



Solution Sheet

# Product Information Management Solution

Organizations across many industries face growing demands on their product information. Groups ranging from consumers to supply-chain and other business-to-business partners demand more data, delivered without errors and in more convenient ways. But product information is fragmented and spread across multiple systems and often suffers from data quality issues. Manually managing this data can result in slow data delivery and high operational costs. Moreover, without a single source of trusted data about products, services and customers, decision-makers cannot be sure that the information they are using is the latest, most accurate version. This can result in delays in launching new products as well as lost opportunities.

Slow, manual information management processes

Inability to launch products in time

Customer attrition

## Persistent’s Product Information Management Solution

Persistent’s product information management solution delivers comprehensive, consistent, and accurate product information across all channels automatically at the click of a button. With this solution in place, companies can quickly launch new products and lower data management costs by eliminating manual processes.

It creates a single, accurate and up-to-date repository of product and service information that can be used throughout the organization for strategic business initiatives. The solution aggregates information from any upstream system, enforces business processes to ensure data accuracy and consistency, and synchronizes trusted information with downstream systems.

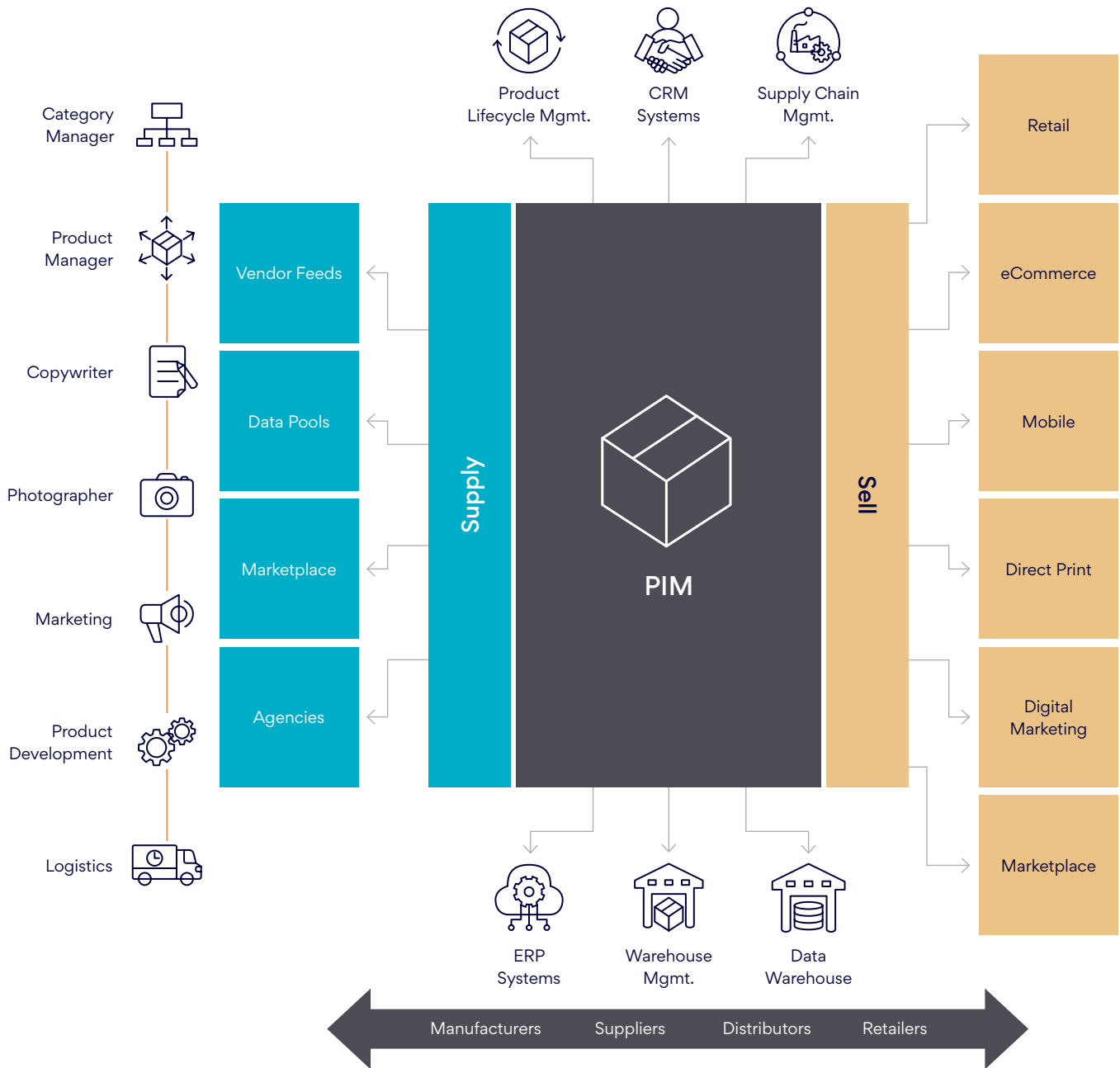
Launch new products faster across all your channels

Automate manual processes

Improve conversion rates by delivering rich, accurate multimedia product information

Empower your customers to accurately search for the right products from your entire catalog, based on any number of attributes

# How It Works



# Customer Story: Product information management for one of the world's largest food and beverage companies

## Challenges

- \ Multiple source systems made it difficult to aggregate product data in a central repository and prolonged time to market for products.
- \ Ensuring data security, data quality, and data integrity without a central framework was difficult.
- \ Each market segment needed a dedicated team of business analysts, data analysts, and developers to retrieve data and structure it for consumption which was a time-consuming process.
- \ They found it difficult to accommodate the varying types of business rules for each new market, leading to delays in entering new market segments.
- \ Publishing information to downstream systems was often delayed due to massively manual operations.

## Solution

- \ Enabled trusted product information management capabilities using IBM Product Master.
- \ Built a customized framework to automatically check data quality and default values.
- \ Built a framework to automatically map source data to products.
- \ Developed the ability to auto publish product information to downstream systems.
- \ Ensured that data quality adheres to GS1 standards thus meeting security standards for each market segment.
- \ Made it easy to create and maintain thousands of data quality rules without the need for any coding knowledge.

## Outcomes

- \ **80% reduction** in time to rollout products to market.
- \ **80% reduction** in efforts to manage product information, redundancy, and validate products.
- \ **75% improvement** in speed to on-board new market segments.

Get correct, compelling information to launch products faster.

[Request Demo](#)

## About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,500+ employees is spread over 18 different countries across the globe.

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