ORACLE
MASTER DATA
MANAGEMENT

ORACLE PRODUCT HUB FOR RETAIL

THE SOURCE OF CLEAN PRODUCT
DATA FOR YOUR RETAIL ENTEPRISE

KEY FEATURES

- Automate data synchronization with trading partners for Enterprise Product Record

- Integrated, best-of-breed enterprise data quality solution

- Unstructured data management capabilities

- Flexible attributes and content management

- Support for flexible deployment models

KEY BENEFITS

- Focus on product data consolidation and quality

- Improve visibility of information across the extended enterprise

- Lower data management costs

- Improve collaboration across and beyond the enterprise

- Accelerate new product introductions and changes

In a given season, retailers introduce over 60% new products, and on average, there are 20% errors due to duplicate information. As the speed of new product introduction increases and the channels of retailing expand, the value of trusted master data, and the synchronization of information across the enterprise and with trading partners grow in importance.

Overview

The bracketed Data quality in the retail industry is formidable due to the complexity and sheer volume of information across numerous divisions, departments and products. Couple that with thousands of suppliers, and customer information, and one will soon get a sense of complexity. Adding to the challenge of better management of data on a tactical level is the strategic business application of using information to grow revenue. The pressure in retail, to innovate, bring products to market faster, requires solutions that can handle the scalability, the flexibility and distribution effectively.

Oracle Product Hub for Retail

Product data sheets are succinct, feature/function-oriented documents that provide. Oracle Product Hub for Retail is a market-leading solution, made for retailers who require a central repository to manage vital information, including the relationships between the product and its supplier as well as product and the location. This advanced and innovative solution provides retailers with the ability to consolidate master information from multiple disparate applications and business lines into a single repository. Oracle Product Hub for Retail provides improved controls for retailers, to better cleanse, and enrich information and share content across the enterprise, sales channels and with their trading partners.

Figure 1. Trusted product data is vital to multiple applications

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

RELATED PRODUCTS

The following product is part of Oracle's solution for achieving high data quality for product information:

• Oracle Enterprise Data Quality

Oracle Product Hub for Retail 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.

As the retail industry grows with more complexity, due to new business ventures, and multiple operating brands, the need to centralize product information becomes a strategic requirement, and has significant impact to a retailer's core operations.

Improve Operational Efficiencies With Trusted Product Information

aster data is always in a constant state of flux. With data changing at a rate of 2% a month, master data management has become a business issue for retailers. As a result escalating inefficiencies throughout the organization, cause inaccuracies from source to the store. Oracle's Product Hub for Retail solution is designed to provide retailers with a single source of truth of product data which they can leverage across inventory management, replenishment and store operations supporting business process improvements and increasing profitability. Built on a proven, scalable data model, this central repository provides:

• Industry data model supports for key retail concepts such as item, supplier, location information and relationships.

• Unlimited, extensible attribution and unstructured content management to meet the needs of the enterprise across different sales channels and brands within a single system

• Multiple hierarchies to support different business processes and industry standards, e.g. supplier, web store catalog definition or UNSPC classification

• Embedded integration services – web services, APIs and business events – to drive accurate product information to the extended enterprise

Figure 3. Key product information captured in Oracle Product Hub

Accelerate Speed to Market with New Item Introductions

Understanding the impact that master data management can have, and unlocking the value behind the information is critical to retail success. By having the right information

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at your fingertips, merchants can improve marketing and promotions, and make better decisions throughout the business, from supply chain to the customer touch point. Accelerating products to market to be first on the shelf with new items are a constant goal retailer's reach for. Getting new products to the shelf, onto the web store, published in a print catalog starts with managing information with accuracy from the start. By increasing the speed and number of product introductions by establishing a single source of information, and sharing this across the organization, will positively impact the ability for merchants to make better decisions in daily business routines, to create and differentiate customer experiences flawlessly. Product Hub for Retail provides an advanced workflow and web-based based collaboration framework, with integrated data quality tools, to efficiently manage new item introduction processes through:

- Collaborative workflow processes allowing the extended retail enterprise and third parties to participate in the product definition and enrichment process, ensuring data accuracy and enforcing repeatable best practices

- Exception-based product change processes to efficiently update product information whilst consistently applying rules, e.g. if pack size change is more than 1%, then route for approval

- Enterprise data quality tools, applied at all points of entry, to ensure clean, accurate enterprise product data
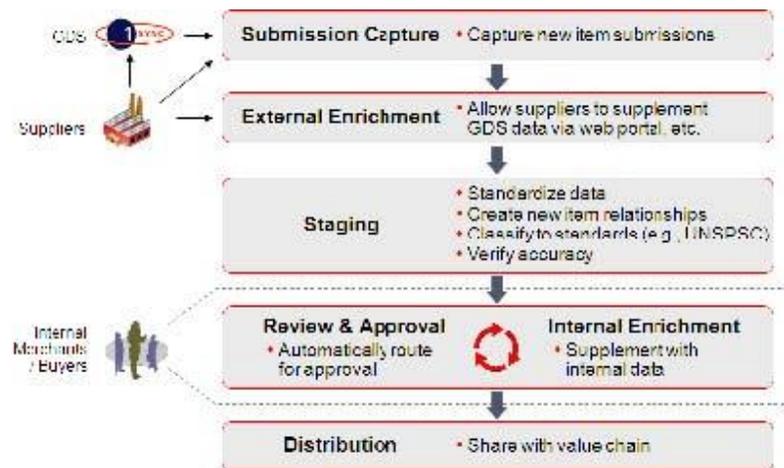

Figure 3. Trusted product data is vital to multiple applications

Automate Collaboration with Retail Trading Partners

Supplier participation at the start of product development to product induction is key to producing a smooth, transparent method to drive new product introductions to market. Taking collaboration across and beyond the enterprise establishes a strong foundation for better content management. Automating product introduction and changes from suppliers via Data Pools, Portal, Direct Access load or Product File Load gives the retailer access to trusted product information to be used across sales channels and back office solutions. Product Hub for Retail's supplier collaboration solution provides :

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- Item data alignment through the Global Data Synchronization Network (GDSN) via integrated partner solution LANSA Data Sync Direct – allowing retailers to receive and respond to product information automatically synchronized from their suppliers

- Granular role-based access based on job function, product responsibility and type of data, allowing secure supplier access to maintain information about their products

- Support for high volume data import, for example to upload a supplier catalog from flat file, or import from excel to simplify smaller loads for business users and trading partners

- Single data import user interface for managing data staging processes regardless of how data is received from suppliers or other data source

Contact Us

For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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