Drive Retail Growth by Efficiently Managing the Product Onboarding Process

In the digital economy, data associated with a product is as critical to success as the product itself. Efficiently receiving that information from manufacturers, distributors and partners at the right time, in the right format, is essential.

The problem is there can be thousands of companies who need to provide critical product data and content. To compete, retailers need to be sure all of it conforms to their unique requirements across both digital and traditional channels. Doing so requires a robust solution to efficiently manage the onboarding process. One built to make sure incoming data is complete, fully-enriched and up-to-date, and ready to accelerate time-to-market and support the delivery of a revenue driving customer experience.

A dedicated solution for onboarding product data and content

Stibo Systems Product Master Data Management (Product MDM) and PIM for Retail solutions include an integrated Product Data Syndication (PDS) solution designed for retailers that need to meet this complex and evolving challenge. PDS is a cloud-based solution seamlessly integrated with Product MDM and PIM for Retail to enable the exchange of product data between retailers who need to receive data, and the vendors, manufacturers, brand owners, distributors, data pools and other partners who need to provide it.

PDS is ideal for retailers that need to onboard content with specific data standards and unique requirements. Seamless integration with our Product MDM and PIM solutions allows retail data requirements to flow directly to PDS where they are presented to vendors. As requirements are updated, PDS automatically updates vendors, ensuring retailers are always capturing the data needed to fuel their business.

Improve data quality and speed time-to-market

PDS saves retailers considerable time managing large volumes of products from thousands of vendors and

Key benefits of PDS with Product MDM and PIM for Retail

- Reduces cycle times for onboarding product information and assets

- Aggregates content from multiple sources (vendors, distributors, data pools, CSPs) ensuring product data is accurate, updated and complete

- Empowers seamless customer-centric experiences that drive revenue and growth

- Integrates syndicated product information with workflows and business processes

- Improves product data accuracy and quality by presenting updated requirements to vendors

- Simplifies communication by providing updated status and feedback messaging to vendor partners

- Enables efficient expansion of product assortments across mulitple channels
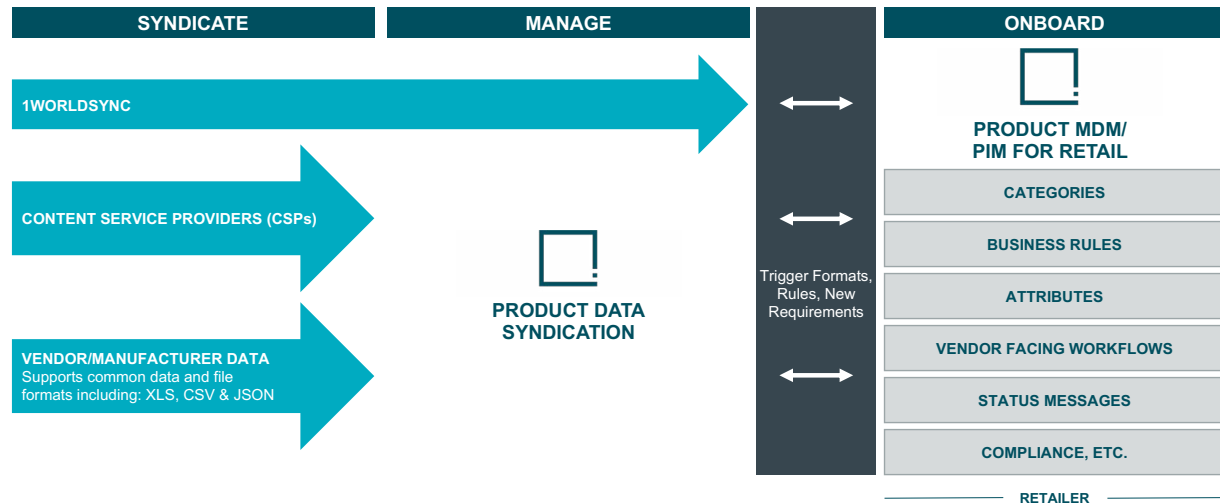
ensures data is validated for format and completeness before the retailer receives it. In return, status updates and feedback can be sent back to vendors, ensuring they are aware of any further actions required on their part.

Capturing large volumes of product data while enforcing retailer quality standards in one process creates efficiencies in onboarding while reducing acquisition cost and accelerating time-to-market. PDS allows retailers to focus on marketing and selling products across in-store and online channels and on achieving their objectives instead of addressing onboarding challenges.

The solution is built to scale, allowing for the ease of adding new assortments or extended lines without additional resources. This makes it ideal for retailers implementing long tail omnichannel commerce strategies.

Stibo Systems PDS with Product MDM and PIM for Retail: A powerful combination for retailers

Stibo Systems Product Data Syndication (PDS) is a cloud-based solution that works seamlessly with Stibo Systems Product MDM and PIM for Retail solutions to enable the exchange of product information and content between retailers (shown in graphic below on the right) **who need to receive data** and the vendors, manufacturers, brand owners, distributors, data pools and other partners (in the graphic below on the left) **who need to provide it**.

SYNDICATE	MANAGE		ONBOARD

1WORLDSYNC

CONTENT SERVICE PROVIDERS (CSPs)

VENDOR/MANUFACTURER DATA
Supports common data and file formats including: XLS, CSV & JSON

PRODUCT DATA SYNDICATION

Trigger Formats, Rules, New Requirements

PRODUCT MDM/ PIM FOR RETAIL

| CATEGORIES |
| BUSINESS RULES |
| ATTRIBUTES |
| VENDOR FACING WORKFLOWS |
| STATUS MESSAGES |
| COMPLIANCE, ETC. |

RETAILER

Reduce complexity and the need for multiple, costly integrations

PDS supports content aggregation from other sources such as content service providers (CSPs) and data pools. A manufacturer can supplement their product data in PDS with content from a CSP, such as Salsify or CNET, or data pool such as 1WorldSync or GDSN.

Data from multiple sources is collected, aggregated and validated before being sent to the retailer. This provides a powerful tool to ensure that complete high-quality data and images are included in one simplified onboarding process without the need for complex, costly, labor intensive individual integrations.

PDS also allows retailers to focus on data governance and internal execution of data management – with the ultimate goal of growing sales and achieving strategic business objectives – rather than on managing data collection.

A complete, seamless solution from a name you can trust

Stibo Systems is an innovator in master data management, with deep experience empowering leading retailers and brands to drive success around the world. Our PDS solution enables organizations using Product MDM or PIM for Retail to create a foundation of accurate, trustworthy, transparent information and harness it to fuel competitive advantage and growth. While our Digital Business Hub strategy enables them to gather their most valuable data assets once – from across multiple systems and data domains – and distribute them to all users, providing a single, reliable enterprise-wide version of the truth.

To learn more about how our unique approach enables engaging, revenue-driving retail customer experiences, visit **stibosystems.com/pds**.