ORACLE FUSION PRODUCT HUB

Oracle Fusion Product Hub helps organizations overcome product data fragmentation, inconsistency and poor quality by providing a single repository where product and catalog data can be consolidated, standardized, enriched and shared within and beyond the enterprise. With Oracle Fusion Product Hub, organizations can establish a trusted enterprise product record that drives superior omni-channel commerce, accelerate product introduction, streamline trading partner collaboration, ensure regulatory compliance and enforce data quality and governance standards on all aspects of product master data within any heterogeneous IT environment.

Establish a Foundation for Effective Product Information Management

Many companies are increasingly feeling the pressure to deliver timely, rich, accurate and targeted product information to customers to deliver higher sales revenue and superior customer satisfaction. In order to succeed in such a competitive business environment, companies not only need to effectively manage product data that drives product marketing, commercialization and other customer-facing activities but also the back-end operational data that is required for order fulfillment, supply chain execution and product reporting. To this end, a fundamental challenge many companies face is the inability to effectively aggregate, enrich, validate and share product master data across their various business processes in the face of ever-proliferating sales channels, target markets, operational systems and evolving business processes. Oracle’s solution to this fundamental business challenge is Oracle Fusion Product Hub which provides a single, best-in-class enterprise product master data management system that provides an authoritative master product record to critical business processes including new product introductions, cross-channel commerce, regulatory compliance and supply chain execution across the enterprise. Oracle Fusion Product Hub provides organizations the ability to:

- **On-Board** product data from trading partners, internal or external systems
- **Classify** products within a product taxonomy and multiple alternate categorizations
- **Cleanse** product data to ensure appropriate classification, standardization and de-duplication
- **Enrich** product information with seeded and user defined attributes, digital assets, product relationships, and product configurations
- **Localize** product data for a specific organization, trading partner, target market, sales channel or consuming system
- **Validate** and **remediate** data errors at all points of data consolidation, enrichment and publication
- **Govern** new product definition and change management processes with flexible and collaborative workflows
• Full publication of products, catalogs and metadata
• Business user publication criteria to select specific products and product data entities to publish
• Validation rules to ensure accuracy and completeness of published data
• Enterprise integration using granular APIs and SOA based web services

KEY BENEFITS
• Unified administration and definition of products
• Securely access and search product information across enterprise
• Leverage a clean, standardized and accurate product data in sales channels and operational systems
• Achieve faster product introductions and time to market
• Reduce transactional errors and manual processes
• Improve data quality and maintain regulatory compliance
• Achieve agility to meet new business demands in a dynamic IT landscape
• Leverage standards based IT investment (SOA)

• Share clean, standardized and validated product data with consuming systems and trading partners
• Monitor critical operational, data quality and process metrics with embedded analytics and reports
• Empower business users with modern, easy-to-use and web based user interface to effectively manage and collaborate on product data

Consolidate and Enrich Critical Product Data
Oracle Fusion Product Hub provides a broad set of capabilities to on-board product and catalog data from various internal and external systems. Suppliers and other trading partners can load their products along with any associated digital assets via a modern, self-service portal (Fusion Product Hub Portal) and receive immediate validation and data quality feedback. Internal users can create a one-time mapping between 3rd party data and internal fields, via a simple drag-and-drop interface, to accelerate the ingestion of 3rd party files. Along with a rich set of APIs and Web Services, data stewards can also on-board product information in various file formats including Excel, CSV and XML. Organizations receiving product data via a GS1 data pool can leverage a robust and comprehensive GDSN infrastructure to build connections to any GS1 data pool and manage subscriptions, incoming payloads and message exchange history. All incoming data, regardless from source, goes through data quality and validation checks with the results presented to a data steward in a graphical summary to ensure appropriate review and remediation prior to import.

Once data has been rationalized and consolidated, Oracle Fusion Product Hub provides a rich and extensible data model to maintain all aspects of product data including seeded and user defined attributes, product hierarchies, structures, relationships, and digital asset associations. Furthermore, contextual product data such as those that vary by trading partners, channels, target markets and locations can easily be defined and maintained without creating duplicate product records. Business rule validations ensure that product definitions, regardless of mode of entry, are validated against pre-defined business rules to ensure data integrity.

Proactively Validate and Cleanse Product Data
Oracle Fusion Product Hub provides embedded data quality functions that leverage a semantic recognition technology to auto-classify, auto-standardize and de-duplicate even the most
unstructured and highly variable product data. Regardless of internal users defining products in the UI or suppliers sending their data via a portal, data quality checks are proactively performed to ensure no poor quality data such as misspellings, non-standard abbreviations, misclassifications, or duplicates enter the system. By automating the data quality process to classify, standardize and de-duplicate product data, business users can focus on remediating exceptions while clean and trusted data can be delivered quickly to customer facing channels and operational systems.

**Enforce Data Governance**

Oracle Fusion Product Hub enables effective governance of product master data by providing the required capabilities to define, monitor and enforce enterprise standards and policies on data ownership, data security, data quality and key business processes. Role based and data level security gives organizations the ability to enforce granular access control on product information. A robust business rules framework allows customers to validate various aspects of product definitions including attribute values, relationships, alternate categorizations and organization assignments. A graphical rule-impact analysis gives data stewards the ability to assess the impact of new or modified business rules prior to adoption. A flexible and extensible workflow management framework allows customers to govern their product definition and change management processes according to their organizational structure and business policies. Version Management provides audit trail visibility and facilitates the streamlined deployment of changes on a future date, thus allowing business operations sufficient time to adopt the changes. Finally, data stewards can monitor key operational and process metrics for better insight into their governance activities and identify opportunities for continued improvement.

**Enable Faster Decisions with Embedded Product Data Analytics**

Embedded analytics provides decision makers with real-time and aggregate information to make faster and better decisions on the management of product data. Product Data Analytics provides organizations with a rich set of analytical information to monitor and evaluate product data and associated governance processes to make better business decisions. For example, data stewards can easily monitor the number of approved and rejected items by product class while also analyzing the definition and approval cycle times of new item introduction and change management workflows. Users can create ad-hoc reports in various formats and share them across the enterprise.

![Figure 2 – Embedded Product Data Analytics](image-url)
Share Complete and Accurate Product Data

Oracle Fusion Product Hub allows organizations to share complete, standardized and consistent product information with internal systems and trading partners. Business users have a simple user interface to select which products and which data entities they want to publish to a given consuming system thereby taking full ownership of sharing their data. They can also associate validation rules to consuming systems to make sure only products that pass the validation criteria are published to the system — e.g. publish only the products that have valid values for a required attribute. With granular APIs and Web Services to get item data along with the ability to export product information in common file formats (excel, csv, xml), organizations can easily share product information across the enterprise without compromising speed or reliability.

Benefits of Oracle Fusion Product Hub

With a broad set of rich and differentiated capabilities to consolidate and disseminate product data, natively author all aspects of product information, manage digital assets, perform real time data quality functions and enforce governance processes, Oracle Fusion Product Hub is a best-in-class product information management system that is foundational to enterprise business transformation. Upon implementation, businesses will see:

• Accelerated time to market
• Superior omni-channel commerce
• Reduced downstream transactional errors
• Reduced IT and administrative costs
• Improved data quality
• Effective trading partner collaboration

Contact Us

For more information about Oracle Fusion Product Hub, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.