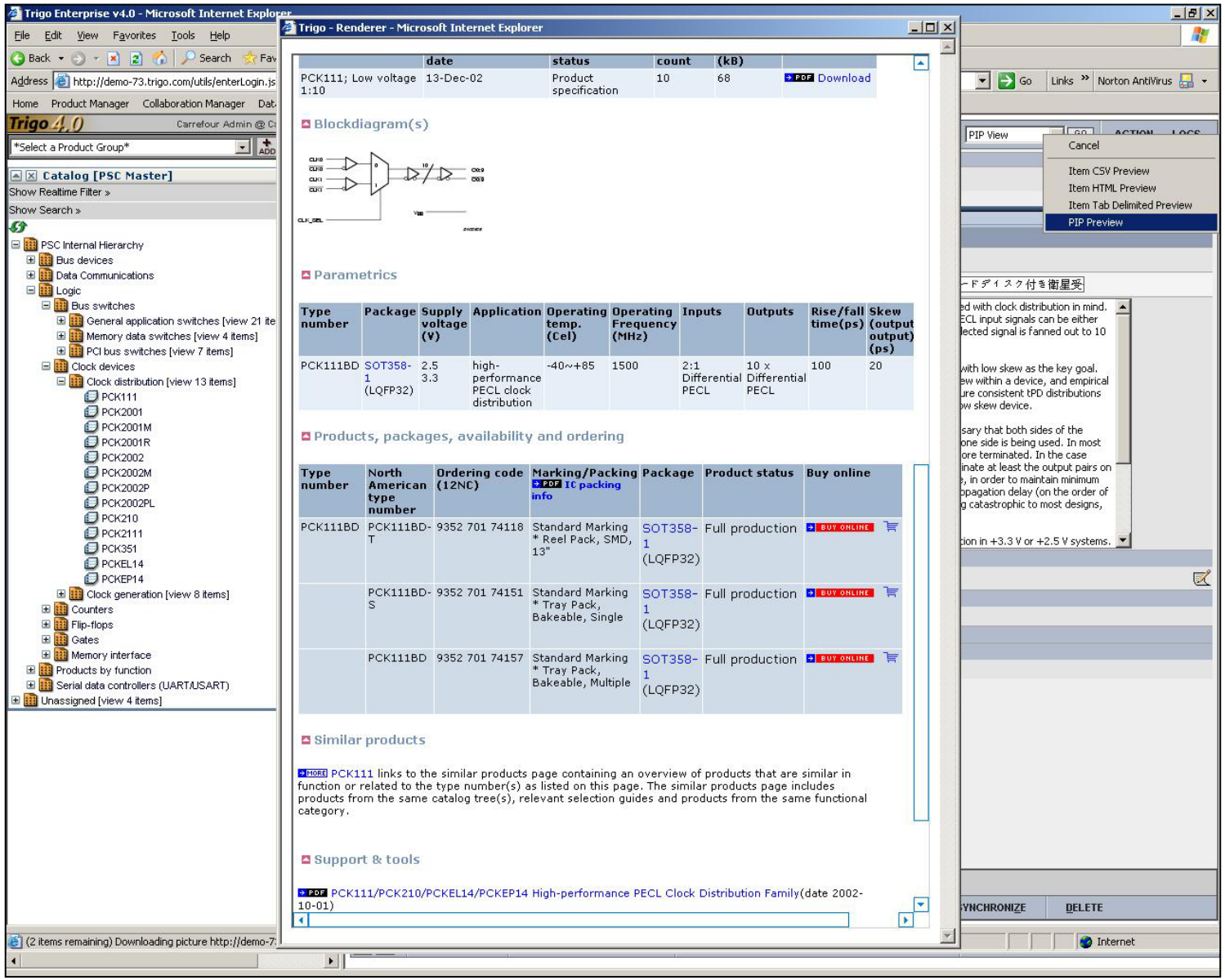
© 2002 IBM Corporation



© 2002 IBM Corporation



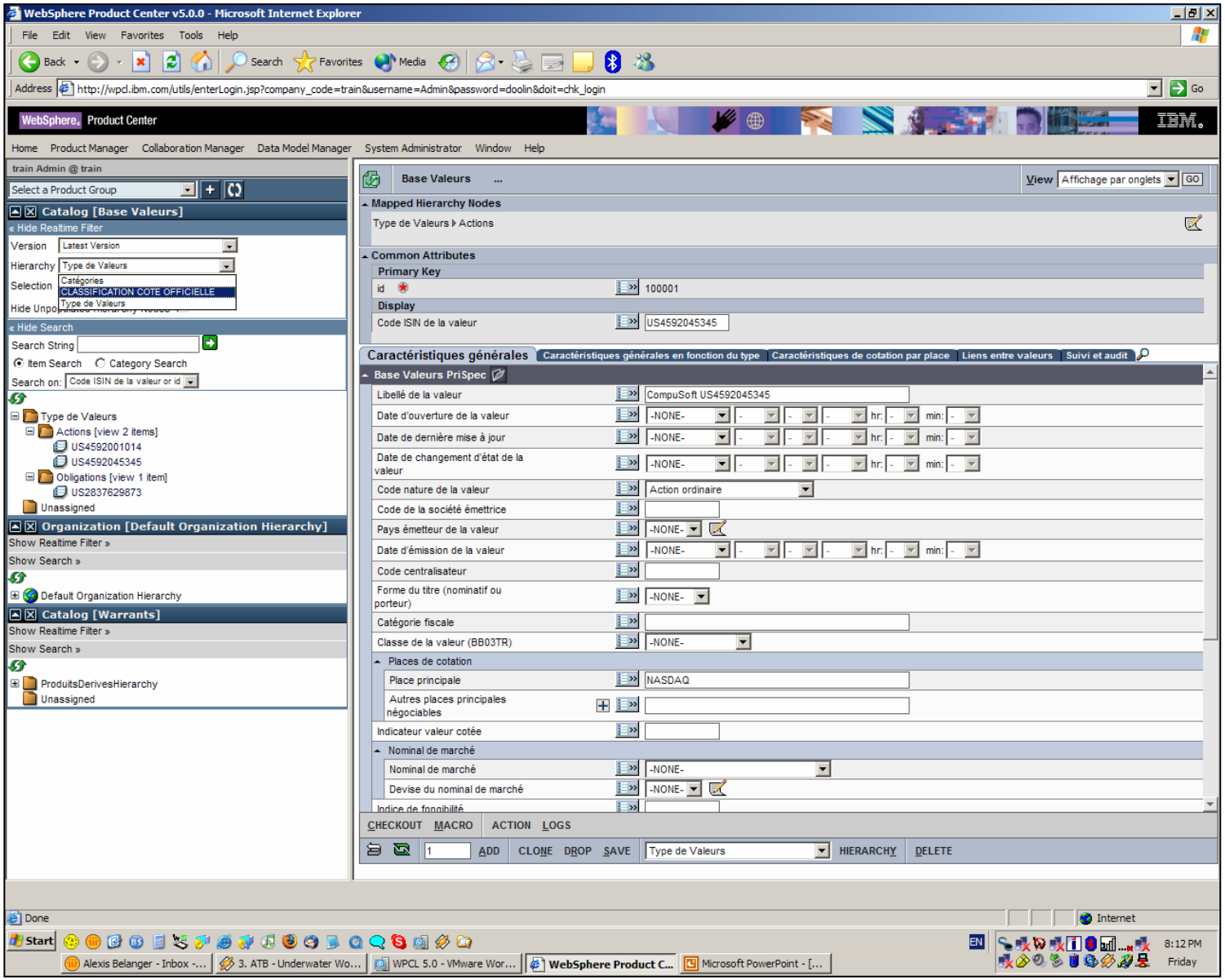
© 2002 IBM Corporation



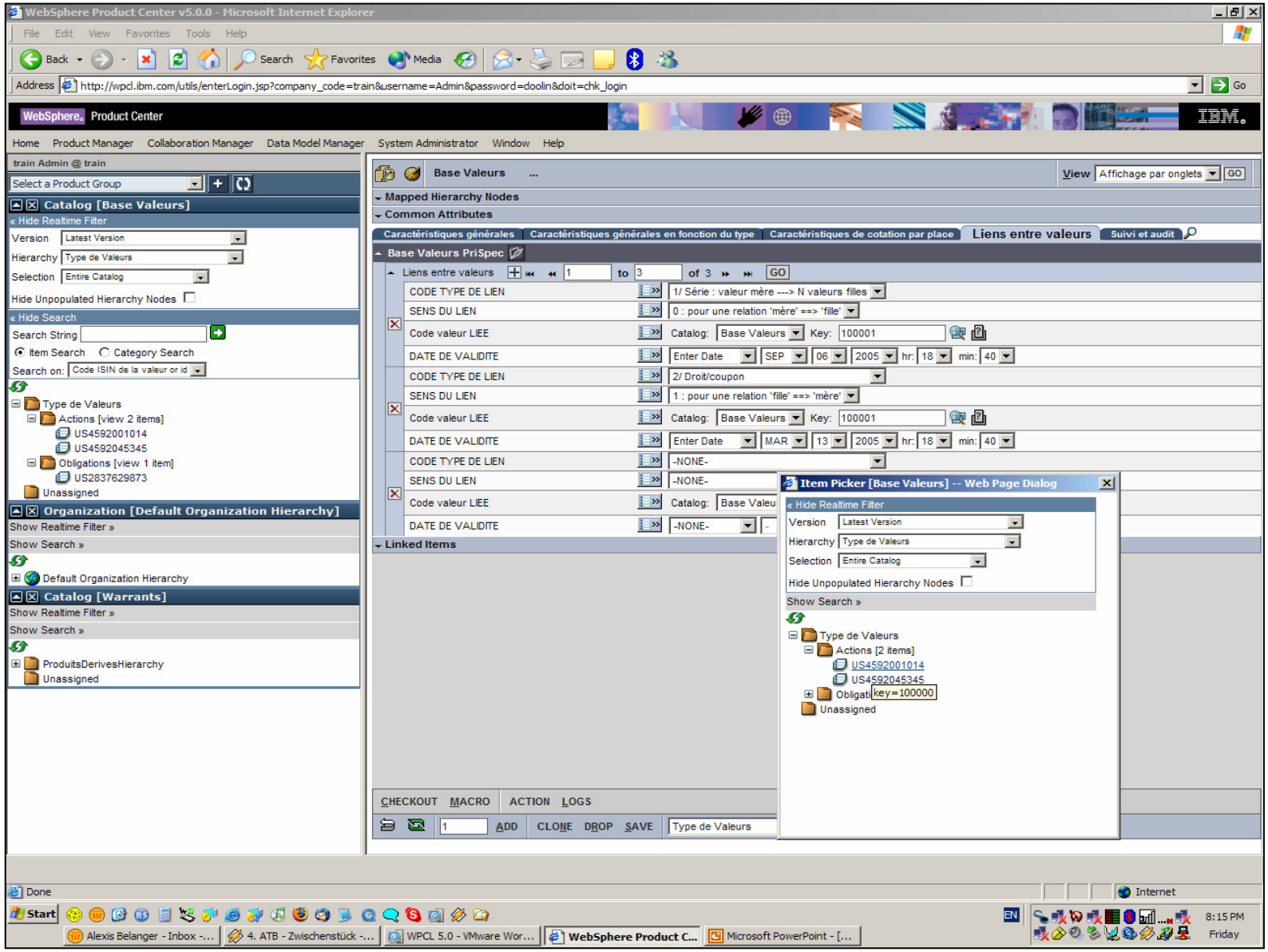
© 2002 IBM Corporation

Finance

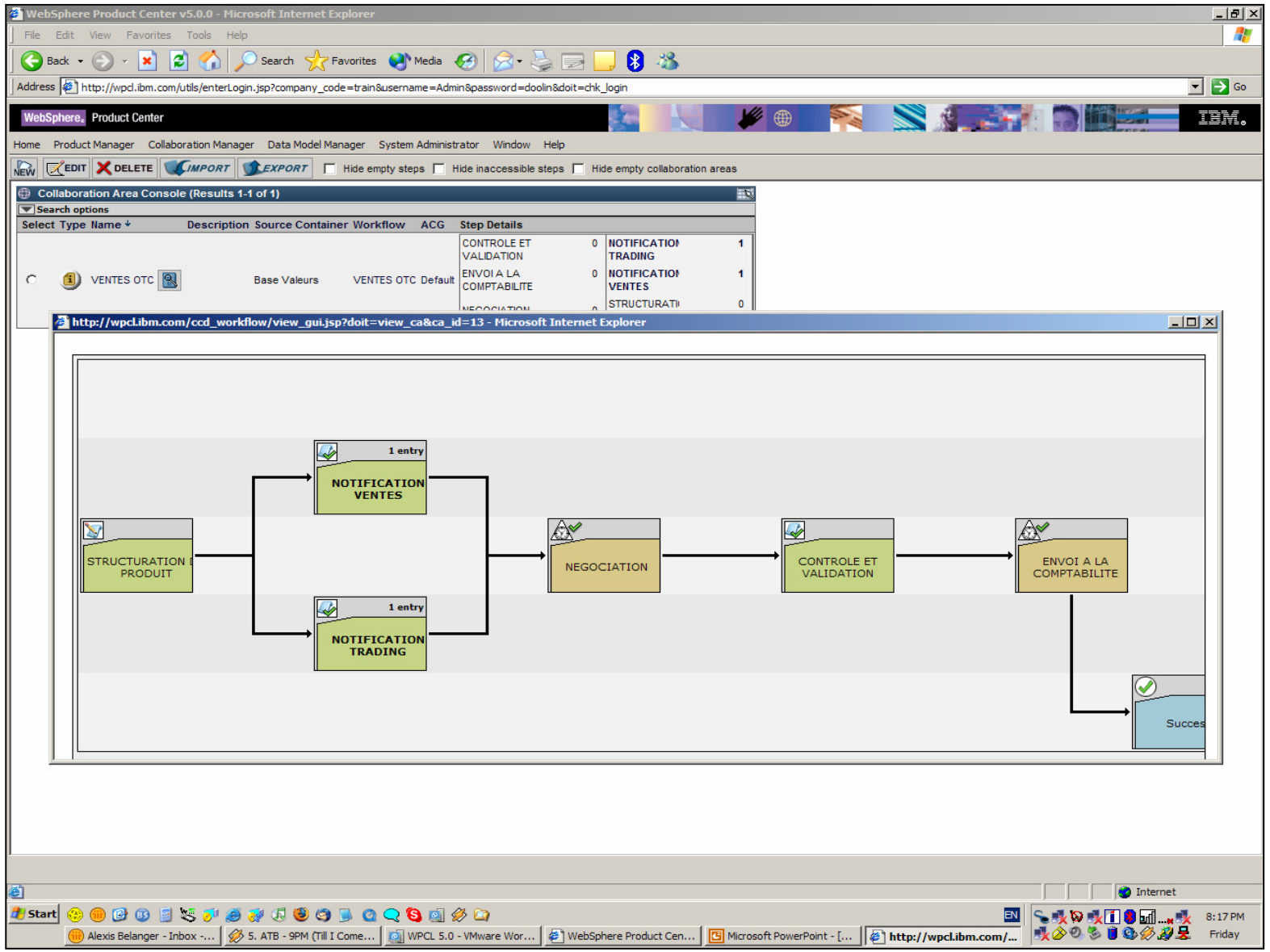
© 2002 IBM Corporation



© 2002 IBM Corporation

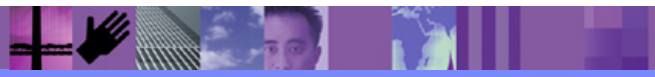


© 2002 IBM Corporation

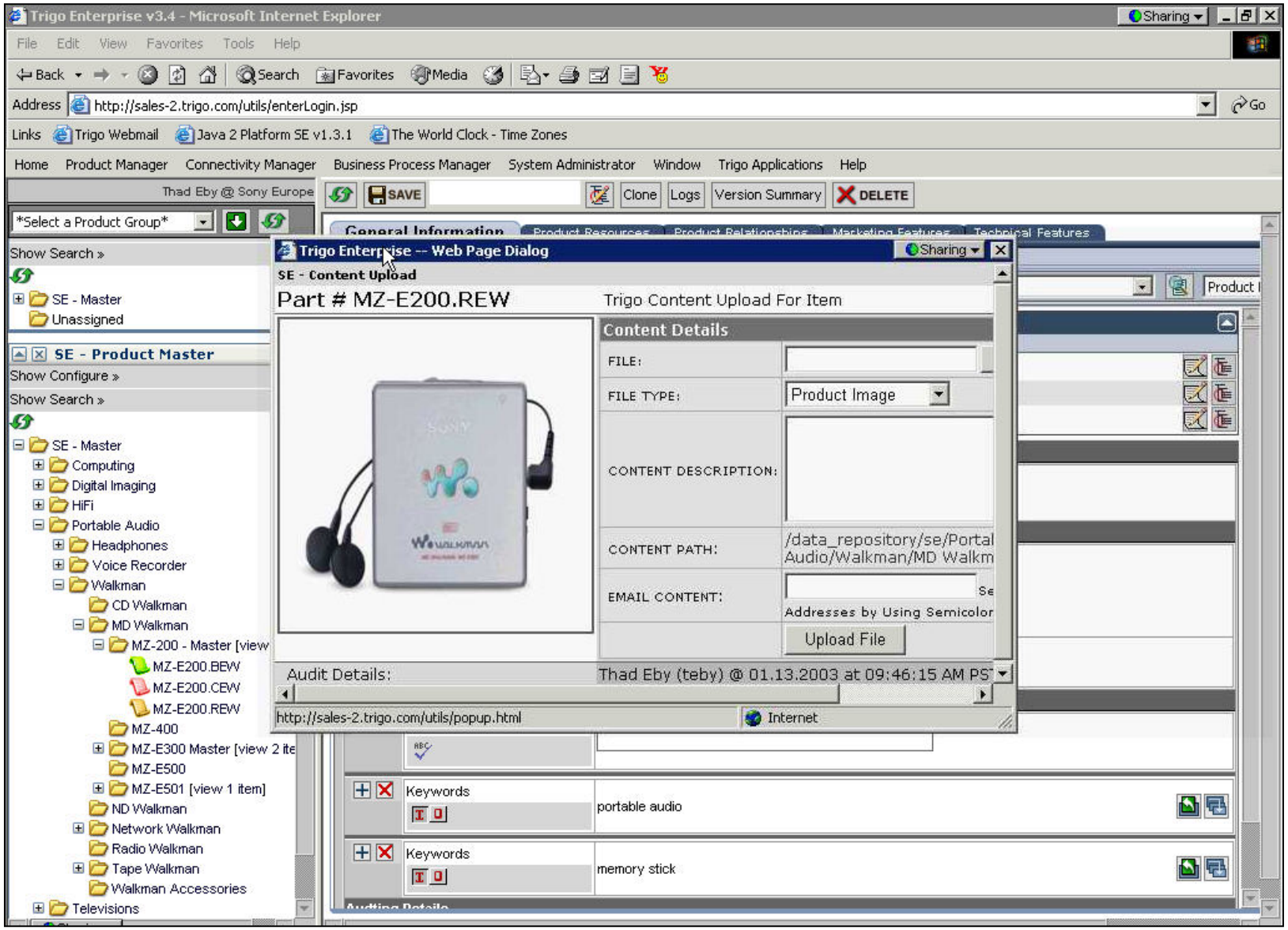


© 2002 IBM Corporation

Electronique



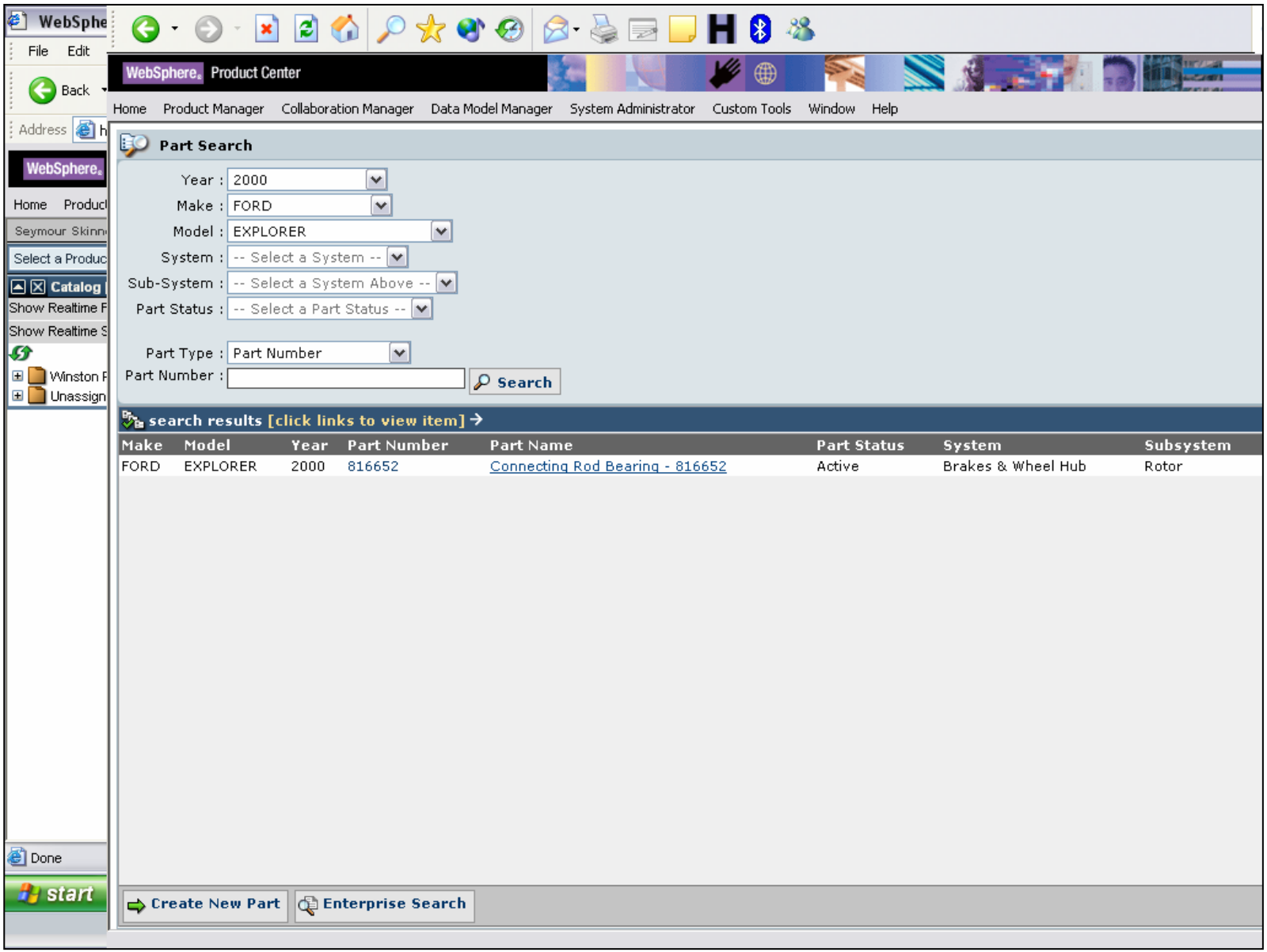
© 2002 IBM Corporation



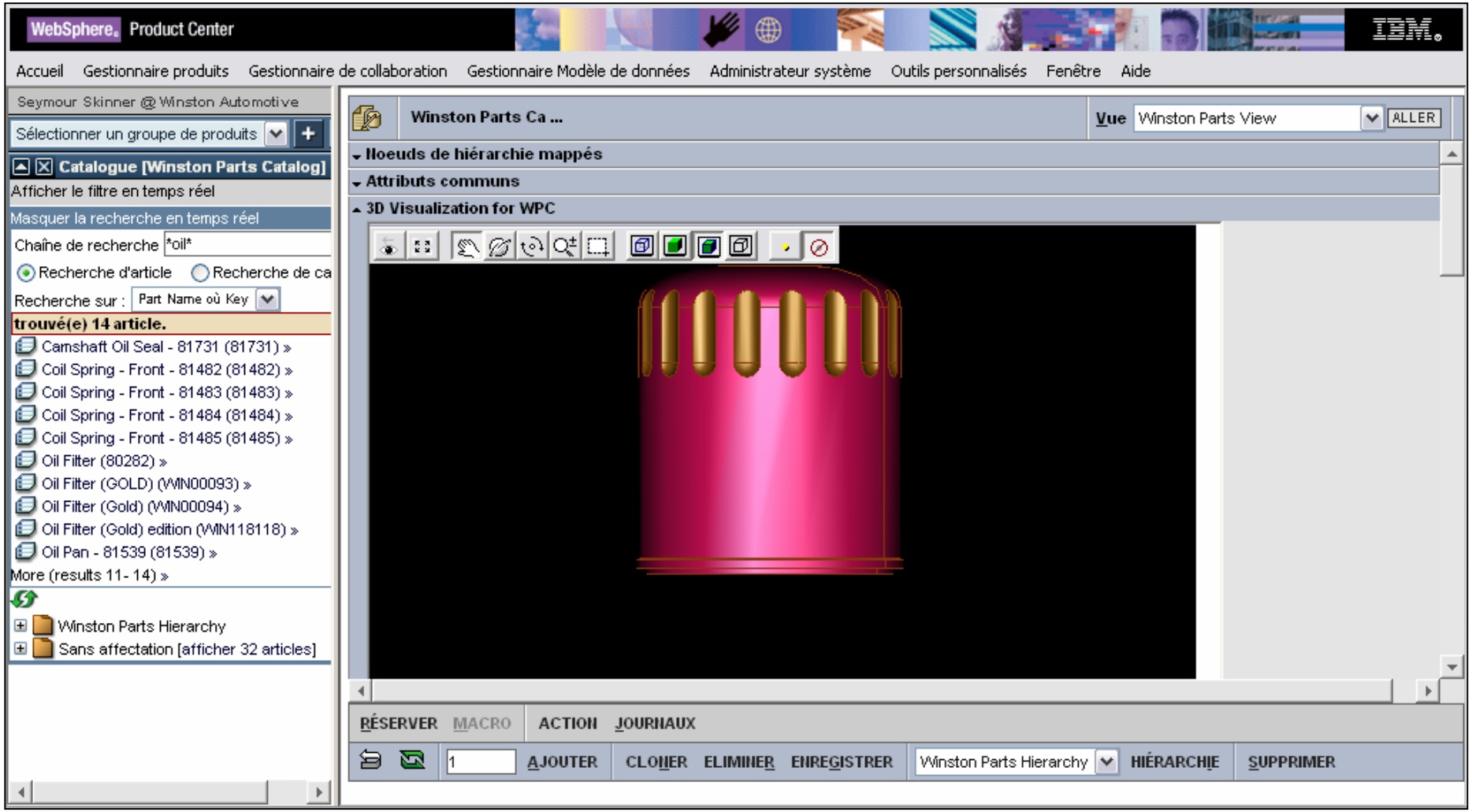
© 2002 IBM Corporation

Automobile

© 2002 IBM Corporation

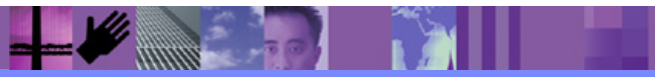


© 2002 IBM Corporation

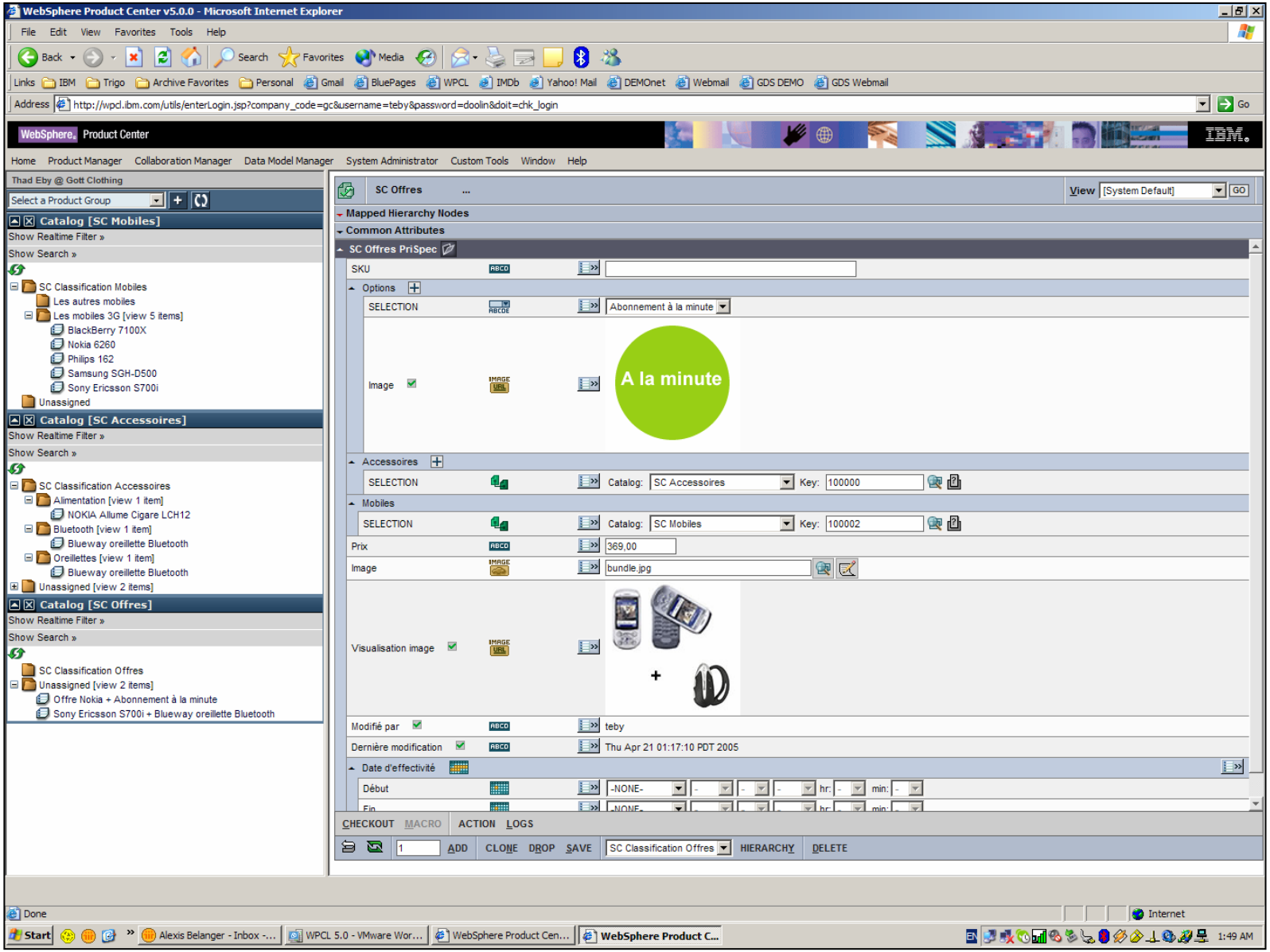


© 2002 IBM Corporation

Telecoms



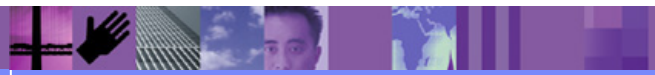
© 2002 IBM Corporation



© 2002 IBM Corporation

Agenda de la démonstration

- ✓ **Illustration d'un processus métier**
  - **Workflow d'agrégation d'information produit, notification, enrichissement, validation, et publication**
- ✓ **Aperçu des fonctionnalités principales**
  - **Accès multidimensionnel à l'information produit**
  - **Modèle de données flexible et évolutif**
  - **Recherche, versioning, outils multiples de gestion d'information**
- ✓ **Illustration d'applications WPC**
  - **Grande distribution, Alimentaire et CPG**
  - **Automobile, Semi-conducteurs, Électronique, Télécommunications, Finance, etc.**



© 2004 IBM Corporation