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# ORACLE IN AUTOMOTIVE: PRODUCT INFORMATION MANAGEMENT DATA HUB 11i

## ROBUST FEATURES

Oracle PIM Data Hub enables vehicle and equipment manufacturers to access and manage product information easily, effectively and securely. Specifically, PIM Data Hub provides automakers with the ability to:

- Consolidate product information from heterogeneous systems
- Securely access and search production information repository (with PIM Data Librarian)
- Import data and synchronize multiple systems (with PIM Data Librarian)
- Syndicate and publish product information (with PIM Data Librarian and Product Data Synchronization)

*Oracle Product Information Management Data Hub (PIM Data Hub) is an enterprise data management solution that enables vehicle and equipment manufacturers to centralize all of their parts, systems, and components information from heterogeneous systems, creating a single view of product information that can be leveraged across all functional departments in real time.*

*PIM Data Hub also helps OEMs and suppliers eliminate product data fragmentation, a problem that often results when companies rely on nonintegrated legacy and best-of-breed applications, participate in a merger or acquisition, or extend their business globally. Because PIM Data Hub is a component of Oracle's Fusion Middleware brand, automakers can be assured they are implementing the most flexible, scalable and interoperable solution to manage their product information.*

### Empower the Automotive Enterprise with PIM Data Hub 11i

In today's automotive industry, vehicle and equipment manufacturers require immediate access to information and the ability to make real-time decisions. As global supply chain mandates partner collaboration and system interoperability, automakers must be able to consolidate, manage and synchronize all of their product information with other source systems and trading partners.

For this reason, Oracle's comprehensive enterprise product information management solution offers virtually unlimited extensible attributes, workflow-driven change management, and granular role-based security. The data stored within the hub can be both unstructured data, like sales and marketing collateral, or structured data, such as item attribute specifications and structures / bills of materials (BOMs) for engineering and manufacturing.

Specifically, Oracle PIM Data Hub helps automotive OEMs and suppliers to:

- Manage sell-side and buy-side product catalog: Companies can securely store all finished goods product information (product characteristics, sales and marketing information, collateral, datasheets, images), organize products into user-defined catalogs for quick retrieval via keyword-based or parametric search, provided targeted access to certain product information via fine-grained security.

- Centralize product catalogs and build a product master: Automakers can consolidate vehicle parts, systems and components into Oracle PIM Data Hub to serve as an item master for all their systems. It also allows OEMs to manage product specifications, product documents, and product configurations in a centralized system. Suppliers can manage new item definition and request processes, control product data quality with validations and standardization, and streamline product change requests and orders with workflow-driven approvals and reviews.
- Integrated BOMs / structures management: OEMs and suppliers may consolidate and manage BOMs / structures from multiple engineering systems, sales configurations, global manufacturing plants and service organizations, which provides a single view of BOMs / structures for each vehicle, part, system or component.

### **Integrate Your Global Supply Chain with Oracle Application Server 10g**

PIM Data Hub leverages the Oracle Data Model, which underlies the Oracle E-Business Suite, as its foundation, and has extended the Data Model to support non-Oracle heterogeneous application environments. PIM Data Hub leverages Oracle Application Server 10g to provide comprehensive application integration services, such as a framework to build high-speed synchronization and business process management across different environments, and a robust messaging and monitoring infrastructure.

### **Harness Power and Flexibility with Fusion**

PIM Data Hub is unique in its architecture and use of Oracle technology to provide a highly scalable, reliable, manageable and searchable information system to capture and access high volume and complex product information.

PIM Data Hub's partner solution, PIM Data Librarian, is built using Oracle Application Development Framework and offers an intuitive-to-use Self Service HTML user interface. It is built using Oracle Business Components for Java (BC4J). Oracle Business Components for Java is a standards-based, server-side framework for creating scalable, high-performance J2EE applications.

### **Leverage Oracle's PIM Family of Products**

Oracle's Product Information Management Data Hub belongs to Oracle's Product Information Management family of products.

**PIM Data Hub:** An enterprise data management solution that enables customers to centralize all product information from heterogeneous systems, creating a single view of product information that can be leveraged across all functional departments.

**PIM Data Librarian:** The key component of Oracle's product information management solution that provides easy-to-use HTML user interfaces for creating, managing, consolidating, enriching and standardizing product information. PIM Data Librarian provides native tools to manage all types of structured data, such as configurations and item attribution, as well as unstructured product information such as specifications, attributes, data sheets, and sales and marketing materials. PIM Data Librarian's broad array

**KEY BENEFITS**

Oracle PIM Data Hub provides a complete solution which vehicle and parts manufacturers can improve performance and reduce costs of managing their product data. Specifically, PIM Data Hub helps automakers to:

- Improve data quality and manage changes (with PIM Data Librarian)
- Reduce administration and integration costs
- Shorten design cycles and speed time to market

of product information management features help companies efficiently organize product information, control product data quality and changes, securely access and author product information across functional departments, publish product information, and ensure regulatory and industry compliance.

- Product Data Synchronization enables vehicle and equipment manufacturers to securely deliver product information and then to syndicate that data to supply partners and customers. PDS extends Oracle's PIM solution to provide companies with a complete solution for managing their production information and then for delivering their relevant product data to their supply partners and customers.

### **Oracle E-Business Suite: the Complete Solution for the Automotive Enterprise**

The Oracle E-Business Suite enables vehicle and equipment manufacturers to efficiently manage their customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built within a unified, information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all aspects of your business. Whether you implement one module or the entire Suite, the Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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