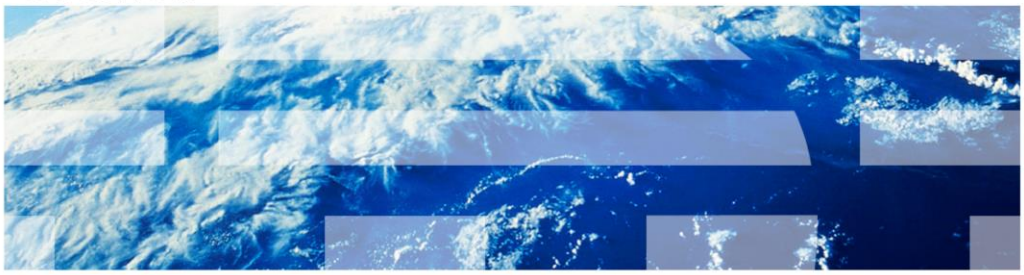
# InfoSphere Master Data Management Server for Product Information Management

## Overview



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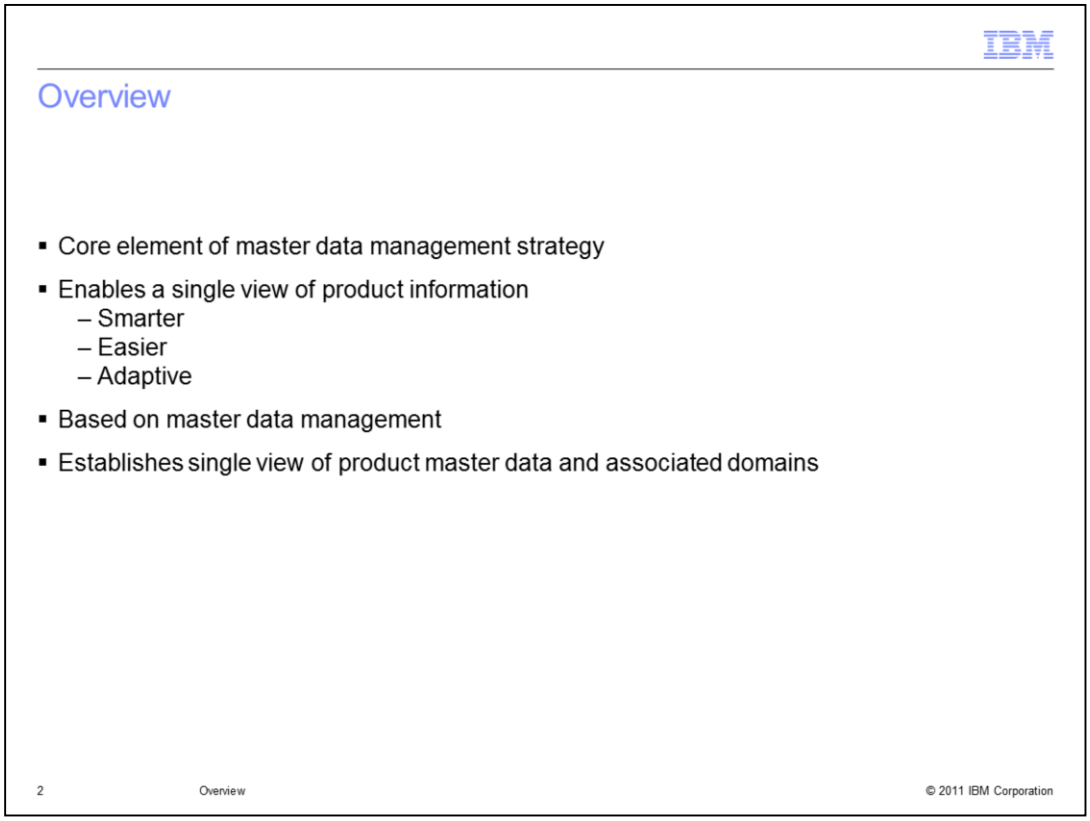
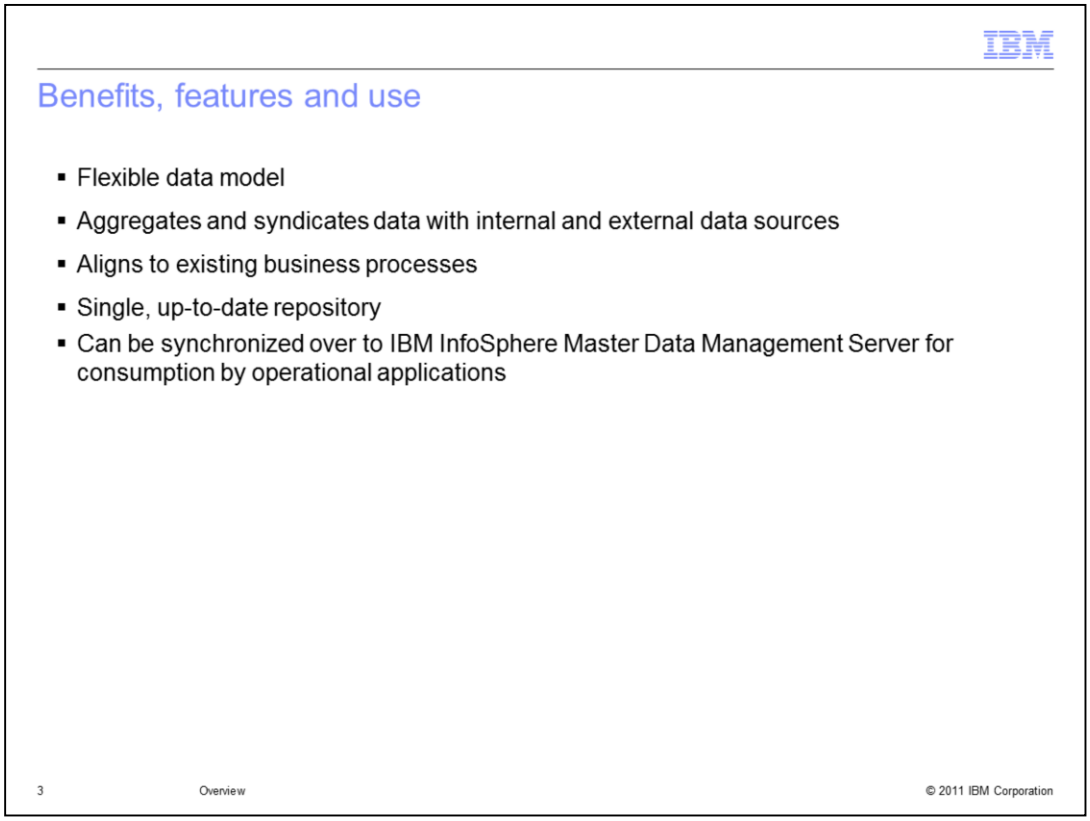
This presentation provides an overview and the benefits this product will provide your company when using InfoSphere Master Data Management Server for Product Information Management, formerly known as WebSphere Product Center.



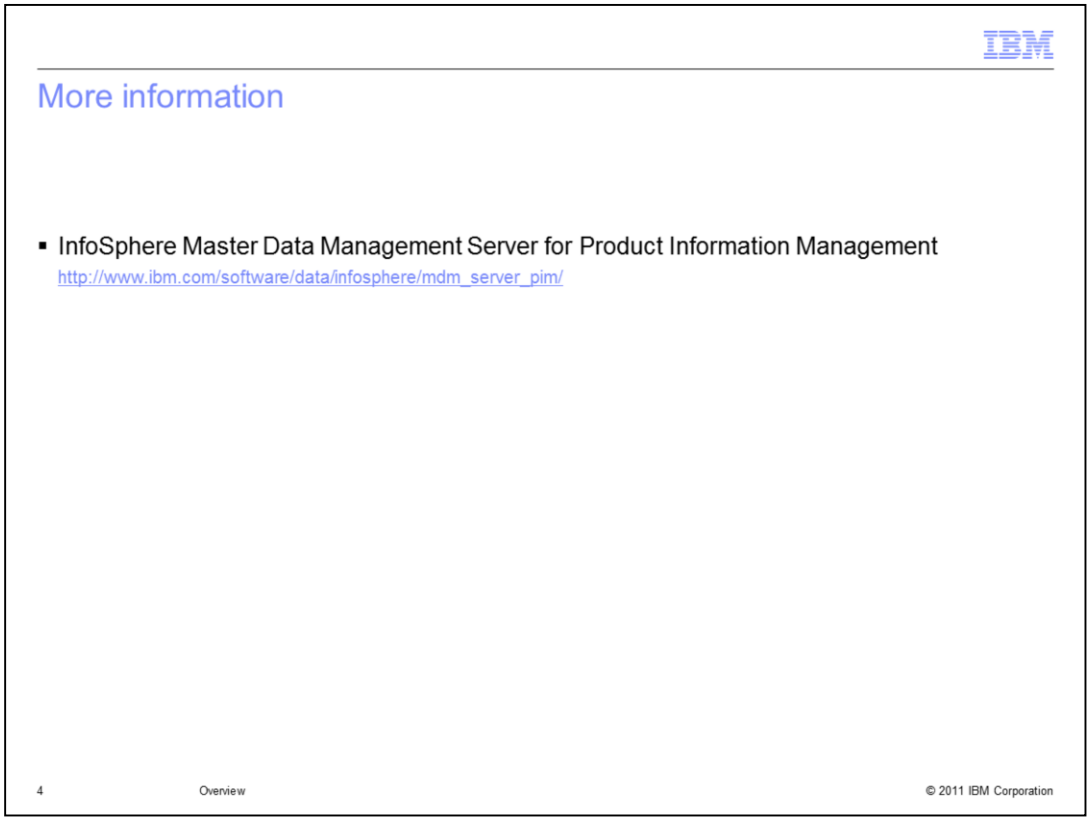

InfoSphere Master Data Management Server for Product Information Management is a core element of your master data management strategy. It enables you to establish a single view of product information for strategic business initiatives for smarter, easier and more adaptive solutions to drive better business decisions. These initiatives are based on master data management, or MDM, a practice designed to achieve and maintain a single version of truth across the enterprise. Managing product master data plays an important role in your company's measure of business performance. Establishing a single view of product master data and associated domains such as suppliers, vendors, and locations, enables your company to address key strategic business initiatives throughout the organization.




InfoSphere Master Data Management Server for Product Information Management provides a flexible data model, aggregates and syndicates data with internal and external data sources, and aligns to existing business processes. InfoSphere Master Data Management Server for Product Information Management provides a single, up-to-date repository. The repository contains trusted product, location, supplier and other information by building business processes that capture, enrich, and maintain a 360 degree view of data.

InfoSphere Master Data Management Server for Product Information Management includes a host of features that helps you integrate product information management into your enterprise systems. It also creates collaborative business processes and you will rapidly realize value from your product master data implementations. Products enriched in InfoSphere Master Data Management Server for Product Information Management can be synchronized over to IBM InfoSphere Master Data Management Server for consumption by operational applications.

Typical use cases include workflow collaboration scenarios built around various business initiatives such as "multi-commerce" and "New Product Introduction”. A complex set of workflows and approval processes follows that involves numerous users and approvers. Depending on the use case, an implementation for product master data can require features. Features such as a flexible data model, granular data access and security, real-time access, workflow, rich user interfaces, and business logic.




For more information on InfoSphere Master Data Management Server for Product Information Management, visit the website shown on this slide.

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