



Global Data Synchronization (GDS) Preparing for GDS with Product Information Management

Highlights

Enterworks PIM and MDS products enable CPG companies to build a measurable competitive advantage.

Key Benefits

- **Reduce Errors in Supply Chain Transactions:** Reduce waste and administrative overhead associated with incorrect product data.
- **Customize Product Data for Customers, Partners, and Suppliers with a “Single Version of the Truth”:** Improve inventory control with accurate and up-to-date product information that provides role-based item data.
- **Validated against EAN.UCC Standards:** Synchronize product information through global trading pools.



Global trading pools, such as the Global Data Synchronization Network (GSDN), are the next evolutionary step in supply chain automation. These pools are trading communities, which enable companies to quickly and efficiently submit orders, pay invoices, and much more, reducing costs and increasing business velocity. However, before consumer packaged goods (CPG) manufacturers can reap these benefits they must reconcile internal product data into a “single version of the truth.”

Most CPG companies find serious inconsistencies in internal product data. Few problems have a more damaging impact on the bottom line—and customer satisfaction—than inconsistent or inaccurate product and price information passing between manufacturers, distributors, and retailers. Market analysts report that as much as \$40 billion per year is wasted due to invoicing errors, and retailers who have studied this problem internally report that 50 percent or more of their invoices contain errors. Aside from direct costs, incorrect product information slows the rate of new product introductions and demand creation campaigns, while contributing to supply chain inefficiencies.

Enterworks is a leading supplier of product information management (PIM) and master data management (MDS) solutions for retailers, distributors, and large suppliers. With its proven enterprise solutions, Enterworks enables CPG companies to embrace the global trading community, while increasing efficiency and reducing operational costs.

The solution builds on existing IT capabilities, and is designed with industry-standard application programming interfaces (APIs), Web services, the Solaris™ Enterprise System, as well as other Sun™ products and technologies. The Solaris Enterprise System includes pre-integrated middleware, based on open APIs and standards that provide a simple, predictable, and affordable platform for CPG applications. The Solaris™ Enterprise System

includes the Sun Java™ Integration Suite (formerly SeeBeyond ICAN), which provides the industry’s most complete offerings for the development, deployment, and management of enterprise applications and Service Oriented Architectures (SOAs).

From a base of accurate and current product information, Enterworks Product Information Manager (EPIM) helps CPG companies manage internal product information for enterprise-wide collaboration, promoting faster time to market and increased accuracy in everything from orders to invoices. EPIM’s distributed component architecture and flexible hardware configuration enable companies to deploy it in multiple ways to maximize product information management performance in your enterprise, because EPIM supports feature-rich Java technology.

Synchronizing Product Data

EPIM aggregates product data from enterprise resource planning (ERP), customer relationship management (CRM), and other systems. It validates and manages the information, then synchronizes it for internal stakeholders throughout the enterprise. EPIM aligns product data by building a central repository, then aligning and automating workflow, allowing process integration to pull and validate data from disparate systems. A comprehensive set of tools enables the data to be structured into different views and creates procedures for exceptions. Filtering options limit what product information is collected and imported,

enabling users to store and synchronize only the most important information.

EPIM manages data as eXtensible Markup Language (XML) entities, delivering open, standards-based attribute management. This ensures smooth integration with trading partners, enabling them to share common data dictionaries, standards-based messaging, and interactive business processes. EPIM validates product attributes based on the Global Data Dictionary (GDD) as well as data pool business rules, and also supports extended data pool schemas. This allows CPG companies to take full advantage of industry-specific and extended attributes for hard lines, office supplies, fast-moving consumer goods, and other segments.

Product data lives in many different places throughout the enterprise—data can be integrated using any combination of Enterworks and the Java System Integration Suite facilities. Product and data access can be controlled by the Java System Identity Manager and Java System Access Manager, enforcing role-based access control and providing single sign-on.

Master Data Repository

EPIM stores product information from multiple product data sources—suppliers; internal operational systems such as ERP, CRM, and spreadsheets; trading partners; and other sources—in a centralized Master Repository. The Master Repository provides a valuable single source of all product information not available through other applications. In addition, the Master Repository serves as a reliable staging source for multiple internal and external uses of product information required by

collaborative processes and Radio Frequency Identification (RFID) edgware interaction.

EPIM logs all product information actions, including creation and publication, by storing the date, action taken, and specific user information as meta data. Information can be audited directly from the Master Repository edit screen, and audit logs are available for every item in the repository (Master and Customer). Based on log data, users can easily roll back to previous states.

Once the source product information is imported, EPIM validates the data against standards. EPIM supports EAN International and the Uniform Code Council (EAN UCC) Global Data Synchronization-compliant data pools, including UCCnet, the WorldWide Retail Exchange (WWRE), and Transora. EPIM can generate product information for industry-specific data pools and retailers, as well as private and multiple country-specific data pools, such as e-Centre in the U.K.

Protecting Product Data

EPIM provides customizable security levels for product information, in full support of corporate security policies. Data access can be controlled from the repository level to line item level, based on user and group access rights. At the product attribute level, EPIM secures control over pricing, delivery, special materials, and more. Companies can establish user and group roles that control the access, creation, modification, deletion, and publication of product information in the Master Repository and subset repositories.

Learn More

Find out more about how GDS, PIM, and MDS can help CPG manufacturers and retailers reduce costs and increase supply chain efficiency, please visit sun.com/manufacturing/.

Enterworks

Enterworks develops, markets, and supports software that enables vendors, distributors and retailers to synchronize, share, and fully manage product data in a variety of formats. For additional details about Enterworks and its solutions, visit www.enterworks.com or call 888-242-8356.

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The Java Enterprise System is a radical approach that changes forever the way businesses acquire, develop, and manage software. Only Sun has the experience and the end-to-end portfolio to deliver such a unique and industry-revolutionizing strategy. With the Solaris Enterprise System, network services and critical business applications are up and running faster, easier, and at a lower cost than ever before, so you can focus on innovation, competition, and bottom-line results.