

ORACLE PRODUCT INFORMATION MANAGEMENT FOR RETAIL



KEY BENEFITS

- Improve visibility of information across the extended enterprise
- Lower data management costs
- Reduce scanning errors and processing time
- Improve collaboration with suppliers
- An extensible, scalable and proven data model for all product information
- Enrich product information for all enterprise business processes
- Securely share product information across the enterprise and with trading partners
- Ensure compliance with regulations and industry mandates such as Global Data Synchronization

RELATED PRODUCTS AND SERVICES

- Oracle Product Information Management Data Hub
- Oracle Product Information Management Data Librarian
- Oracle Demand-Side Product Data
- Oracle Application Server 10g

In a given season, retailers introduce more than 60% new products, and on average 20% have errors due to duplicate information. As the speed of new product introduction increases and the channels of retailing expand, the value of trusted master data and the synchronization of information across the enterprise and with trading partners grow in importance.

Overview

Data quality in the retail industry is a formidable challenge due to the complexity and sheer volume of information across numerous divisions, departments and products. Couple that with thousands of suppliers and extensive customer information, and one will soon get a sense of the complexity involved. Compounding the problem is increasing reliance on strategic business applications that demand accurate data. The pressure in retail to innovate and bring products to market faster requires solutions that can handle the scalability, the flexibility and distribution effectively.

Introducing Oracle Product Information Management for Retail

Oracle Product Information Management is a market-leading solution, made for retailers who require a central repository to manage vital information, including the relationships between the product and its suppliers and the product and the locations in which it is carried. This advanced and innovative solution provides retailers with the ability to consolidate master information from multiple disparate applications and business lines into a single repository. Oracle Product Information Management provides improved controls for retailers to better cleanse and enrich information to share the content across the enterprise, and with their trading partners.

Oracle Product Information Management is an enterprise data management solution that enables customers to centralize product information from heterogeneous systems, creating a single view of product information that can be leveraged across all functional departments. Retailers that require Global Data Synchronization select Oracle Product Information Management for its ability to maintain clean, accurate data and to ensure compliance with regulations and industry mandates such as GDS.

As the retail industry grows with more complexity due to new business ventures and multiple operating brands, the need to centralize product information becomes a strategic imperative, and has significant impact on a retailer's core operations.

KEY FEATURES

- UI based extensibility for the entire system
- Out of the box support for Enterprise Product Record
- Support for flexible deployment models
- Unstructured data management capabilities
- Alternate hierarchy support
- Exception-based item induction and change workflow
- Configurable mass data updates
- Supports in-bound Global Data Sync
- Flexible attributes and content management
- Consolidate all item information
- Import data and synchronize multiple systems
- Manage data quality
- Securely access and search information repository
- Syndicate & publish product information

Improve Operational Efficiencies With Trusted Product Information

Master data is always in a constant state of fluctuation. With data changing at a rate of 2% a month, master data management has become a key business issue for retailers.

As a result, escalating inefficiencies throughout the organization cause inaccuracies from source to the store. Oracle's Product Information Management solution is designed to provide retailers with the ability to better manage item induction, synchronizing item information with suppliers to reduce errors. Built on a proven data model, this single repository provides real-time visibility to transaction information from other systems, and supports all business models with open API's for application integration.

Accelerate Speed to Market with New Item Introductions

Accelerating products to market - to be first on the shelf with new items - is a constant goal that retailers strive for. Getting new products to the shelf flawlessly begins with managing information with accuracy from the start. And the results are measured by an improved shopping experience. Increasing the speed and number of product introductions by establishing a single source of information and sharing this across the organization will unlock the merchant's ability to bring the right products to consumers while ensuring a superior customer experience.

Automate Collaboration with Retail Trading Partners

Supplier participation from the start of product development to product induction is key to producing a smooth, transparent method to drive new product introductions to market. Having a collaborative process in place improves supply chain performance from logistics operators to the warehouse receiving teams. Extending collaboration across and beyond the enterprise establishes a strong foundation for better content management. Automating product introduction and changes from suppliers via Data Pools, Portal, Direct Access load or Product File Load gives the retailer access to trusted product information to be used across sales channels and back office solutions.

Summary

Oracle Product Information Management for Retail is a market leading solution, designed for global retailing. This advanced, innovative solution provides retailers with the ability to accelerate products to market, improve operational efficiencies with trusted master item information, and further drive collaboration with the retail trading community.

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