Product Information Solution

for Electronics Manufacturers

"For companies that need a scalable, integrated, internal system, WebSphere Product Center provides a clean transition to a long-term strategy…"

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Consumer electronics, semiconductor, computer and peripheral manufacturers depend on frequently changing product information to successfully sell their products through various channels around the world.

The process of bringing to market complex products with detailed specifications and high levels of configurability presents increasing product information challenges, especially when these are distributed to multiple geographies. These challenges include:

- Marketing within a global, multi-geographic business environment, in which different configurations, product formats, or requirements are sold in different regions.

- Multilingual selling in various market geographies and currencies.

- Synchronizing data across multiple sales channels, corporate divisions, partners, resellers, webstores, and sales forces.

- Scaling to handle exponential growth in product information. For example, an electronics manufacturer can easily offer 10,000 products in 30 languages within 17 different geographical areas, using 12 different currencies.

- Being able to create, publish, and repurpose product information across corporate business units, divisions, and subsidiaries.

THE GOLDEN SOURCE OF PRODUCT INFORMATION
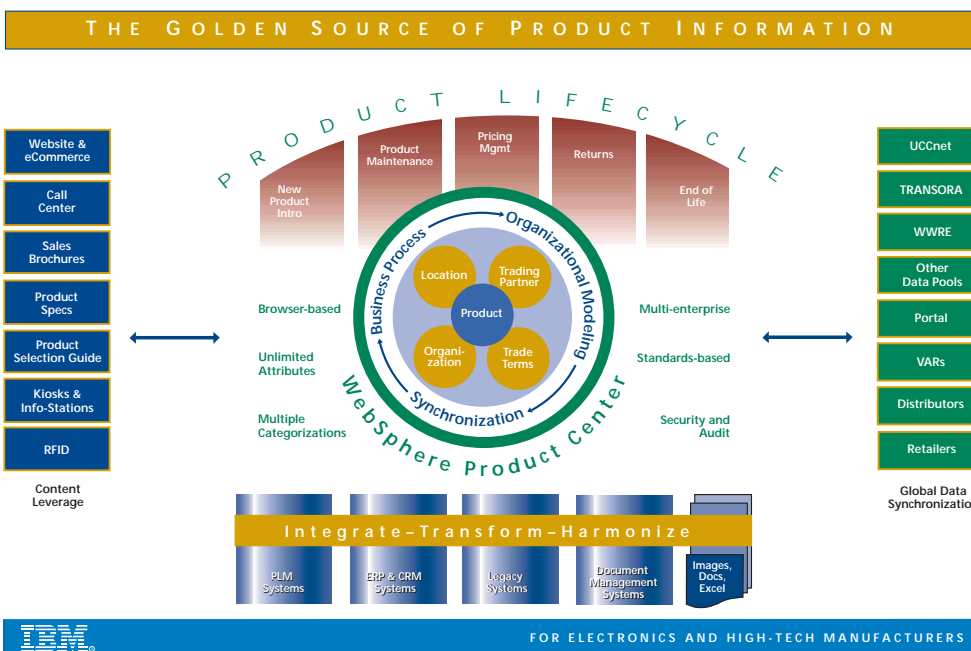
IBM WebSphere Product Center provides the first comprehensive solution that allows electronics manufacturers to create, manage, and synchronize their product information, both within and beyond the enterprise. WebSphere Product Center middleware enables companies to integrate and centrally manage, comprehensive product information that is typically scattered across an enterprise within ERP, legacy, CRM, and data master systems. IBM WebSphere's product information management solution also links product-related information with terms of trade such as pricing and then synchronizes this information internally with existing enterprise systems and externally with trading partners.

Centralized Product Information

IBM WebSphere Product Center allows you to build a central product information repository that captures even the most complex multilingual product information, pricing data, and other attributes needed to effectively merchandise your products in a variety of regions. Based on a completely

WebSphere software

extensible and scalable data model, WebSphere Product Center effectively receives import of data from any source, including multinational legacy, ERP or contract systems, promotional systems and image repositories. Additionally, WebSphere Product Center provides rich automated business process capabilities and organizational modeling tools for creating, validating, approving and versioning product data, enabling you to manage the complete product information lifecycle, down to the attribute level. The result is a consistent and accurate set of product information that helps you optimize sales of each product from introduction to end of life.

Using IBM WebSphere Product Center, large global manufacturers can create and maintain master product information centrally, while enabling countries to re-use, translate and transform it in preparation for distribution and sales in each country. Corporations can set rules around what information can be modified locally, such as marketing features and benefits, while limiting what information should be retained as-is, such as technical specifications and warnings. Product information associated with brand identity is stored in WebSphere Product Center's central product information repository and can be re-used consistently to preserve global brand equity.

Manage Business Processes

IBM WebSphere Product Center enables you to effectively streamline business processes such as new product introduction. With robust, customizable automated business processes, WebSphere Product Center enables you to create, approve and authorize product information with optimal efficiency. Additionally, IBM WebSphere Product Center provides attribute-level access control, ensuring that only appropriate users or groups have data privileges. The business process capabilities combine to deliver an enterprise-class solution that can be leveraged across multiple business units, geographies and users—both within and beyond your enterprise. Using WebSphere Product Center, manufacturers can manage and track processes like product content translation and approval, with full visibility into completion at each stage of the process. Product content managers can identify bottlenecks in the process and take appropriate steps to ensure on-time distribution of translated and approved product content.

Synchronize Globally to Multiple Sales Channels

Once product information is created or updated, it must be synchronized across multiple sales channels around the world. WebSphere Product Center enables you to automatically publish any set of global, region-specific, or retailer-specific information to any destination, including eCommerce websites, VADs/VARs, distributors, print catalogs or collateral, and call centers. WebSphere Product Center can also aggregate and synchronize critical pricing changes and other product updates on an up-to-the-minute basis. IBM delivers best-of-class business expertise, software, infrastructure and services to help high-tech manufacturers drive business performance through effective product information management and global data synchronization.

WebSphere Portal

Consulting & Implementation Services

Location | Trading Partner

Product

Organi-zation | Trade Terms

WebSphere Product Center

WebSphere Business Integration

WebSphere Application Server

DB2, Content Manager

pSeries and xSeries Servers

To find out more about how IBM WebSphere Product Center can help your organization, please contact:
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