

IBM Product Master for Product Information Management

Highlights

- Provides flexible data modeling capabilities
 - Integrates easily with enterprise applications
 - Delivers user-interface based rules engine
 - Improves data stewardship and governance
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Achieve better operational efficiency, manage compliance and drive data based Digital Transformation

Product information management (PIM) is a subset of the overarching master data management (MDM) space, and its primary purpose is to help you create a master copy of product information. This information can be used to address strategic business initiatives throughout an organization.

Creating a complete and consistent PIM solution requires addressing different data requirements across existing systems, aligning implementations with existing business processes and workflows, establishing appropriate role-based access and offering business users an easy and intuitive system. However, organizations deploying PIM must ensure that their implementation leverages existing data models and business processes and integrates into their existing systems landscape. The solution must also adapt to the continuing needs of the business—allowing the data model, the business processes and the systems they integrate with to change as requirements evolve or as the business grows.

Any supplier, distributor, manufacturer or retailer must deal with high product data expectations of their stakeholders irrespective of their focus on B2C or B2B. As the products grow in numbers and with the availability of more and more channels, keeping a check on quality is a major challenge. A PIM system manages all information between the various systems which are in use in any organization such as enterprise resource planning (ERP), product lifecycle management (PLM), procurement, supply chain management systems, point of sale (POS), e-commerce and many other systems. The core objective is to efficiently offer product information, which is consistent across channels and on every touchpoint.

IBM provides these foundational elements with IBM® Product Master, formerly IBM InfoSphere® Master Data Management Collaborative Edition. IBM Product Master is designed to be implemented in a wide range of industries and can be optimized for an organization's business needs. It includes a host of features that help ease the integration of PIM into enterprise systems, help capture broader collaborative business processes within the system and rapidly deliver value from PIM implementations.

IBM Product Master: A functional overview

Organizations face growing demands on their product and service information. Consumers want more personalized information as they increasingly make buying decisions based solely on product information as opposed to physical interaction with the product. Tradespeople demand access to detailed information on mobile devices at their work location. Producers are catering to consumer demand by introducing new, differentiated products and services that can be tailored easily to specific consumers and markets. And governments are requiring that vital information about products and services be managed accurately and effectively.

These challenges are often compounded by the conflicting requirements of current and future system landscapes, as well as increasing merger and acquisition activity that adds integration, such as business and system pressures. In such environments, there are five key requirements for a PIM system: a flexible data model, business processes that can quickly adapt to changing business needs, the ability to manage multiple hierarchies, the ability to connect to disparate systems and a granular and easily extensible security model.

IBM Product Master meets those requirements by enabling companies to create a single, up-to-date repository of product and service information that can be used throughout their organization for strategic business initiatives. Organizations using IBM Product Master can benefit from its robust features, including:

- Intuitive and extensible out-of-the-box user interfaces
- Business process collaboration tools including workflow
- Data aggregation and syndication capabilities
- Granular access privileges based on roles
- Flexible data modeling capabilities
- Sophisticated hierarchy management features
- A robust service-oriented architecture (SOA)

Features

A flexible and adaptive data model

The first solution in the market with a truly flexible and adaptive data model which helps organizations react to data model changes efficiently. Introducing a new category of products or adding a new attribute on existing products can be achieved in a matter of minutes without any dependency on IT or a systems integrator, or both.

Integrates easily with key enterprise applications

Run in heterogeneous IT environments using scheduled and on-demand jobs, import and export templates, XML, multiple protocols, and REST APIs or ease of integration with other enterprise applications. Get up and going fast by using pre-built data models, industry workflows and integration tooling features.

UI based rules engine for data quality

It provides a powerful user-interface based rules engine which makes it easy to create and maintain hundreds and thousands of data quality rules without need of any coding or scripting knowledge. The rules engine makes it easy to adapt to ever-changing business demands.

Efficient supplier collaboration

The built-in supplier portal allows for efficient collaboration with suppliers thereby removing the manual error-prone manual process of exchanging product information. The system also provides dashboards with supplier scoring on various parameters such as turnaround time, supplier data quality and so on.

Enhances data stewardship

Uses prepackaged validations, rules, calculations and automation to enforce data quality and business rules. Provides role and attribute level security to help you segment product data by business responsibility, such as logistics, finance, pricing, marketing, supplier and control user actions, like view, edit and approve. Ensures users access only the data that is relevant to their role or business function.

Provides performance and scalability

Delivers a high performance and scalable MDM solution with advanced collaborative capabilities that enable you to process and manage large volumes of enterprise data. Also, the Docker-based deployment allows for auto scale-up of the core services thereby providing automated scaling capability for any load.

Omnichannel experience

Out-of-the-box connectors to most popular commerce solutions and marketplaces such as Amazon, eBay, Magento, Adobe, Google Merchant Center and HCL Commerce to provide a truly omnichannel experience. In addition, the Product Master GS1 connector to data pool provider, 1WorldSync, helps syndicate the product information to thousands of providers in an automated and seamless manner.

Persona-based dashboards

The various persona-based dashboards provide quick and meaningful insights into the product data on data completeness, data quality, vendor performance and so on.

Conclusion

Collaboration between enterprise departments, systems and employees has never been more important in this age of real time, always-on communications and commerce. 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 most up-to-date, accurate version.

IBM Product Master provides users with a 360-degree view of products, services and hierarchies and supports enterprise-wide collaboration on them. The security model provides role-based, granular access with multiple dimensions of control. The user experience and all other managed information can be configured for both the user type and the target market—an especially valuable feature for companies operating in global markets.

Together, these capabilities help make IBM Product Master a highly scalable and reliable product information management platform. It can be quickly adapted to the business, allowing organizations to represent, organize and manage business objects and deliver trusted information to all systems.



Why IBM?

IBM offers a comprehensive, DataOps platform and solutions—available on premises, in the cloud and hybrid environments—successfully delivering trusted data for insights and compliance to businesses, governments and individuals. Learn more about IBM DataOps at ibm.com/dataops.

For more information

To learn more about IBM Product Master, contact your IBM representative or IBM Business Partner, or visit www.ibm.com/products/product-master.

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