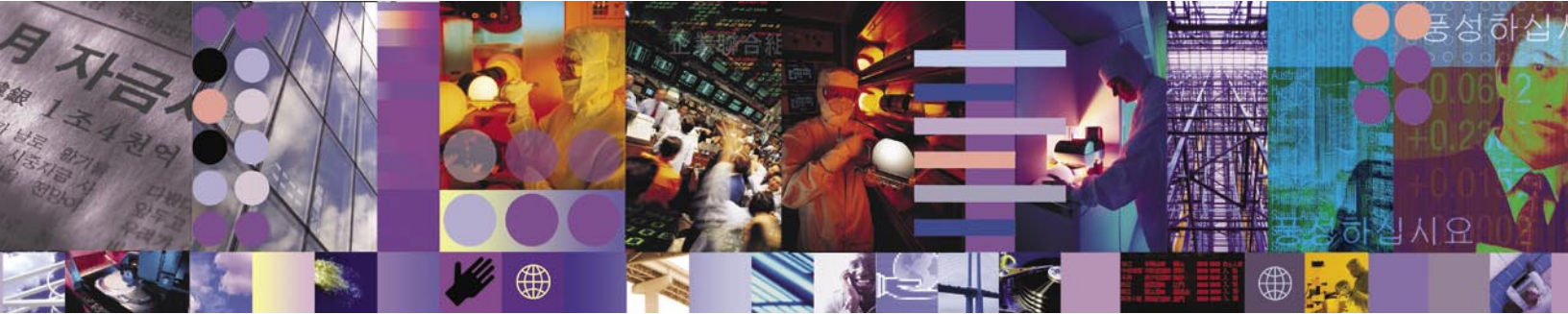


WebSphere® software

## IBM WebSphere Product Center for the semiconductor industry



### Highlights

- **Aggregate product information from multiple sources**
- **Enrich all the product information contained in existing systems**
- **Synchronize specific product content and formats with e-commerce systems, customers, multiple catalogs, partners, CRM applications and other internal and external systems — using a wide variety of different formats and protocols**
- **Enhance product planning and customer focus to encourage innovation**
- **Respond quickly to evolving market conditions, technological change, pricing pressures and intense competition**

As a semiconductor manufacturer, your organization deals with short production equipment and device life cycles, demanding customers with high quality-of-service expectations, a highly competitive environment, and an unpredictable economy and future. The result? You have to constantly create new products, revise existing products and sell them through an increasing number of channels. A robust product information management (PIM) solution can help you streamline operations so you can better innovate and respond more quickly to customer needs—and maintain competitive advantage in an evolving marketplace.

### Aggregate product information from a range of sources

IBM WebSphere® Product Center software establishes a central product information repository with business rules and processes that lets you aggregate and manage all of the data that is typically scattered across your organization's enterprise resource planning (ERP), product life-cycle management (PLM), legacy, customer relationship management (CRM) and data master systems. This leading-edge PIM solution also links product-related information with terms of trade and synchronizes this information internally with your existing systems and externally with original equipment manufacturers (OEMs), original design manufacturers (ODMs) and trading partners.

Rich automated business process capabilities and organizational modeling tools help you create, validate, approve and version product data—enabling you to manage the complete product information life cycle, down to the attribute level. You can leverage workflow capabilities to provide a consistent, accurate view of product information across your network of manufacturing facilities and assembly and test facilities. Helping you optimize product sales, from introduction to end of life.

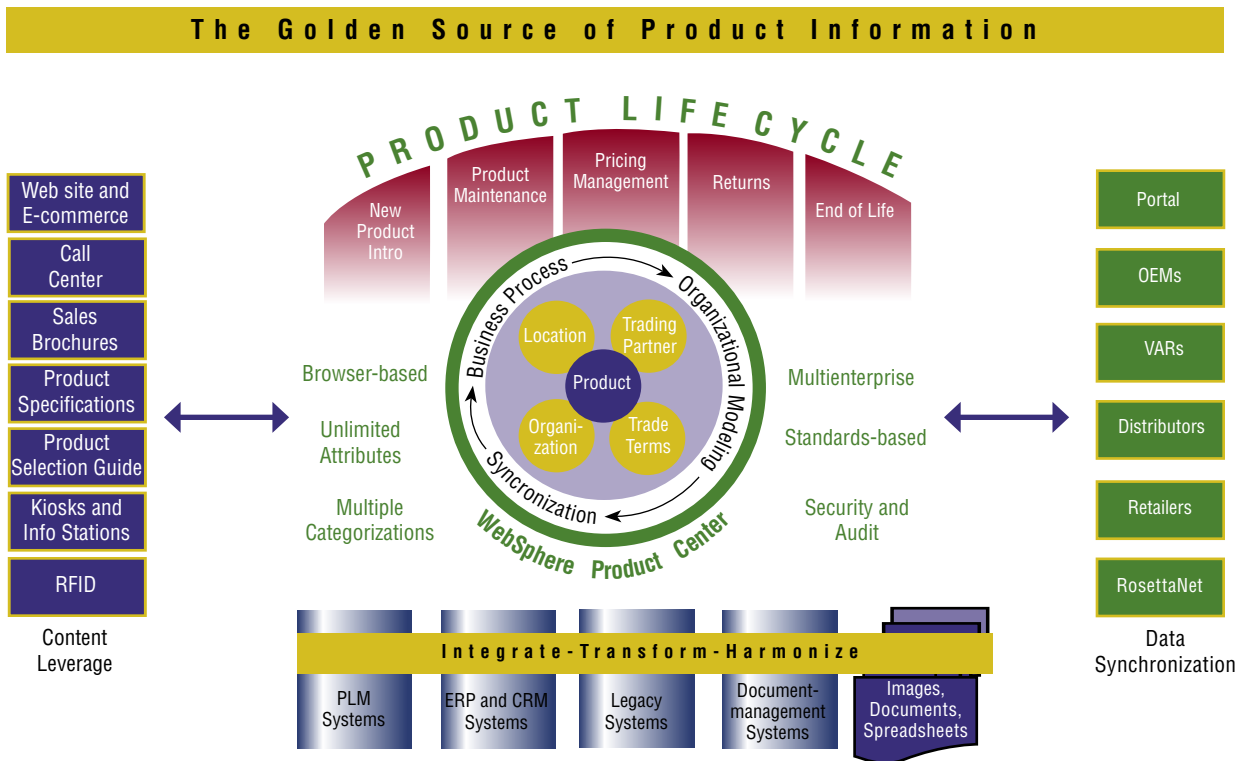
Using WebSphere Product Center, you can create and maintain accurate master product information centrally, while enabling facilities in any country to reuse, translate and transform this information to prepare for its own

distribution and sales plans. Your organization can set rules around what information can be modified locally, such as marketing features and benefits, while limiting what information should be retained as-is, such as technical specifications and warnings. Product information associated with brand identity is stored in the WebSphere Product Center central product information repository, so it can be reused consistently to preserve your organization's global brand equity.

**Enrich product information to meet your business needs**

WebSphere Product Center lets you enrich all product information contained in your existing systems, helping you to:

- Reduce costs, review cycles and time to market through an automated workflow.
- Accelerate the adoption of new technologies.
- Compete in a world where product life cycles continue to shrink.
- Improve products and processes faster to gain competitive advantage.
- Manage large volumes of information about devices with thousands of attributes.
- Comply with industry standards, such as RosettaNet.
- Enhance productivity through parametric search.
- Maintain accuracy and normalize all product information with support for multiple taxonomies.



IBM WebSphere Product Center aggregates, enriches and synchronizes your product information.

- *Track all changes and versions with full security, access control and change management.*
- *Customize product information to match your exact global and local needs.*

WebSphere Product Center enables you to effectively streamline, customize and automate business processes, such as new product introduction. You can leverage these processes to create, approve and authorize product information with optimal efficiency. And attribute-level access control helps you ensure that only appropriate users or groups have data privileges. These robust capabilities enable you to deliver an enterprise-class solution that can be accessed across multiple business units, geographies and users — both within and beyond your enterprise.

Using WebSphere Product Center, you can manage and track processes, like product content translation and approval, with full visibility into completion at each stage of the process. Product content managers can identify bottlenecks in the process and take corrective measures to help ensure on-time distribution of translated and approved product content. Technical documentation services and product information engineers do not have to

verify redundant content because a data dictionary is lacking. With WebSphere Product Center, they can focus on making sure that accurate features and characteristics have been associated with a given device. Marketing communication strategists can deliver selection guides more efficiently and accurately. Product marketing can spend less time manually scrubbing the bill of materials to identify parts. Web-content managers can leverage complete and up-to-date product information and make it available through public Web sites and customer portals. And customers can obtain consistent information across all touch points.

#### **Synchronize product content quickly and efficiently**

You can leverage WebSphere Product Center to synchronize specific product content and formats with e-commerce systems, customers, multiple catalogs (both online and paper), partners, CRM applications, and other internal and external systems — using a wide variety of different formats and protocols. After you've created or updated product information, it must be synchronized across multiple sales channels around the world. WebSphere Product Center

enables you to automatically publish nearly any set of global, region-specific, or retailer-specific information to virtually any destination, including e-commerce sites, value-added distributors (VADs), value-added resellers (VARs), distributors, ODM and OEM channels, print catalogs or collateral, and call centers. WebSphere Product Center can also aggregate and synchronize critical pricing changes and other product updates on an up-to-the-minute basis.

#### **A solution that can grow with your business**

Effective product information management is fundamental to running your business. WebSphere Product Center offers you a leading-edge, product information management solution. Leverage your product information to operate your business at the speed the market dictates. Become more efficient and respond faster. Get the jump on your competition. And realize significant business benefits as a result.

#### **For more information**

To learn more about IBM WebSphere Product Center, visit:

**[ibm.com/websphere/prodinfomgmt/](http://ibm.com/websphere/prodinfomgmt/)**



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