

Oracle Fusion Cloud Product Hub

Oracle Cloud Product Hub, part of Oracle Cloud PLM suite, is an enterprise-class product master data management (PMDM) software, delivered via cloud for lower cost and faster deployment. With Oracle Product Hub, companies can establish a unified enterprise product record and digital thread that allows them to rapidly commercialize, govern, and publish product master data for globalized manufacturing and omnichannel commerce, and seamlessly syndicate data to internal and external applications and marketplaces with a single multidomain solution, delivering trusted and commercialized product information.

CONNECTED PRODUCT DATA IN THE CLOUD

It's never been more important to get products and services to market quickly with high quality. The key is unifying design, plan, make, and service processes. Driving fast, high-quality innovation and product development requires standardized product master data that leverages a connected digital thread to unify complex, multi-site manufacturing and quality processes. Oracle Product Hub delivers the enterprise product record to help standardize product data early in the ideation phase of a product's lifecycle so that ideas for new product innovations can be analyzed and R&D investment decisions can be made faster. With Oracle Product Hub, structured new item introduction, governance and change management processes can be rapidly and efficiently setup so that product design, manufacturing planning and costing processes become streamlined.

KEY BUSINESS BENEFITS

- Unified administration and definition of products
- Securely access and search product information across enterprise
- Leverage a clean, validated 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
- Establish a simplified path to broader cloud adoption

KEY FEATURES

- Vendor Portal
- GDSN Infrastructure
- Item Management
- Catalog Management
- Digital Asset Management
- Integrated Data Quality
- Collaborative Workflow
- Business Rules and Impact Analysis

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 service. In order to succeed in such a competitive and dynamic 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 Product Hub provides a single, best-in-class enterprise product master data management (PMDM) software that delivers an authoritative master product record that digitally threads critical business processes including new product introductions, cross-channel commerce, regulatory compliance and supply chain execution across the extended enterprise. Oracle Product Hub provides organizations the ability to:

- Efficiently commercialize new products and services by sharing the right product data required for sales, marketing, supply chain, and ERP processes.
- Keeps item master data clean and synchronized across applications, data pools, and partners with a best-practice product information management (PIM) process and flexible attribution, change control, and native-governance capabilities.
- Ensures that complete and consistent product information is published across sales channels while efficiently sharing trusted product data across back-end SCM, ERP, and order fulfillment systems.
- Delivers trusted on-time product master data that drives accurate and timely reporting for inventory, production, planning, and throughput.
- Automates and delivers continuous business-rule validations and verification of data to allow global contract manufacturers and suppliers to receive accurate information and authenticate the data they provide—no matter where they are located.

- Search, Browse and Mass Update
- Data Publication
- Audit Trail and Reports
- Fully integrated product data management spanning the enterprise
- Embedded Social Collaboration

THE CLOUD ADVANTAGE

- **Configurability:** uses low code embedded solutions like apps composer
- **Visibility:** embedded real-time analytics
- **Single Source of Truth:** common data model across PLM, SCM, IoT, Social Monitoring applications
- **Continuous improvements:** Quarterly releases means new functionality updates and not delays in months or years for re- deployments

THE POWER OF DIGITAL

- **Complete visibility:** delivers true visibility by tightly linking the voice of the customer with the voice of the product into the enterprise product record.
- **Improves customer satisfaction:** closes the data latency & expectation gaps between the product and the customer leveraging the voice of the customer, social monitoring, and voice of the product, Internet of Things (IoT), Digital Twins, Artificial Intelligence, Digital assistance and quality assessment.
- **Drives quick and accurate decisions:** provides embedded analytics and a collaborative platform with a single Common Data Model

- Centralizes and consolidates product data—without disrupting ERP and supply chain operations. Unifies data from numerous ERP systems as a result of organic growth or a merger or acquisition.

[PIM/Item Master] to unite the entire Product Record.

- **Reduces Latency and Data Disconnect:** delivers the single source of truth to all stakeholders participating in the same process across a single digital thread.
- **Accelerates innovation to commercialization:** through unified processes from an idea to commercialization and speed of execution with Digital Assistance.
- **Drive closed-loop quality unified with manufacturing and inventory:** eliminate the data chase to make high-speed 360-degree decisions with near real-time transparent and traceable product data starting at the innovation funnel.

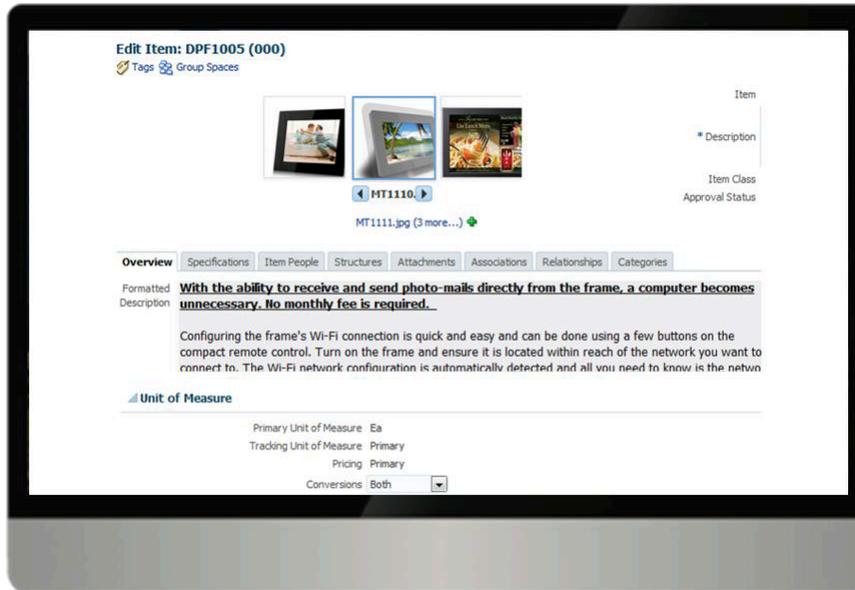


Figure 1. Maintain rich and centralized product Information

DEPLOY ON THE ORACLE CLOUD FOR LOWER COST AND FASTER TIME TO VALUE

By providing this solution on a software-as-a-service (SaaS) model, completely hosted and maintained on the Oracle Public Cloud, companies can transform their costs from capital expenditure to operating expenditure – while they focus on their core competency of using the application rather than hosting, maintaining and upgrading it. And because it’s on a SaaS model, organizations will always be kept up-to-date with the latest features, functions, and best practices. Oracle Product Hub rolls out updates regularly (as often as monthly) so companies continuously leverage the latest innovations. Oracle Product Hub is designed to be up and running in your organization within days, and be implemented within weeks. By leveraging extremely robust security and risk management tools and processes, Oracle ensures that customers’ enterprise data is protected from any external and internal threats while preventing any potential loss of information. The availability of granular and secure public web services along with the ability to import and export product information in various file formats enables customers to exchange data with any of their applications on-premise or on the cloud. All of

this leads to lower costs, lower hassles and faster time to value – without compromising enterprise-class capability.

CONSOLIDATE AND ENRICH CRITICAL PRODUCT DATA

Oracle 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 (Oracle Product Hub Portal) and receive immediate data validation 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. 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 business rule 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 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.

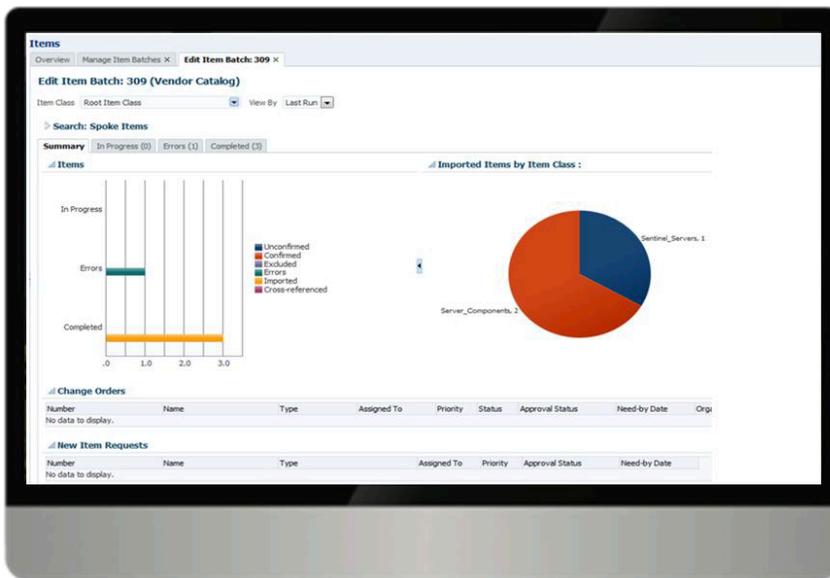


Figure 2. Review and import product data from multiple sources

ENFORCE DATA GOVERNANCE

Oracle 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, 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. Revision 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 analyze and generate real-time, ad-hoc reports for better insight into their governance activities and identify opportunities for continued improvement.

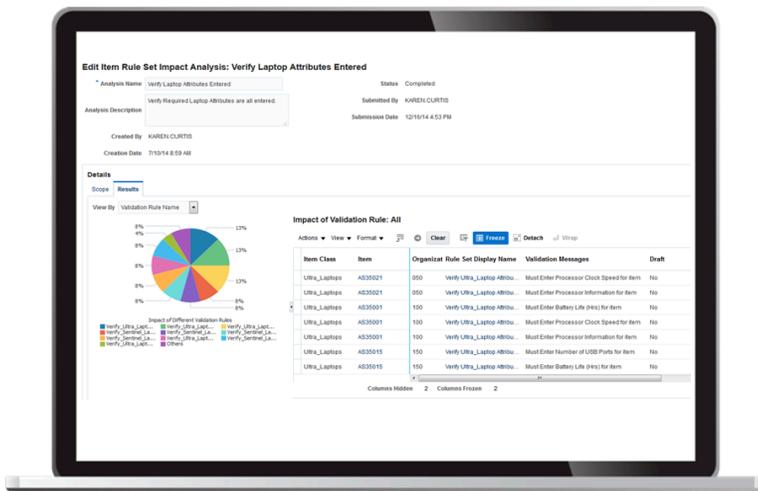


Figure 3. Analyze new and modified item rules on product data

CONNECT SUPPLY CHAIN OPERATIONS

As new products and product changes flow through your organization's pipeline, it's difficult to manage the setup and change of product data for planning, manufacturing, configure-price-quote, order management, warehousing, etc. For both new products and existing products, it is imperative that internal operational functions work hand-in-hand with the extended supply chain to manage orders, strategic sourcing, warehousing and manufacturing. With a strong foundation of accurate product information delivered by Oracle Product Hub, companies can execute on key end-to-end supply chain initiatives including perfect orders, strategic sourcing, and more. Oracle Product Hub delivers a single source of truth so that new products and item-data corrections flow through internal and external pipelines to deliver clean and consistent information across all business processes. You can also manage rapid setup and leverage change control for manufacturing; configure, price, and quote (CPQ); order management; and warehousing.

SHARE COMPLETE AND ACCURATE PRODUCT DATA

Oracle Product Hub allows organizations to share complete, validated 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 rule sets 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 Web Services and business events 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 with on-premise or other cloud applications.

BENEFITS OF ORACLE CLOUD 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 business rule validations and enforce governance processes, Oracle 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
- Simplified path to broader cloud adoption
- Reduced IT and administrative costs
- Effective trading partner collaboration
- Quicker deployment and faster time to value

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