

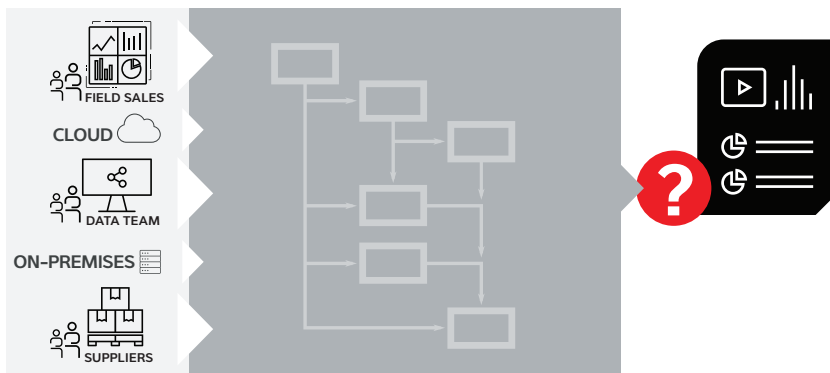
# Enable Digital Transformation with Trusted Product Data

## Kalypso's Product Information Management Accelerator (PIMa)

Innovation in today's digital world is driven by constantly evolving consumer demands, markets and competition. In this environment, **consumers and businesses demand – and expect – access to accurate, complete, and standardized product information.**

**Many organizations still rely on manual, complex, spreadsheet-based processes** to gather, upload and maintain large volumes of product data.

**Inefficient processes and lack of data governance results in unreliable product information** for the business to work with. Even existing technology investments in data management fall short of delivering the desired outcomes.



We address these challenges with pragmatic data governance operating models and enhanced toolsets. Our PIMa Solution is a highly configurable, scalable, and integrated enterprise information management (EIM) application that tackles complex product data management needs. Organizations now have the ability to enable digital transformation with trusted product data.

**PIMa seamlessly integrates** with any master data management (MDM) hub or any enterprise resource planning (ERP) repository for variety of operational and e-commerce initiatives. It leverages the power of the Oracle® Enterprise Data Quality (EDQ) product suite to expose reference data and implement data quality business rules.

**Leading organizations are three times as likely**

to have implemented enterprise information management (EIM) applications to support and simplify digital transformation.

**Customers are 11% more likely to be satisfied**

with companies that have an EIM backbone and experience an 11% uptick in customer satisfaction.

*Aberdeen, 2015*

**Accelerate Access to Accurate and Complete Product Data with PIMa**

# PIMa Solution

Flexible, scalable, and efficient solution for product data management



## Benefits:



**Reduced cycle time** for new product onboarding and existing catalog updates



**Improved completeness, accuracy and integrity of product data** shared by multiple business stakeholders



**Improved and consistent enforcement** of business rules and data management efficiencies

## Features:

- **Suppliers' or internal users' portal solution** to map, upload and validate product data files for new product onboarding or updates
- **Oracle EDQ processing** to apply business rules to create ERP- or MDM-ready records
- **Advanced matching rules** to avoid data duplication
- **Prebuilt integration** to Oracle Product Hubs and ERP
- **Robust web services integration** across variety of other enterprise applications (ERP, CRM, e-commerce)
- **Real-time validations and flexible workflows** for exception management using EDQ Case Management

PIMa is designed to work with Oracle EDQ to display simplified reference data (pick lists and drop downs) and enforce business rules for an unlimited number of attributes (typically 50 – 80). It provides the capability to work with a single record or with thousands of rows at a time for uploads from spreadsheets and delimited text files.

## If your organization is struggling with:

- Duplicate products
- Inaccurate attribute values for your products
- Navigating multiple screens to enter a single product record
- Spreadsheets with macros for uploading product information
- Variations on how your business rules are managed

PIMa solution can help streamline your data management process and **deliver business benefits from trusted product information.**

To get started, contact the **Kalypso EIM team** at [eim@kalypso.com](mailto:eim@kalypso.com)

## Kalypso EIM

Kalypso's enterprise information management (EIM) practice has helped many organizations, in the financial services, retail, consumer goods/services, high technology, media and entertainment, industrial manufacturing, and life sciences industries achieve business value tied to their core information assets. The team is **recognized for delivering pragmatic data management solutions and leading practices in data governance.**

## About Kalypso

Kalypso is a global digital innovation consulting firm, helping organizations to deliver better business outcomes with best-fit strategy and operations, leading technology solutions, and a relentless focus on sustained, bottom-line growth – year over year.