

LANSA INC.

LANSA Data Sync Direct 6.6 Validated Integration with Oracle Product Hub 12.1



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A Leading GS1-Item-Alignment-via-GDSN Solution

LANSA Data Sync Direct offers a well integrated item-alignment solution for Oracle Product Hub customers.

Company Overview

Founded 1987, LANSAs has more than 9,000 customers in over 70 countries. LANSAs Data Sync Direct is a widely implemented, behind-the-firewall solution for enterprise resource planning (ERP) or master data management (MDM) / personal information management (PIM) implementations of GS1 item alignment via the Global Data Synchronization Network (GDSN). LANSAs Data Sync Direct can be implemented with any GDSN-certified data pool.

Integration Overview

The LANSAs Data Sync Direct 6.6 integration with Oracle Product Hub 12.1 provides an automated, tightly coupled messaging layer for item data alignment via the GDSN. Oracle Product Hub serves as the single point of truth where item data is consolidated and managed while LANSAs Data Sync Direct orchestrates the exchange of item data with a GDSN-certified data pool by using standards-based GDSN messaging.

The LANSAs Data Sync Direct integration with Oracle Product Hub serves both supply- and demand-side item synchronizations. Key benefits of the LANSAs Data Sync Direct integration with Oracle Product Hub include:

- Messaging of item data through the item-data synchronization network
- Certified, global standards-based item-data alignment
- Ongoing support for changes to synchronization messaging standards

The LANSAs Data Sync Direct demand-side integration with Oracle Product Hub serves the needs of retailers, wholesale distributors, hospital networks, brokers, private labelers, and group purchasing organizations (GPOs) needing product information via the GDSN. The following explains how the fundamental demand-side activities are supported by the integration:

Subscription - LANSAs Data Sync Direct pulls new Global Location Numbers (GLNs) created in the supplier master and creates an automatic subscription for the GLN in the data pool. The LANSAs Data Sync Direct user interface can be used to specify additional subscription criteria if needed (for example, GTIN, GPC code, and target market).

Syndication - As a result of the subscription, LANSAs Data Sync Direct receives item data from the data pool, transforms the data into an XML-based format that is consumable by the Oracle Product Hub Import Workbench feature and loads the data into Import Workbench. Import Workbench can then be used to review and import data into Oracle Product Hub.



Validated Integration

Oracle E-Business Suite

Through the Oracle PartnerNetwork Application Integration Architecture for Partners Initiative, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Availability

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Support

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Confirmation - After reviewing data in the Import Workbench, customers can send a confirmation message on the status of the synchronization. LANSA Data Sync Direct converts these confirmation messages to the appropriate GDSN format and sends them to the data pool.

The LANSA Data Sync Direct supply-side integration serves manufacturers, distributors, and brokers looking to publish product (GTIN) information via the GDSN to their trading partners. The following explains how the fundamental supply-side activities are supported by the integration:

Registration - All items (GTINs) are created and maintained in Oracle Product Hub. LANSA Data Sync Direct monitors for new and modified GDSN items, pulls those items that have been flagged registration-ready, validates data for GDSN compliance, and registers the data in the data pool by using the appropriate GDSN messaging format.

Publication - Trade-partner-specific item data is maintained in Oracle Product Hub using multirow attribute groups, which also stores the GLNs to which to publish the data. LANSA Data Sync Direct monitors new or modified GTINs that are publication-ready, validates data for GDSN compliance, and publishes the data to the data pool using the appropriate GDSN messaging format.

Registration/Publication Status - LANSA Data Sync Direct communicates registration and publication status back to Oracle Product Hub, which can be tracked in the Oracle Product Hub UI.

Integration Details

The integration of LANSA Data Sync Direct into Oracle Product Hub is accomplished through the use of the Oracle Product Hub Import Workbench feature. LANSA Data Sync Direct leverages the Import Workbench feature in all instances where data needs to be added to, or modified within, Oracle Product Hub including:

- Item creation following the receipt of a GDSN notification
- Item data updates following receipt of a GDSN change notification
- Item status updates following synchronization messaging

LANSA Data Sync Direct employs the Import Workbench feature for these purposes by first loading the Import Workbench tables via direct writes, with the data to be inserted or updated within Oracle Product Hub. The Import Workbench process is then initiated either manually using the user interface or automatically via a direct call to the import engine.

For instances where LANSA Data Sync Direct requires data from Oracle Product Hub, extraction is performed using SQL reads over a JDBC connection. There are two scenarios in which this direct read from Oracle Product Hub tables would occur:

- Item data has been created or changed within Oracle Product Hub and LANSA Data Sync Direct needs to extract the data to perform the appropriate GDSN-compliant messaging
- A trading partner has been designated for use in GDSN synchronization requiring LANSA to extract the trading-partner identifier (GLN)

It is important to understand that direct connection to tables for the purpose of extracting item and GLN information is done for read-access only. Updating of Oracle Product Hub data is done exclusively via the Import Workbench feature to ensure data and process integrity.

Environment

LANSA Environment

LANSA Data Sync Direct 6.6

Oracle Database 11g

LANSA Integrator 12.0

Oracle Environment

Oracle E-Business Suite 12.1 (Oracle Product Hub)

Oracle Database 11g

Oracle Application Server 10g

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