

# IBM InfoSphere Master Data Management V11.6 Collaborative Edition

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## Highlights

- Streamline activities across users in the information lifecycle
- Create a single information repository for use throughout the organization
- Maximize workflows with a responsive interface
- Choose from on-premises, private cloud or public cloud deployment options
- Manage product, supplier, customer, or reference data with a flexible model

Organizations face growing demands on their product information. Consumers and supply-chain partners want more data, in more convenient ways. Without a single source of trusted data about products, services and customers, decision-makers cannot be sure that the information they are using is the latest, most accurate version.

IBM InfoSphere Master Data Management (InfoSphere MDM) Collaborative Edition streamlines activities across users in the information lifecycle and enables companies to create a single, up-to-date repository of information that can be used throughout their organization for strategic business initiatives. Organizations can use InfoSphere MDM Collaborative Edition to aggregate information from multiple disparate systems and provide accurate, consistent and current information where it is needed.

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- Drive new insights with IBM Watson Explorer for Free Text Search and product 360
  - Get a complete view of enterprise-wide master product data with product 360
  - Use the digital asset management capabilities to manage rich media
  - Streamline business processes with a native workflow engine
  - Enable workflows, governance and specific user settings through innovative user interfaces
  - Support product catalogs, category hierarchies and more with a flexible data model

- Gain user and role security with granular access privileges
- Take advantage of SOA support through inbound and outbound REST APIs or web services
- Maximize trading partner relationships and revenues with better supply chain efficiency
- Manage millions of products with translated and localized product data across geographies
- Leverage advanced business rules through integration with IBM Operational Decision Manager
- Manage e-commerce catalogs with an integrated solution for IBM WebSphere Commerce or Magento
- Provide business users with a clear view of tasks and priorities through the workflow dashboard

## **InfoSphere MDM Collaborative Edition sample use cases**

- Product information management
- New product introduction
- Parts management
- Product 360
- Product bundling
- Complex product definition
- Advanced catalog management
- Asset management
- Enterprise master catalog
- Global data synchronization
- Operational efficiency
- Marketing campaigns
- Mergers and acquisitions
- Multichannel commerce
- Offer management

- SOA alignment and operational efficiency
- Supplier collaboration and onboarding

## Why IBM?

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## For more information

To learn more about InfoSphere MDM Collaborative Edition, contact your IBM representative or IBM Business Partner, or visit [ibm.com/software/data/master-data-management](https://ibm.com/software/data/master-data-management).

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