IBM

WebSphere® software

IBM WebSphere Product Center for the electronics industry

Highlights

- **Aggregates and enriches product information across existing systems**

- **Facilitates cost reduction by eliminating redundant data maintenance and increases revenues by providing richer, more relevant product information to customers and channel partners**

- **Helps keep you ahead of the competition by establishing a product information management foundation, so you can pursue initiatives, such as RFID, integrated e-commerce and GDS**

- **Responds quickly to evolving market conditions, technological change, pricing pressures and intense competition**

As a consumer electronics, semiconductor, computer or peripherals manufacturer, you depend on accurate, up-to-the-minute product information to successfully sell your products through various channels around the world. Bringing complex products with detailed specifications and high levels of configurability to a global market presents increasing product information challenges, including:

- *Marketing and selling across multiple geographies, to various cultures and in different languages — with product requirements, configurations and formats unique to each country.*
- *Synchronizing data across multiple sales channels, corporate divisions, partners, resellers, e-commerce sites and sales forces.*

- *Handling short production equipment and device life cycles, demanding customers, a highly competitive environment and an unpredictable economy and future.*
- *Scaling your operations and processes to handle the exponential growth of product information (for example, you might offer 10,000 products in 30 languages within 17 different geographical areas, using 12 different currencies).*
- *Creating, publishing and using product information across corporate business units, divisions and subsidiaries.*
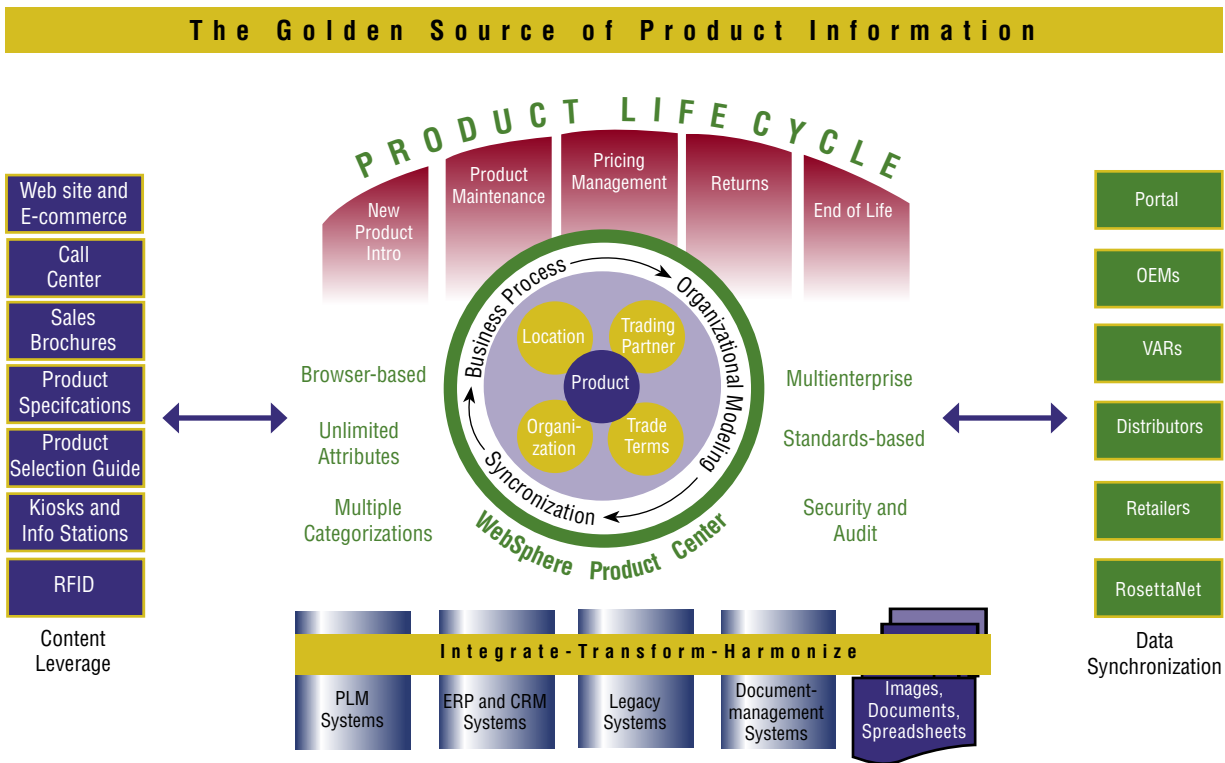
IBM WebSphere® Product Center software is a comprehensive solution that enables you to create, manage and synchronize your product information. You can integrate and centrally manage product information typically scattered across a range of enterprise resource planning (ERP), product life-cycle

ON DEMAND BUSINESS™

management (PLM), legacy, customer relationship management (CRM) and data master systems. This leading-edge product information management (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, based on industry standards, such as RosettaNet.

Provide a centralized location for product information

WebSphere Product Center allows you to build a central product information repository that captures complex, multilingual product information, as well as pricing data and other attributes you need to effectively merchandise your products in a variety of regions. Based on a data model designed to grow with your business, WebSphere Product Center effectively receives data imported from virtually any source, including multinational legacy, PLM, CRM, ERP or contract systems, promotional systems, and image

repositories. WebSphere Product Center also provides rich, automated business-process capabilities and organizational modeling tools that enable you to create, validate, approve and produce versions of product data — all to help you manage the complete product information life cycle, down to the attribute level. The result is a consistent and accurate set of product information that helps you optimize sales of each product from introduction to end of life.
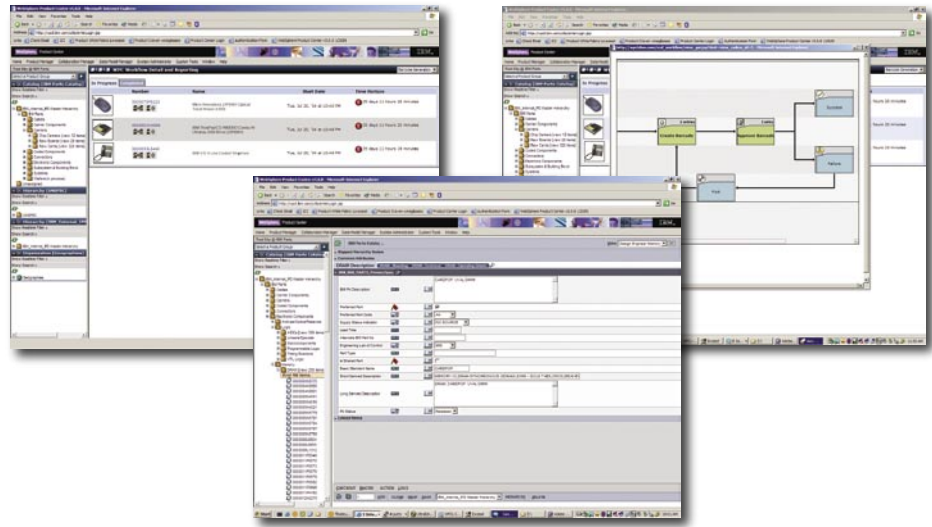
The Golden Source of Product Information

PRODUCT LIFE CYCLE

New Product Intro	Product Maintenance	Pricing Management	Returns	End of Life

Business Process
Organizational Modeling
Syncronization

WebSphere Product Center

Location · Trading Partner · Product · Organization · Trade Terms

Browser-based

Unlimited Attributes

Multiple Categorizations

Multienterprise

Standards-based

Security and Audit

Content Leverage

- Web site and E-commerce
- Call Center
- Sales Brochures
- Product Specifcations
- Product Selection Guide
- Kiosks and Info Stations
- RFID

Data Synchronization

- Portal
- OEMs
- VARs
- Distributors
- Retailers
- RosettaNet

Integrate-Transform-Harmonize

- PLM Systems
- ERP and CRM Systems
- Legacy Systems
- Document-management Systems
- Images, Documents, Spreadsheets

IBM WebSphere Product Center helps aggregate, enrich and sychronize your product information.

Using WebSphere Product Center, large, global electronics manufacturers can create and maintain product information centrally, while enabling regional managers to reuse, translate and transform it to support distribution and sales in various countries. Users 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 WebSphere Product Center and can be reused consistently to preserve global brand equity.

WebSphere Product Center includes an intuitive GUI that enables parametric search, real-time reporting and workflow.

Manage business processes more efficiently

WebSphere Product Center enables you to implement customizable, automated business processes, such as new product introduction, to optimize operational efficiencies. You can also take advantage of attribute-level access control, helping to ensure that only appropriate users or groups have data privileges. These business-process capabilities combine to deliver an enterprise-class solution that you can leverage across multiple business units, geographies and users throughout your value chain. With 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 appropriate steps to help ensure on-time distribution of translated and approved product content.

In the past, engineers had to verify redundant content because there was no data dictionary. But with WebSphere Product Center, that's no longer the case. Now, they can focus on making sure that features and characteristics have been associated accurately with a given device. This allows employees to focus on bringing innovative products to market faster, and helps give you a competitive edge.

Besides accelerating product launch and marketing processes, WebSphere Product Center also provides a crucial foundation for global data synchronization (GDS) and radio frequency identification (RFID). The world's largest manufacturers, distributors and retailers are standardizing on WebSphere Product Center to deliver synchronized product information with their trading partners through data pools like Transora, the Worldwide Retail Exchange (WWRE), UCCnet and SINFOS. RFID initiatives require a product information management (PIM) system like WebSphere Product Center to translate the electronic product code (ePC) stored on RFID chips into usable

business information. WebSphere Product Center and IBM RFID middle-ware can bring together electronic data interchange (EDI) transactions, GDS data, RFID track-and-trace information and enterprise product information to provide a broad range of high-value, strategic business solutions.

Synchronize globally to accommodate multiple sales channels

As soon as users have created or updated product information, it must be synchronized across multiple sales channels around the world. WebSphere Product Center enables you to publish nearly any set of global, region-specific or retailer-specific information to virtually any destina-tion, including e-commerce sites, value-added distributors (VADs), value-added resellers (VARs), OEM and ODM 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 can offer 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 a jump on your competitors. And realize significant business benefits as a result.

For more information

To learn more about IBM WebSphere Product Center, visit:

ibm.com/websphere/prodinfomgmt/

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