

Drive Growth by Easily Syndicating Data Throughout Your Business Value Chain

In the digital economy, data associated with a product is as critical to success as the product itself. Efficiently getting that information to the right place, at the right time, in the right format, is essential to the entire value chain.

The problem is, with so many recipients, each with their own data standards, making sure that your data meets everyone's unique business and legal requirements is a major challenge. Doing so requires a flexible solution to automate the delivery of high-quality data, creating customer-centric experiences that drive growth by meeting the needs of data receivers – including retailers, distributors and other partners – that are important to you.

A dedicated solution to easily share content

Stibo Systems Product Master Data Management (Product MDM) includes an integrated Product Data Syndication (PDS) solution ideal for organizations that need to share content that conforms to specific data standards or channel requirements. The service saves considerable time managing requirements, allowing products to get to market quicker, improving data quality and enforcing master data governance through bi-directional messaging with data receivers.

Manage your syndication needs in one solution

PDS can support the exact requirements, such as data standard definitions, validation rules and communication configurations, of multiple predefined channels, including Amazon (12 markets), The Home Depot, Overstock.com, AAFES and more. Vendor managed channels can also be defined to support the transfer of product data to retailers in an agreed data structure and format.

Optimize your content with product scorecards

Users can monitor the results of their syndication efforts by seeing what content a retailer displays on their website and how those products measure against the retailer's best content practices. PDS' scorecard capabilities can display side-by-side comparisons of the data in the solution against

Key benefits of PDS with Product MDM for manufacturers and brands

- Fosters agility and efficiency by reducing the complexity of managing data requirements
- Simplifies the exchange of information with retailers and other receivers and manages your syndication needs in one solution
- Empowers customer-centric retail and brand experiences that drive revenue and growth
- Enables products, promotions and new lines to get to market faster
- Drives accuracy and efficiency by enforcing data standards and eliminating costly manual entry

what a retailer is displaying. It can also provide completeness and quality scores to help optimize content by retailer, which can help improve conversion rates.

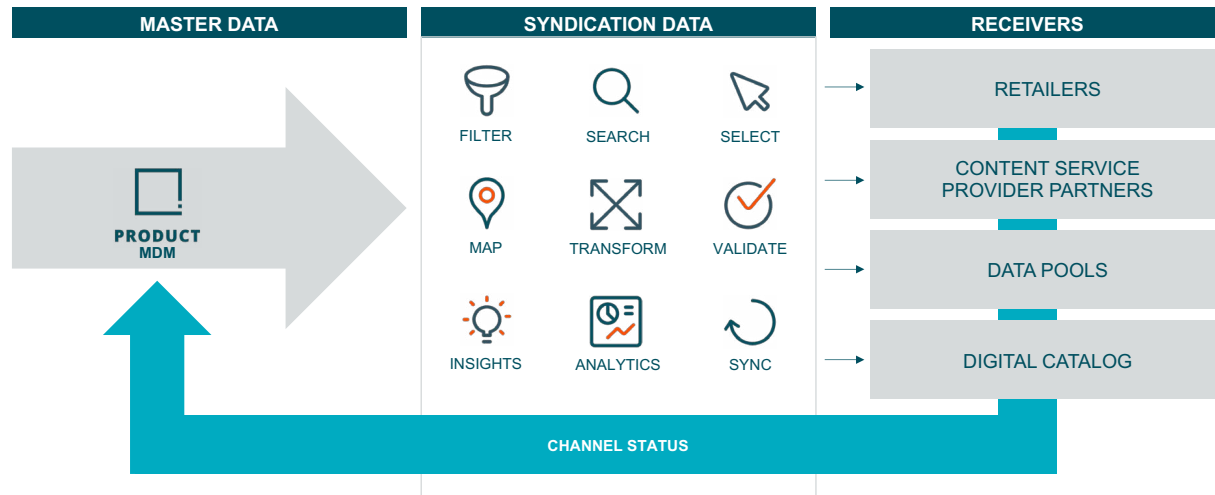
PDS also supports syndication to content service providers (CSPs) such as Kwiikee and Nielsen Brandbank, and the registration and publication process to GDSN through 1Worldsync. You can manage all your markets, GLNs and language requirements without using internal resources to monitor the individual steps required to syndicate content to GDSN or build-out and maintain separate integrations.

Digital catalog for sharing content

PDS' digital catalog also offers manufacturers the option to push specified products, content and images to an online catalog, and give retailers permission to access and download it as needed. In this way, data providers can consolidate syndication of product information both to predefined high-value channels, as well as other data receivers important to their business.

Stibo Systems Product Master Data Management with Product Data Syndication: A flexible solution to meet everyone's needs

Cloud-based PDS is seamlessly integrated with Stibo Systems Product MDM to enable the exchange of product information and content between data providers and receivers (including manufacturers, brands, distributors, data pools and retailers).



Support for managed data standards

- Stibo Systems is committed to building support for popular syndication points and providing the associated services to support their lifecycles
- All enabled channels are managed within PDS, meaning any changes to the data standards or communication protocols are updated as part of the subscription service
- Changes or updates made to existing channels are communicated to subscribers, detailing any impact on product data

Support for custom standards and channels

- Build your own channels in PDS with a flexible UI allowing users to set up channel requirements including attributes and validation rules
- Define the output method that is required for your unique business needs
- Rename assets to meet receivers' requirements ensuring image updates flow seamlessly
- Support multiple languages as required to enable global expansion and scale

A trusted, seamless solution from a name you can trust

Stibo Systems is a proven innovator in master data management, with deep experience empowering leading brands to drive success across industries and around the world. Our PDS solution enables organizations using Product MDM to create a foundation of accurate, trustworthy, transparent information and harness it to

fuel competitive advantage and growth. With features like instant feedback and scoring, PDS empowers businesses to continuously refine and optimize their data to meet evolving customer needs. To learn more about how this full-circle approach enables engaging, revenue-driving customer experiences, visit stibosystems.com/pds.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.