IBM

WebSphere software

Build your global data synchronization initiative on a scalable enterprise platform that leverages out-of-the-box functionality.

Highlights

- ***Build a strong collaborative foundation***
- ***Aggregate product information from multiple internal sources to prepare for global data synchronization***
- ***Enrich product information with other attributes required for global data synchronization***
- ***Connect to market-leading data pools***
- ***Stay current with the latest changes in global standards and data pools***
- ***Manage the global data synchronization life cycle of product information***
- ***Gain valuable insight into your global data synchronization activities to drive process improvements***

Forward-thinking consumer product manufacturers and consumer electronics manufacturers are leading the industry in adopting global data synchronization. According to A.T. Kearney, retailers and manufacturers that adopt global data synchronization are expected to save approximately US$1 million for every US$1 billion of revenue. These savings are realized in many ways, such as a three- to five-percent reduction in shelf out-of-stocks and a two-week reduction in time to market for new items.

Key features

- *Out-of-the-box support for EAN.UCC global standards*
- *Out-of-the-box support for business processes to prepare product information needed for global data synchronization*
- *Standard reports that provide both strategic and tactical views of global data synchronization activities*
- *Role-based user interfaces that are intuitive to technical and business users*
- *Best-in-class product information management middleware platform as its foundation*

Build a strong collaborative foundation

When fundamental and commerce-enabling information is easily shared and synchronized among supply-chain partners, the opportunity for collaboration can increase tremendously. Global data synchronization forms the foundation for many collaborative activities, such as radio frequency identification (RFID) and collaborative planning forecasting and replenishment (CPFR). Leading consumer products manufacturers and consumer electronics manufacturers have recognized this opportunity and have begun to invest in global data synchronization initiatives as a result.

Aggregate product information from multiple internal sources to prepare for global data synchronization

IBM Global Data Synchronization for WebSphere® Product Center provides a product information repository with business rules and processes that let you aggregate all the data typically scattered throughout your organization's enterprise resource planning (ERP), product life-cycle management (PLM), legacy, customer relationship management (CRM) and data master systems. You can also aggregate product information across regions and countries to establish a repository from which you can synchronize to a data pool.

The foundation to enabling global data synchronization is built by aggregating all relevant product information into a single repository before sending it to your trading partners. This repository, in turn, enables you to more easily manage the data synchronization life cycle of your information. The solution is built on top of market-leading product information management software, WebSphere Product Center, providing you with enterprise-class robustness, performance, scalability and integration capabilities.

Enrich product information with other attributes required for global data synchronization

Early adopters of global data synchronization understand that the success of any data synchronization initiative requires the involvement of cross-functional groups beyond

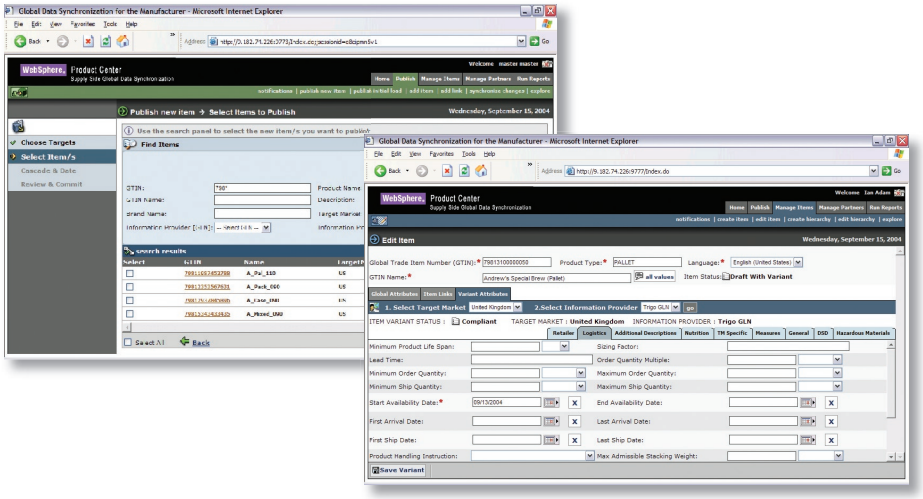
the IT department. This involvement is supported in Global Data Synchronization for WebSphere Product Center with intuitive and process-driven user interfaces that both technical and business users will find easy to use. This flexibility helps reduce the upfront and continuing training costs required to get your employees up to speed about how to use Global Data Synchronization for WebSphere Product Center.

The information necessary to perform global data synchronization among your trading partners might require more than what you have already assembled from your internal systems. Global Data Synchronization for WebSphere Product Center allows you to supplement your aggregated information using product information enrichment processes that come packaged with the solution. These processes streamline the enrichment process to further shorten the time required to make critical information available to your trading partners. As a result, you can reduce the time it takes to introduce new products to your trading partners — and enable them and you to reap top-line benefits in the process.

Inherent in these processes are security mechanisms and collaboration capabilities that enable users to only view the product information for which they are responsible. Global Data Synchronization for WebSphere Product Center uses both online and e-mail communications to notify different users to perform required enrichment actions at the right time. You can also run a compliance check to help ensure that the enriched information is accurate. A compliance check can reduce the number of potential errors that can result from downstream processing by data pools and your trading partners. And you can reduce costly changes required to modify and reprocess product information across data pools and your trading partners' systems.

Connect to market-leading data pools

Global Data Synchronization for WebSphere Product Center will allow you to connect to market-leading data pools, such as Transora, UCCnet and Worldwide Retail Exchange (WWRE). Support is also provided through Transora for UDEX (UK). The solution includes out-of-the-box functionality to support the data model and message choreography required by these data pools. Not only does this support help lower the cost of implementation for you, but it also allows you to focus on the more important task of getting your product information ready for data synchronization.



Wizards guide business users through required steps to complete tasks, such as providing global and global-local attributes, to move items through the data synchronization life cycle.

The likelihood of your customers connecting to different recipient data pools is very high. To keep pace, Global Data Synchronization for WebSphere Product Center includes built-in support that lets you connect to multiple data pools. So you can avoid issues of data redundancy, inconsistent user interfaces across different data synchronization solutions, and the overhead of managing product information and the data synchronization process across different solutions.

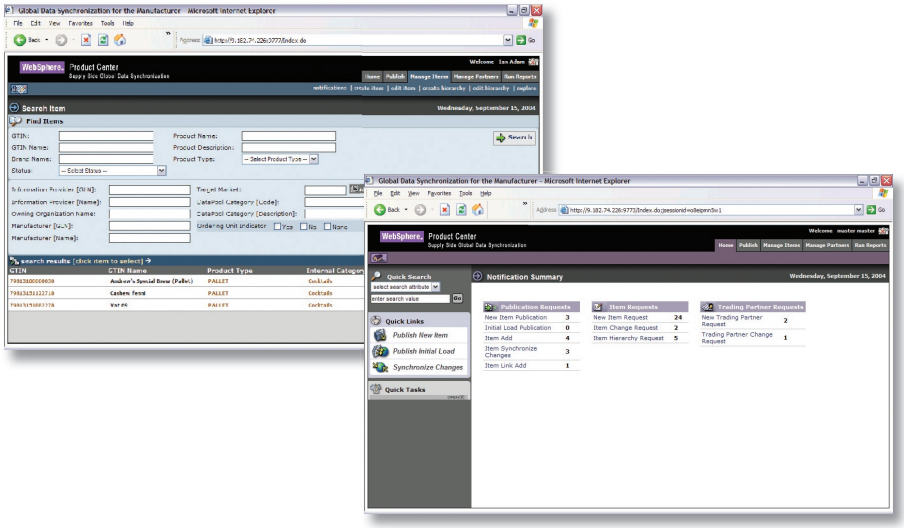
Stay current with the latest changes in global standards and data pools

Global Data Synchronization for WebSphere Product Center helps you stay current with the changes in global standards and in data pools that are supported by the solution. This helps lower your total cost of ownership because it removes the burden of having to constantly make data model and message set changes to stay current with standards and data pools. Keeping up with these changes becomes costly over time, especially when standards and data pools are constantly evolving. You can reduce your total cost of ownership even more when you need to connect to multiple data pools.

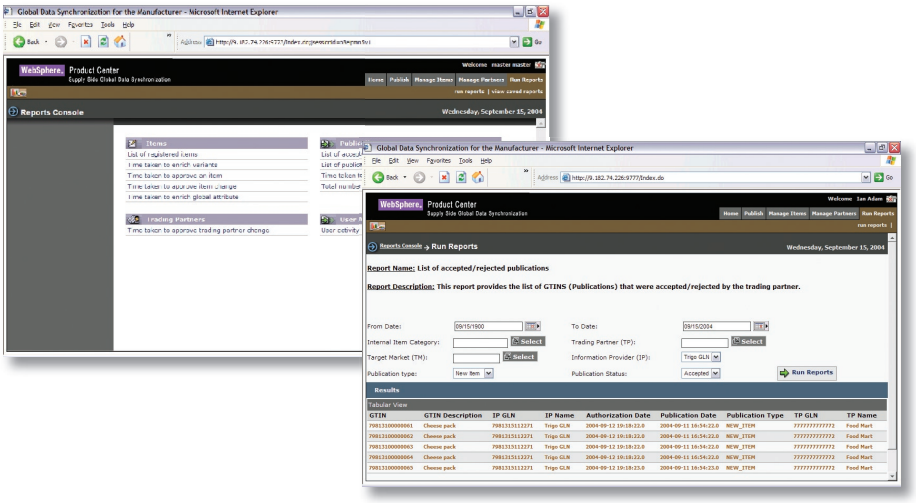
Manage the global data synchronization life cycle of product information

Global Data Synchronization for WebSphere Product Center allows you to manage the data synchronization life cycle of your product information. This gives you visibility into the state of your product information where it resides locally in your system, and also where the data is in relation to its synchronization status with the data pool to which you are connected. You can leverage this visibility to effectively manage your information locally while also helping to ensure that you are kept in sync with the data pools and trading partners with which you collaborate.

You can also track the transition of your product information through the different data synchronization life-cycle states. This insight is critical in helping you augment your broader product information management processes, as well as helping you better understand how these processes impact your trading-partner information and collaboration activities.



Global Data Synchronization for WebSphere Product Center provides intuitive interfaces, including a notification summary that directs users to items requiring action and search functionality that locates items throughout the solution.



Standard reports, as well as custom-built reports, provide insight into your data synchronization activities, creating opportunities for you to improve your overall processes internally and with your trading partners.

Gain valuable insight into your global data synchronization activities to drive process improvements

Global Data Synchronization for WebSphere Product Center comes packaged with standard reports that provide summary and detailed views of your data synchronization activities. For example, with these reports, you are able to:

- *Determine which parts of your information-enrichment process need to be streamlined to help ensure that information is prepared for data synchronization in less time.*
- *Understand which of your trading partners have responded positively or negatively to the publications you have sent to them, so your sales team can address their needs.*
- *Establish the time required for your trading partners to respond to your publications, so you can spend more time streamlining the data synchronization process with specific trading partners.*

A robust global data synchronization solution

IBM Global Data Synchronization for WebSphere Product Center gives you sophisticated and flexible data modeling capabilities, based on market-leading WebSphere Product Center software. With this solution, users can manage multiple data entities, complex entity-to-entity relationships, categorization schemes and category-specific attributes. An easy-to-use interface enables business users to add content—freeing your IT staff to focus on more pressing tasks. With Global Data Synchronization for WebSphere Product Center, you can implement a global data synchronization solution that can drive maximum effectiveness and opportunity with your trading partners.

For more information

To learn more about IBM Global Data Synchronization for WebSphere Product Center, visit:

ibm.com/websphere/prodinfomgmt/

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