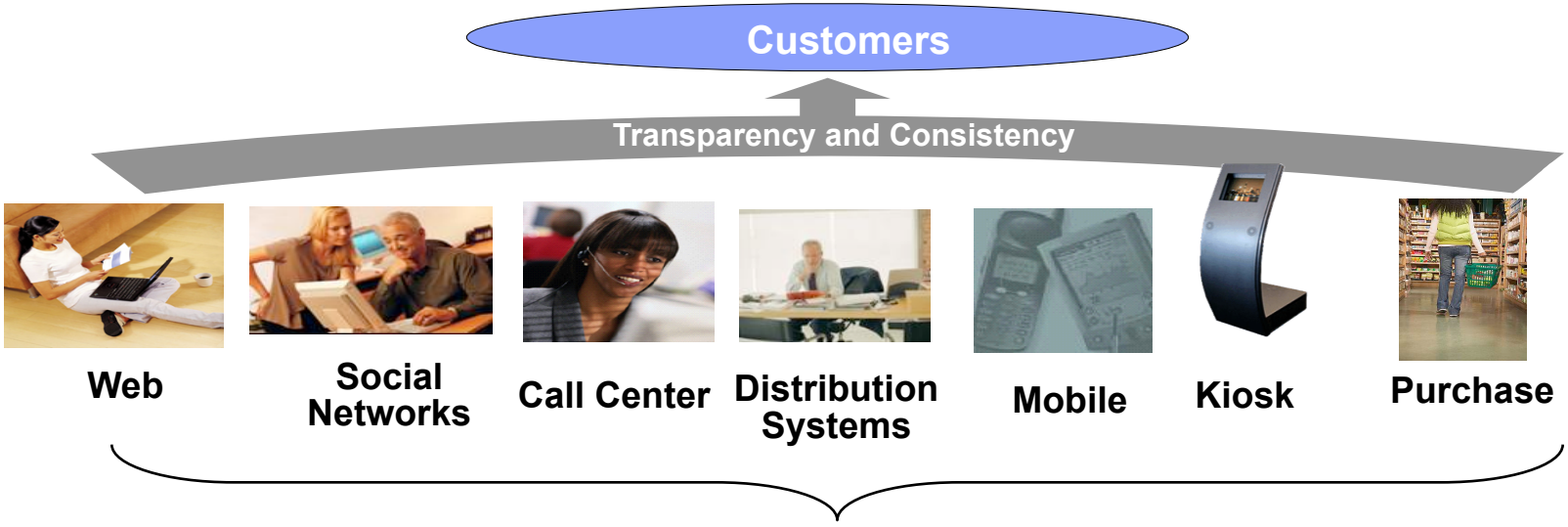
Soluzioni IBM per il

Merchandising, Commerce, Category Management, Logistics and Marketing teams do not trust their product information

LOB Goal: Serve customers as a single 'brand', regardless of which channel or touch-point and drive preference of their products over other substitutes/complementary options

IT Obstacle: IT environment silos and business processes not effectively aligned to provide the accurate, complete, trusted and compelling information to every touch-point in the customer continuum.



All processes supported by disparate heterogeneous applications & information silos

Product Information isn't trusted because the following statistics are real problems that current IT investments have not been able to resolve

- **Inconsistent and inaccurate data throughout trading partner collaboration network in an environment of increased competition & churn**
- **Expansion to global markets hindered by inability to cascade updated product information to all systems, channels and users that leverage product information**
- **Slices of product information are maintained in multiple application and repository silos hindering the introduction speed of new products to market**
- **Poor visibility of product location throughout the supply chain in an increasingly collaborative environment**

Retailers and suppliers estimate that at any given time, 5% of their active SKUs or on average, some 40,000 records contain inaccuracies. ***IBM/Agentrics Survey***

There is greater than $40B in excess inventory in the retail supply chain. ***Industry ECR***

Retail Out of Stock approaching 30%, order lead times greater than 264 hours, and New Product Introductions greater than 90 days.

Global Commerce Initiative

Adoption of the infrastructural technology necessary to share these transactions hovers around 30% across both retailers and manufacturers, limiting collaboration opportunities. ***Forrester Research***

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Optimization

Automation

End-to-end Capabilities

Customer & Product Profitability | *Financial Risk Insight* | *Workforce Optimization* | *Dynamic Supply Chain* | *Multi-Channel Marketing*

Business Optimization

Flexible Architecture for Leveraging Existing Investments

Better Business Outcomes

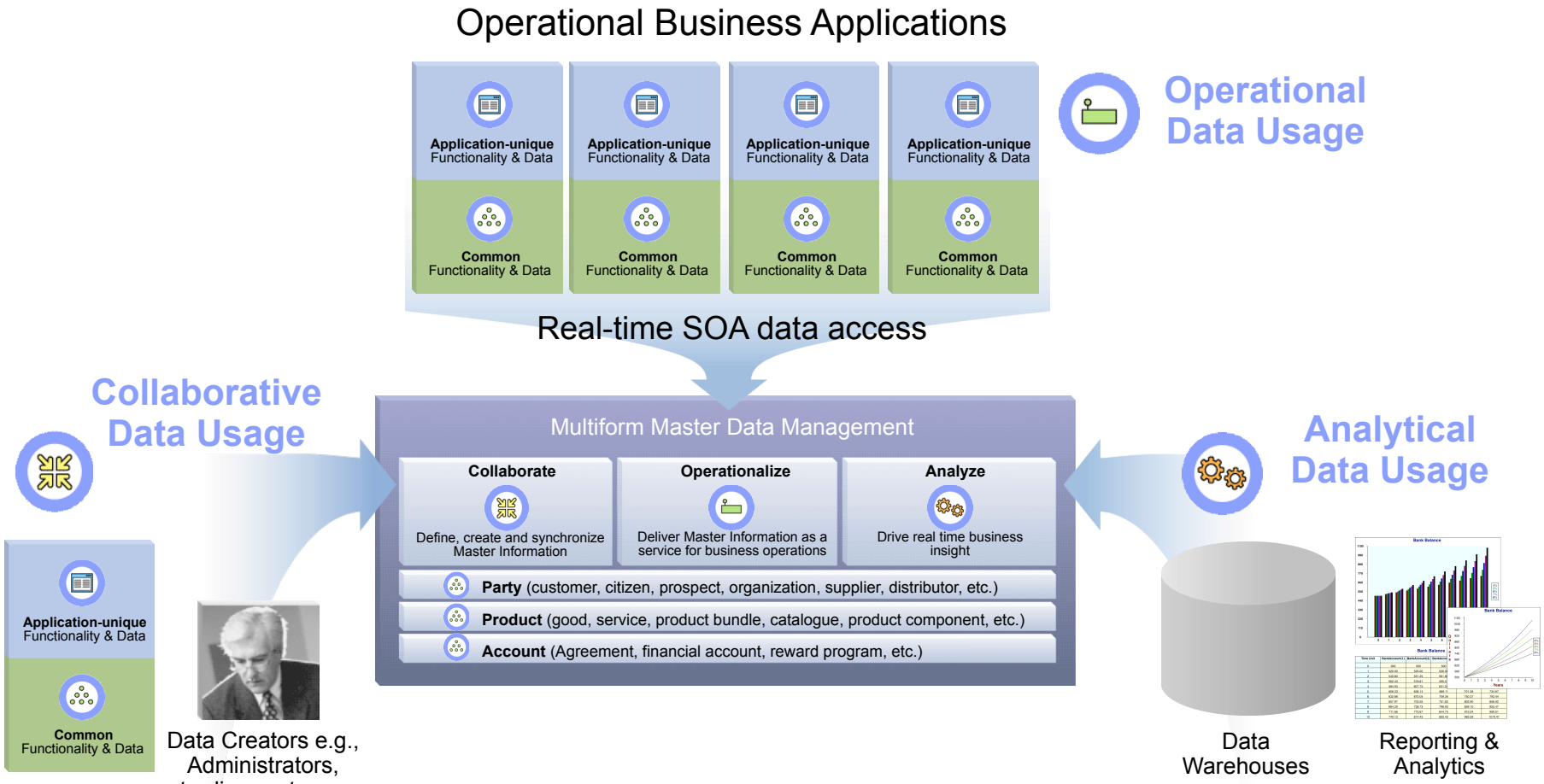
Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

An efficient and solid foundation for managing data and content over its lifecycle

Multiform master Data Management

Characterized By Multiple Users, Multiple Usages



Multiform Master Data Management

Addressing Our Clients Most Critical Business Issues

Focused on critical information intensive business problems

Customer Care

Product and Service Optimization

Risk and Compliance

Threat and Fraud

Multiform MDM manages data domains critical to business processes

Multiform Master Data Management

MDM Function

Collaborate
Create and Define

Operationalize
Real-time business services

Analyze
Insight and Analysis

MDM Data Domain

Party, Product, Account, Location

Multiform MDM leverages merged, cleansed and standardized data via the Information Server

IBM Information Server

Unified Deployment

Understand | **Cleanse** | **Transform** | **Deliver**

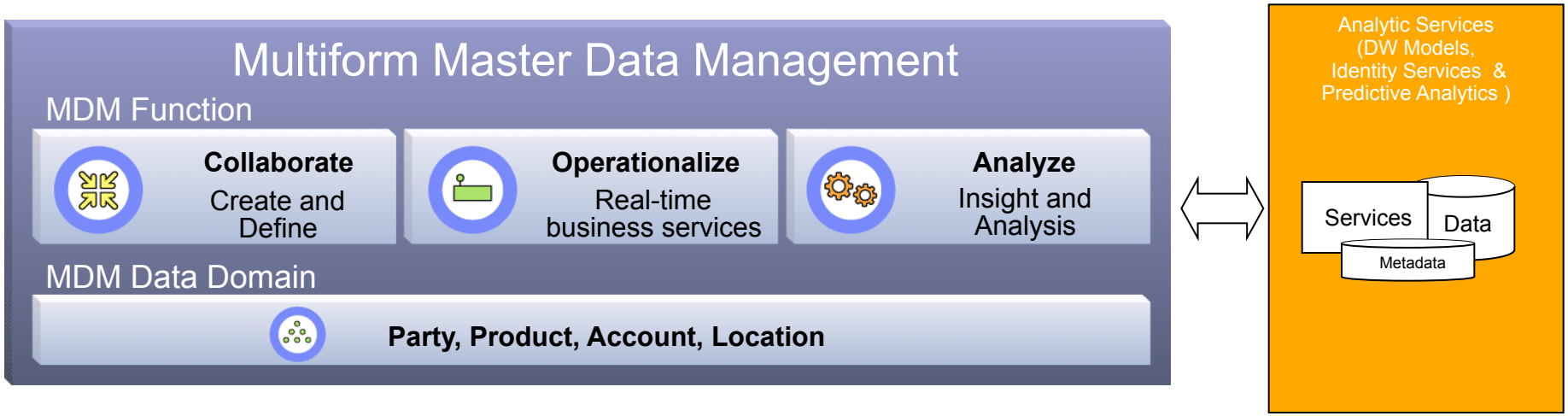
Unified Metadata Management

Parallel Processing

Rich Connectivity to Applications, Data, and Content

Industry Models & Assets

Master Data Management and Data Warehousing



- MDM and the Data Warehouse Complement each other
- MDM differs in 2 ways – latency and feedback
- MDM and DW have different use cases
  - MDM provides a “golden” source of truth that is used collaboratively for authoring, operationally in the transactional / operational environment and supports the delivery of "quality" Master Data to a DW system
  - DW systems are a multidimensional collection of historical transactional data that may leverage Master Data to determine trends and create forecasts
  - Introducing MDM enhances the value of existing DWs by improving data integrity and closing the loop with transaction systems

Sample IBM InfoSphere MDM Server for PIM Customers

InfoSphere MDM Server for PIM's customer base includes the largest companies in its markets as well as market leading companies in new industries

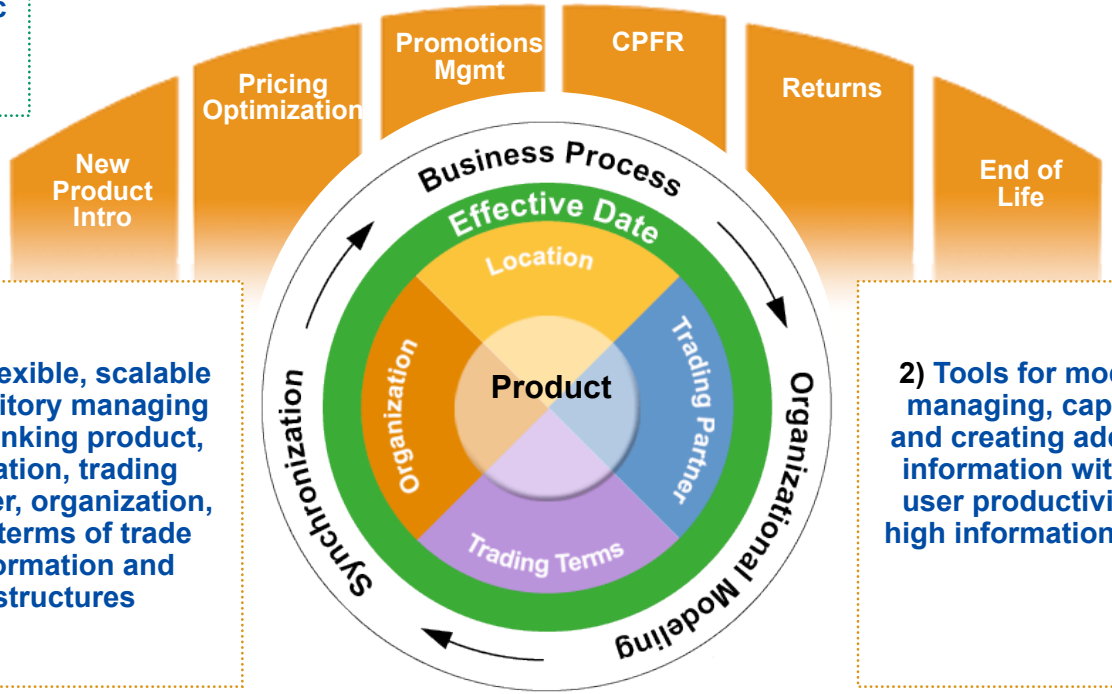
Functional View of InfoSphere MDM Server for PIM
System capture and attribute changes within hierarchies across workflows

6) Leveraging this information via many internal and external electronic and human touch points

4) Workflow and solutions for supporting multi-department and multi-enterprise business processes

5) Exchanging and synchronizing this information externally with business partners

- Website
- Brochures
- Product Specs
- Shelf Tags & Signage
- Kiosks & Info-Stations
- RFID
- Content Leverage



1) A flexible, scalable repository managing and linking product, location, trading partner, organization, and terms of trade information and structures

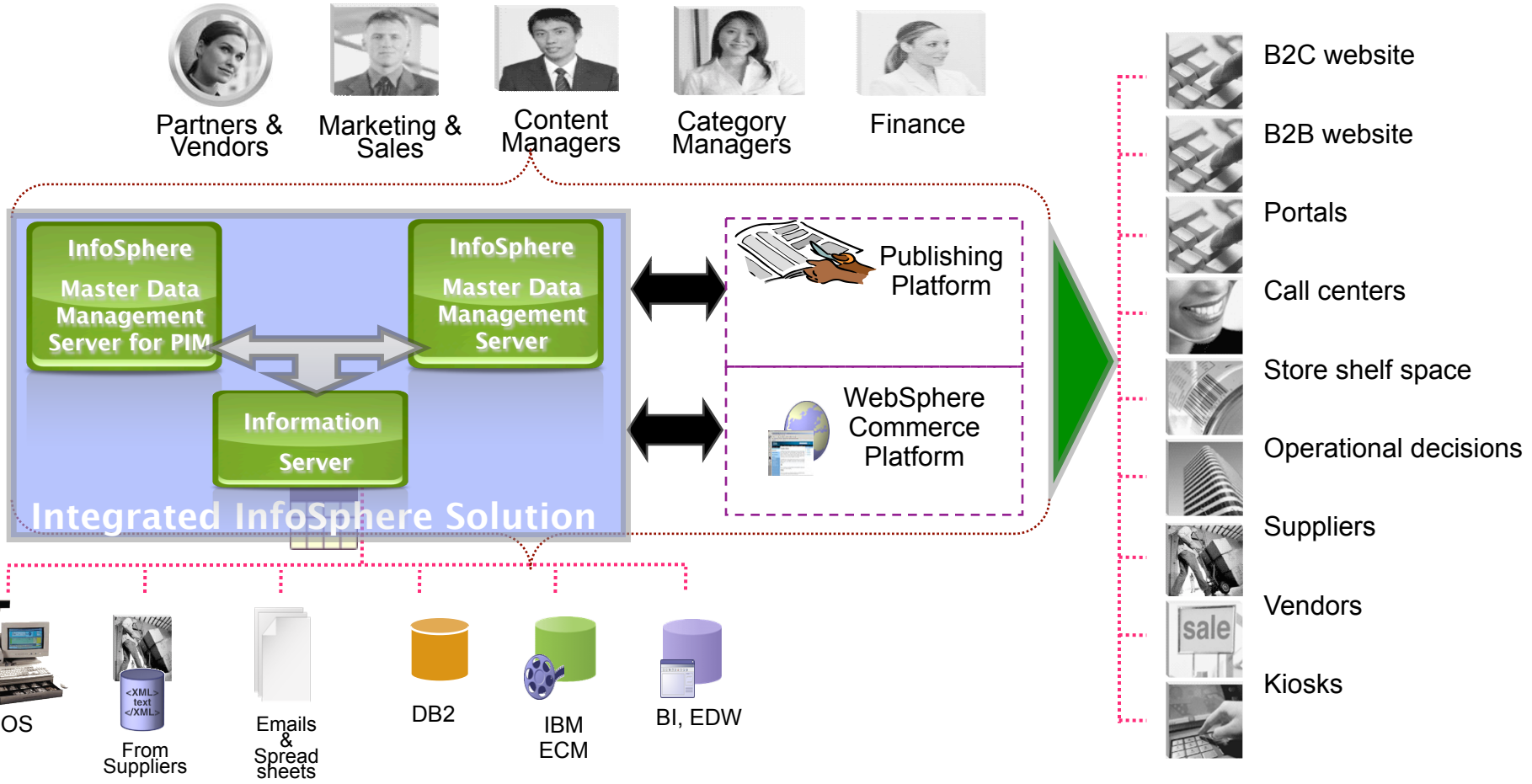
2) Tools for modeling, managing, capturing and creating additional information with high user productivity and high information quality

3) Integrating, cleansing and synchronizing this information with enterprise systems, provide information and process services / SOA on demand

- 1Sync
- Agentrics
- SaaS
- Retail Portal
- Wholesale Portal
- EDI
- Broker & Retail Direct

InfoSphere PIM for Commerce offering integrates best of breed IBM products across channels, systems and business users

Integrate and deliver consistent product content for use inside and outside enterprise



InfoSphere MDM Server for PIM Multi-Channel Case Study

Challenge

- Improve ability to respond quickly to competitive pressures
- Enhance customer experience.
- Expand array of products available to customers.

Solution

- MDM Server for PIM used for product enrichment in coordination with corporate ERP
- In-store queries for updated product information and sends updates to in-store
- Future project phase – supply product information to client website

boulanger
MULTIMEDIA & ELECTROMENAGER

Benefits

- Customers understand product differences and to choose the right product.
- Company to offer a range of products far superior to the competition (from 2,000 to 100,000)
- Sales staff stays informed about products and trends and to better serve their customers.

Widespread “product misinformation” occur because the data is managed without a single referential system, despite a variety of IT investments

Marketing

Description (Inte
SKU’s
Size, size, color

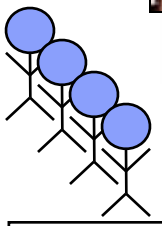
IT

5

7

Publish

2



Vendors / Suppliers

Gaining control over product information results:

- **Errors in data –** 30% of data in retailers systems is wrong
- **Lost productivity –** 25 minutes manual cleansing per SKU, per year
- **Slow time to market –** 4 weeks to introduce new products
- **Invoice deductions –** 43% of invoices result in deductions
- **Failed scans –** up to 70,000 per week (1 large US Retailer)
- **Lost sales –** up to 3.5% per year

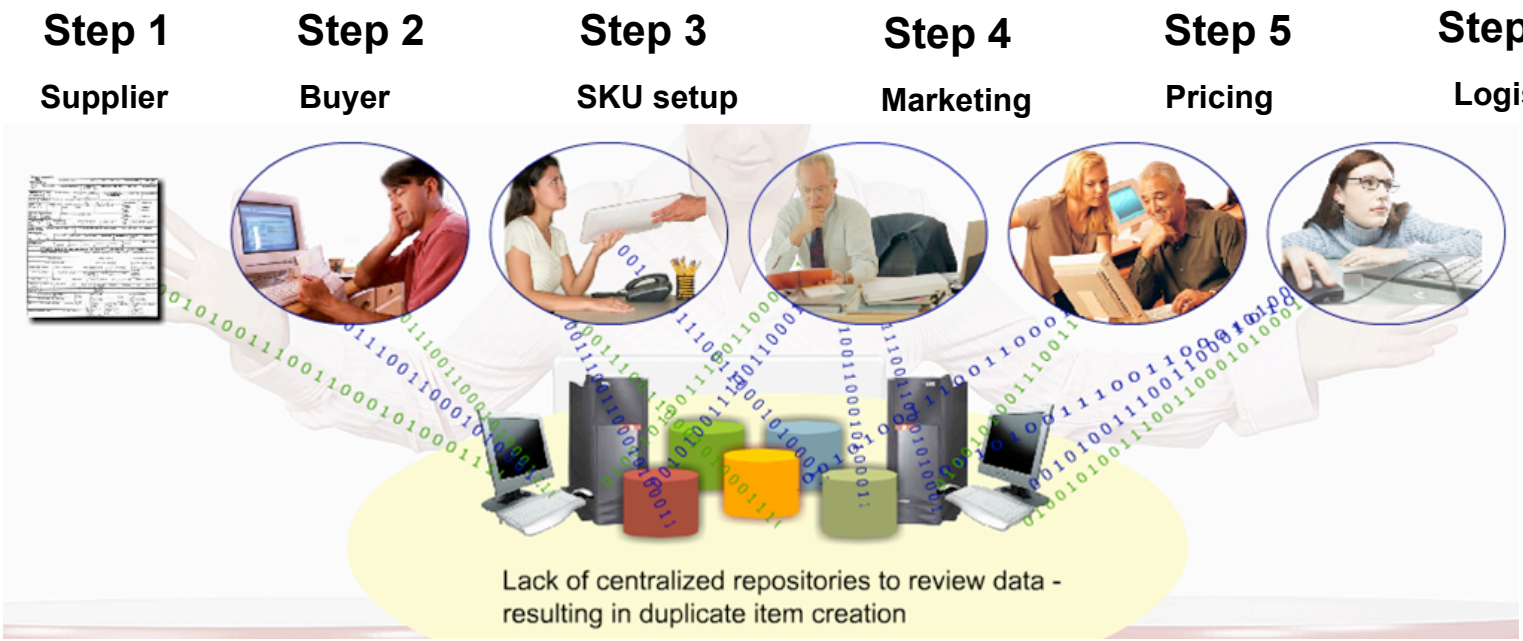
Source: A.T. Kearney, GMA, AMR

- **Industry Drivers:** RFID, Waste Electrical and Electronic Equipment Recycling, Product Information Exchange Standards, Return of Hazardous Substances, Global Data Synchronization, Sarbanes Oxley, etc. (Yankee Group, 2005)

ty assurance

- Diverse silos of master information, and diverging use of information obtained from these silos
- Lack of tools that automate processes end-to-end (numerous point solutions)

Widespread “product misinformation” occur because the data is managed without a single referential system, despite a variety of IT investments



Cost of highly manual, multi-database, multi-person dependent process?

Bottom-line: $1.5M is spent per retailer in managing item information for new products

Only 18% of retailers use one process to enter product & customer information into ALL channels’ system of record (RSR report)

Provide business users with a New Product Introduction Workflow

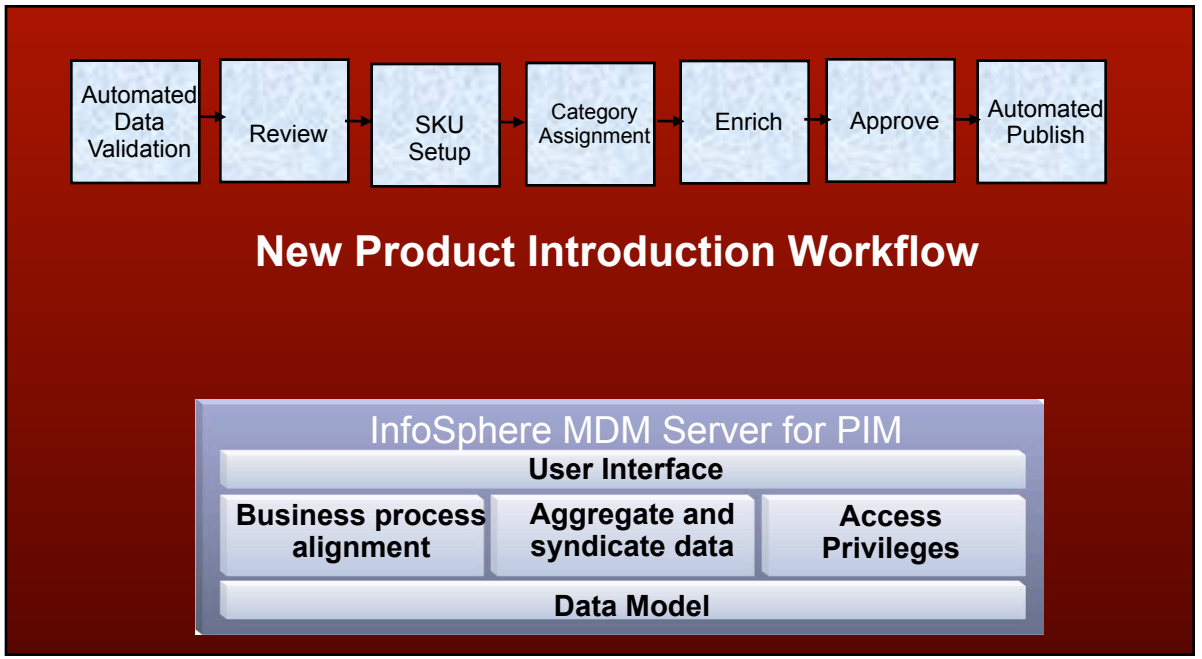
IBM's product information management solution with best practices

Address the root causes of inadequate NPI processes with a best practice workflow and validation schema while leveraging the industry leading MDM PIM tool, WebSphere Product Center.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Supplier	Buyer	SKU setup	Marketing	Pricing	Logistics



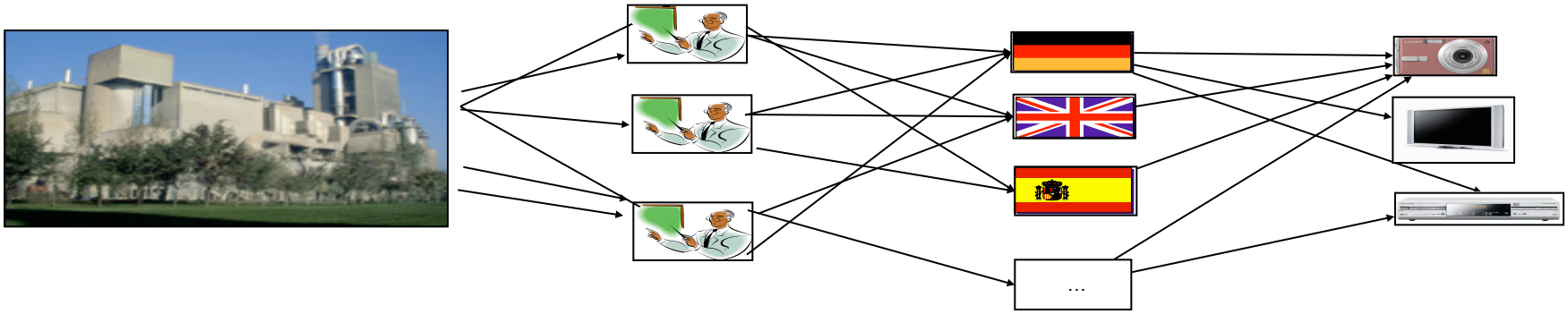


Case Study Panasonic Europe

Business needs

- Consolidate product information from dozens of factories
- Translate product information using automated workflow into 15 different languages
- Feed accurate, detailed product information into eCommerce system and into print catalogs, in-store displays and leaflets
- Specific requirements for the different countries and markets are needed
- Process driven by different Product Managers for different segments with high demand on resources and coordination
- The distribution of product information needs adjusted timing for their release
- Accurate and detailed product information for the web systems are needed



Multiple Plants are delivering information

Different product manager to coordinate the different products

Requirements for countries and markets

Launching products in European markets

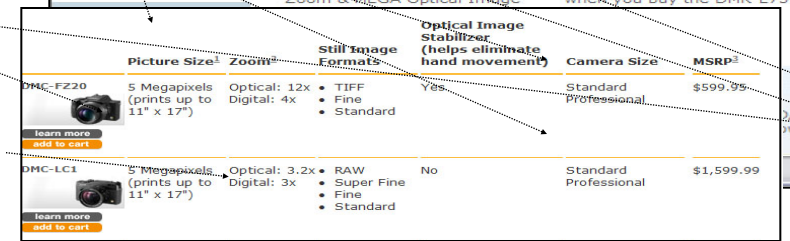
Case Study Panasonic Europe

Panasonic

The solution

- Centralized repository for a single source of comprehensive product information about all Panasonic models sold in Europe
- Flexible workflow capabilities for product information translation, enrichment and approval resulting in 30% higher productivity for global product launch process
- Synchronization of price changes from SAP ERP with web site, ecommerce store front as well as advertising and promotional material to ensure consistency across sales channels
- Feeds up-to-date product information to stream live to in-store displays at 60+ Panasonic stores in UK
- Future rollout will include global data synchronization as well as RFID enablement

Descriptions
Categorization
Technical Attributes
Specification Sheets
Images
Promotional Info
Editorial Content
Shipping Terms
SKU Number
Pricing
Product Associations
Marketing Claims
Safety Information
Logistics
Contract Information
Units of Measure
Physical Specs…



Panasonic

The result: Tangible Business Benefits

Process Optimisation

- Allows us to gather data from multiple divisions and manufacturing plants into a centralised masterdatabase from a variety of different sources (ERP systems, databases, spreadsheets)
- Unique business rules can be applied to cleanse and validate data, assuring that only clear, standardized information is offered to customers, partners, and employees.
- Improved information quality with fewer errors

Sales Support

- Increased revenue from information accuracy and greater customer satisfaction
- One product database with the all content needed to effectively merchandise products
- Consistent product information across all markets and all media for the product lifecycle

Return on Investment

- Time taken to gather product data is dramatically reduced
- Reduced costs from streamlined processes, automation, and effective resource usage
- Scalable, secure software technology that integrates seamlessly into our environment

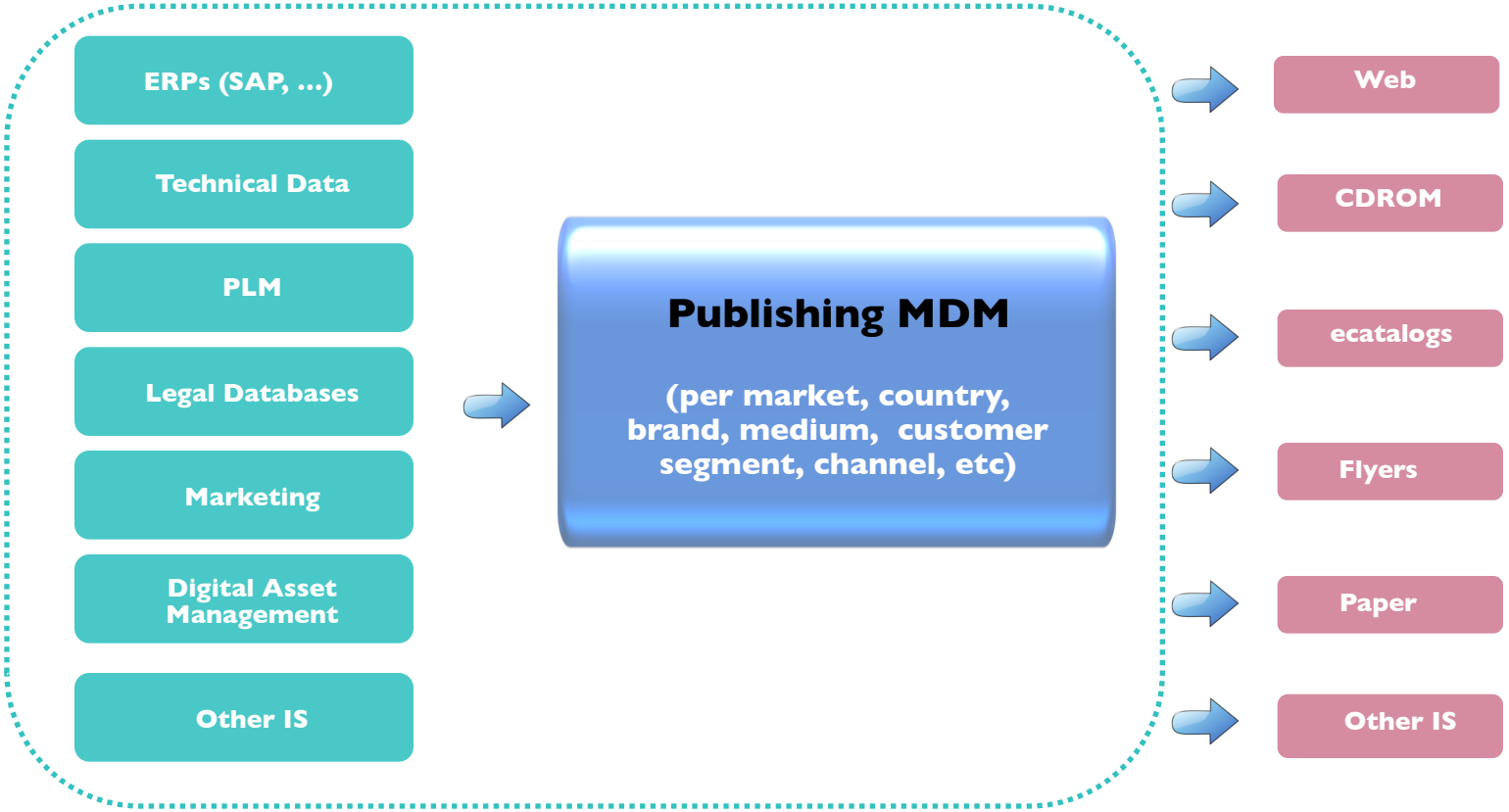
Speed to market: 2 weeks extra sales on new items

Time handling item data: 5-10% reduction

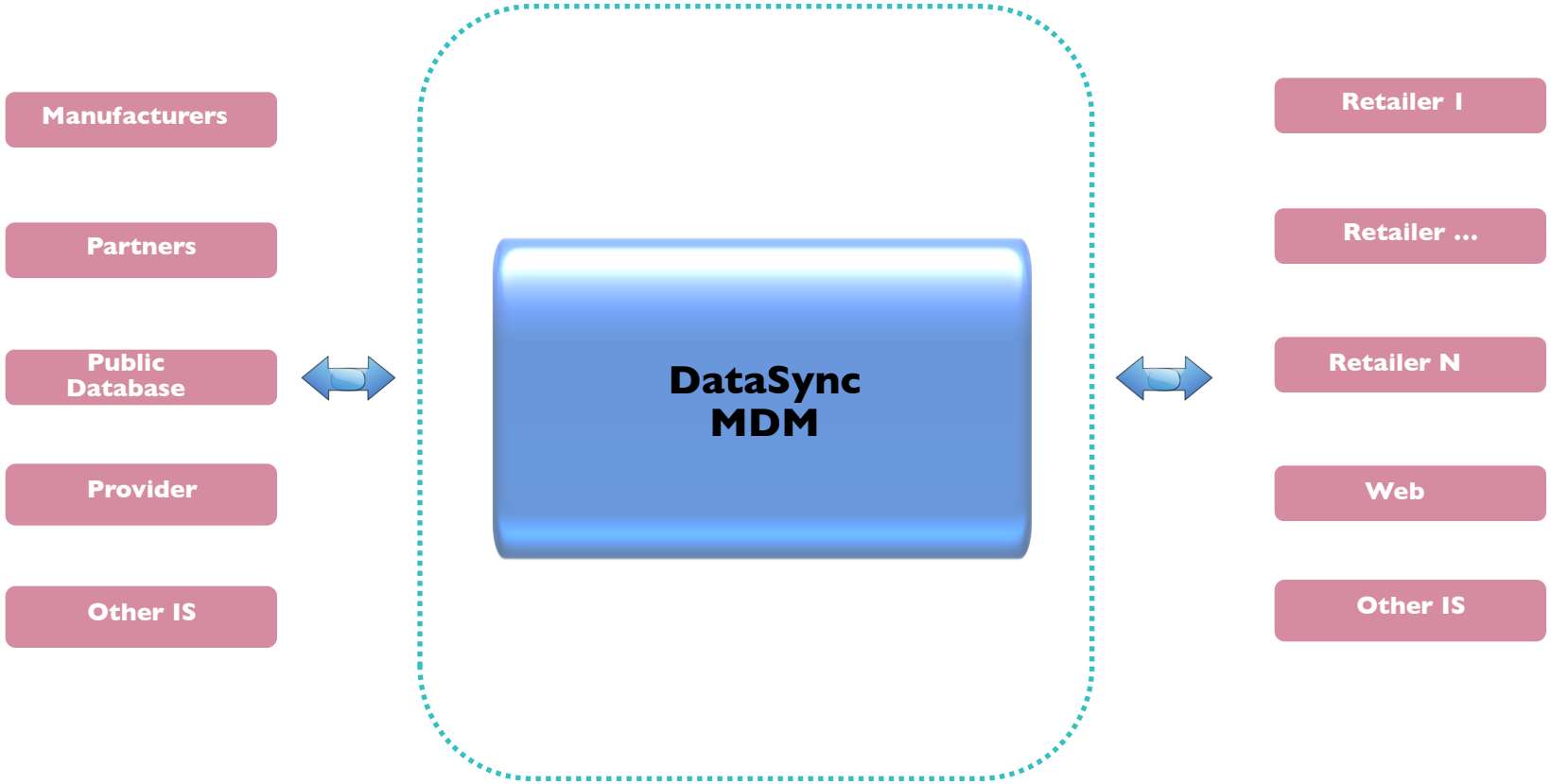
Reduce cost of external partners by 25%

Reducing data entry errors from 5% to 0.1%

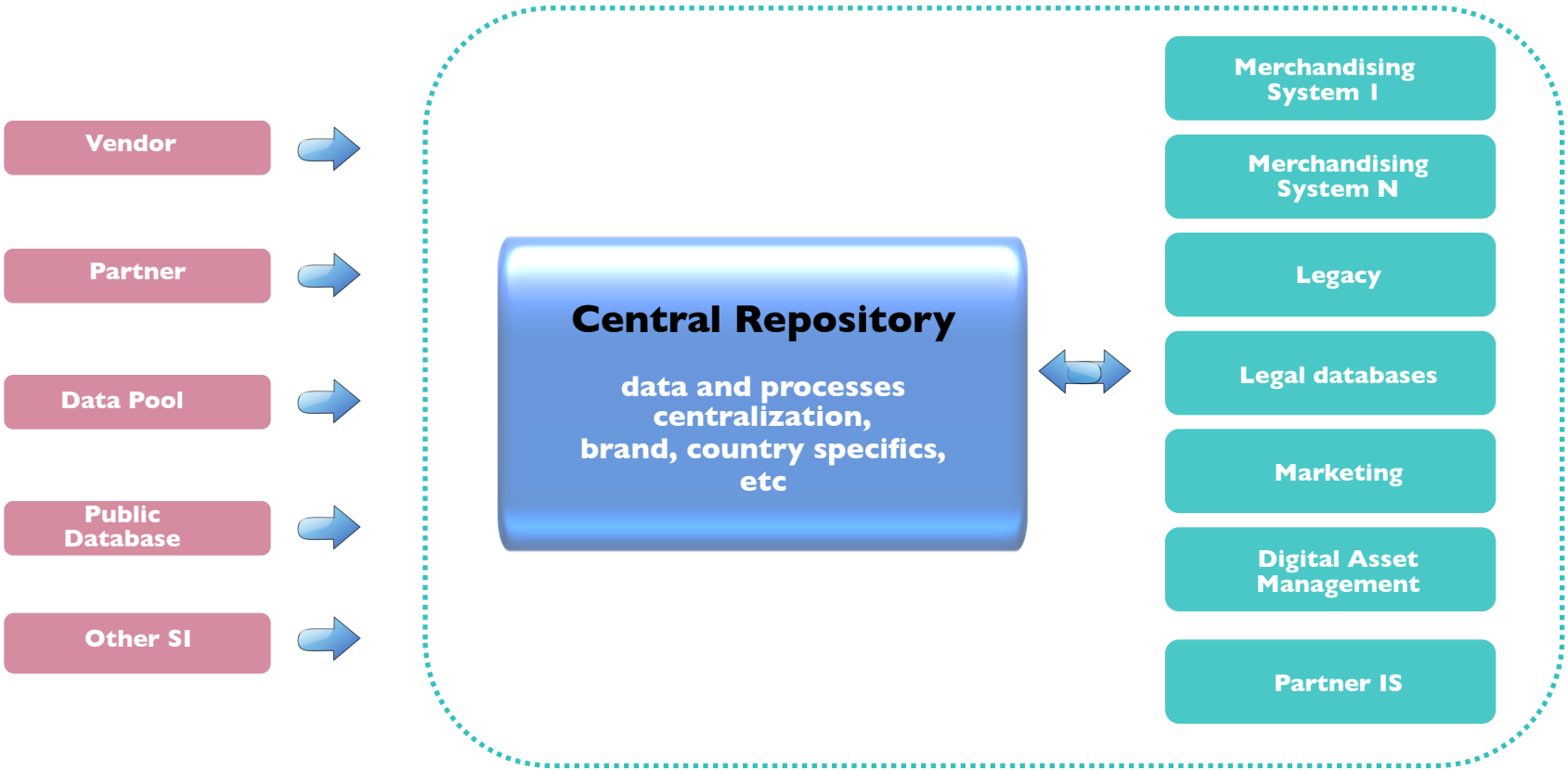
PIM For Data Publishing



PIM For Data Synchronization



PIM For Centralizing Data & Processes



THANK YOU