

# ORACLE MASTER DATA MANAGEMENT

## ORACLE PRODUCT DATA HUB

“THE SOURCE OF CLEAN PRODUCT DATA FOR YOUR ENTERPRISE.”

### KEY FEATURES

- Out-of-the-box support for Enterprise Product Record
- Proven, scalable industry data models
- Integrated best-in-class product data quality solution
- Unlimited, extensible attribution to meet the needs of the enterprise
- Unstructured data management for images, datasheets, and word documents etc.
- Multi-hierarchy support
- Easy definition of product / service offers & bundles

### KEY FEATURES

- Improve visibility of information across the extended enterprise
- Lower data management costs
- Accelerate new product introductions and changes
- Focus on product data consolidation and data quality

*On average 70-80% of new product introductions fail and over 20% of products are duplicates. In today's competitive global market, companies need to accelerate new product introduction, manage product cost whilst adhering to government and industry regulations. To meet these objectives, the value of trusted master data and the synchronization of information across the enterprise and with trading partners grow in importance.*

### Overview

Fragmented, inconsistent product data often results when companies rely on non-integrated legacy and best – of – breed applications, participate in a merger or acquisition, or extend their business globally. This fragmented environment leads to poor data quality, operational inefficiencies, slow time to market and increased cost of compliance. Adding to the challenge of better management of data on a tactical level is the strategic business application of using information to grow revenue. To address these challenges, companies are requiring solutions that can consolidate, cleanse, and augment this corporate master data, and synchronize it with all applications, business processes, and analytical tools.

### Oracle Product Hub

Oracle Product Hub is a market - leading solution, providing customers with tools to centralize all product information from heterogeneous systems, creating a single product repository that can be leveraged across all functional departments. This proven and innovative solution provides capabilities to match, merge and consolidate multiple sources, governance and data quality tools to securely and collaboratively manage data within the hub and integration services to share the content across the enterprise and with trading partners.



Figure 1. Trusted Product Data For Any Application

Oracle Product Hub provides a number of options to meet data quality and standardization needs through Oracle Enterprise Data Quality (EDQ). EDQ is a data quality platform that delivers fit-for-purpose data for a number of different data domains. Enterprise Data Quality includes specialized techniques to effectively parse, analyze, cleanse and standardize product data. Product data inherently has a lot of variability, which is why a tool that can adequately handle this type of information is critical.

### Improve Operational Efficiencies with Trusted Product Information

Many companies today store product information in numerous fragmented applications scattered across the enterprise. Frequently, this results in data duplication, version inaccuracy, and difficulty in locating information. As a result escalating inefficiencies throughout the organization, cause inaccuracies across the enterprise from product development, operations / manufacturing to marketing, sales and customer service. Oracle's Product Hub solution provides a single source of truth of product data which can be leveraged across the enterprise, supporting business process improvements and increasing profitability. Built on a proven, scalable data model, this central repository provides the capability to:

- **Centralize sell-side and buy-side product catalogs** to securely store all finished goods product information product characteristics, sales and marketing information, sales bundles, collateral, images etc.
- **Aggregate products and components to serve as an inside product catalog** for all applications, managing product specifications, product documents and product configurations in a central system
- **Maintain a trusted source of product information** with integrated, best-in-class product data quality\* and embedded business rules, applied at all points of entry, to ensure clean, accurate enterprise product data

Oracle Product Hub is an advanced and innovative solution providing companies with the ability to consolidate master information from multiple disparate applications, and business lines into a single repository. It provides improved governance controls to better cleanse, and enrich information and share the content across the enterprise, and with trading partners.

#### RELATED PRODUCTS

The following products are part of Oracle's solution for MDM for product data for retailers:

- Oracle Product Data Quality
- Oracle Product Master Data Management Integration Pack



Figure 2. Oracle Product Hub

#### Accelerate New Product Introductions and Changes

Competitive pressures, cost challenges and customer expectations are driving companies to accelerate time to market for new products and services. Having accurate information and repeatable, reliable product introduction processes, allows companies to realize revenues faster, increase market share and enhance brand image. Establishing a single source of product information will provide consistency in product launch, accurate and complete information across sales channels, ultimately ensuring a differentiated customer experience. Oracle Product Hub provides key productivity tools to efficiently manage new item introduction:

- **Workflow-driven process automation** allowing the extended enterprise and third parties to participate in the product definition and enrichment processes, ensuring data accuracy and enforcing repeatable best practices
- **Exception-based product change processes** which automate product updates whilst requiring user review and approval on exception basis based on business policies, e.g. if price change is more than 1%, then route for approval, otherwise apply change
- **Mass creation, maintenance and approval of items** via prebuilt user productivity tools and inheritance framework to rapidly generate or apply changes across multiple items whilst consistently applying business rules
- **Single data import user interface** for managing data staging processes across all data sources – internal and external with support for high volume data loads or excel integration to simplify smaller loads for business users

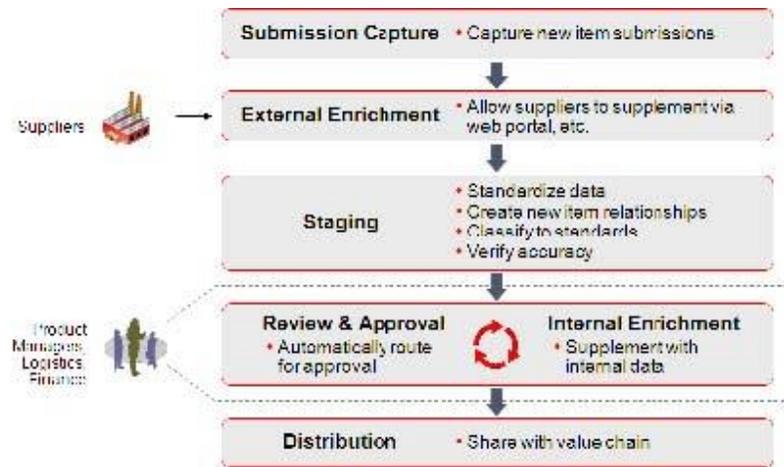


Figure 3. Steps for capturing and consolidating product data

### Share Accurate Information with the Extended Product Value Chain

Taking collaboration across and beyond the enterprise establishes a strong foundation for better content management. Efficient synchronization of accurate product data with internal systems, and with customers and suppliers is critical for enabling the product value chain throughout demand and supply chain operations. Oracle Product Hub serves as the platform for collaboration and integration of all processes in your value chain that touch product from design, to supply, to production, to sales, and provides:

- **Granular role-based access** based on job function, product responsibility and type of data, allowing both internal and external parties to securely access and maintain information about their products
- **Embedded integration services** – web services, APIs and business events – to drive accurate product information to the extended enterprise
- **Publication workbench** to streamline the process of batching and tracking of data and metadata from the hub to consuming systems
- **Prebuilt common objects and services with integration to E-Business Suite, Siebel CRM and Agile PLM** with AIA Integration Packs for Product Master Data Management to simplify and accelerate business process integrations



Figure 4. Oracle Product Hub

### Summary

Oracle Product Hub is a market leading solution, designed for global business. This advanced, innovative solution provides companies with the ability to improve operation efficiencies, accelerate new product introductions and share accurate information with the extended product value chain.

### Contact Us

For more information about Oracle Product Hub visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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