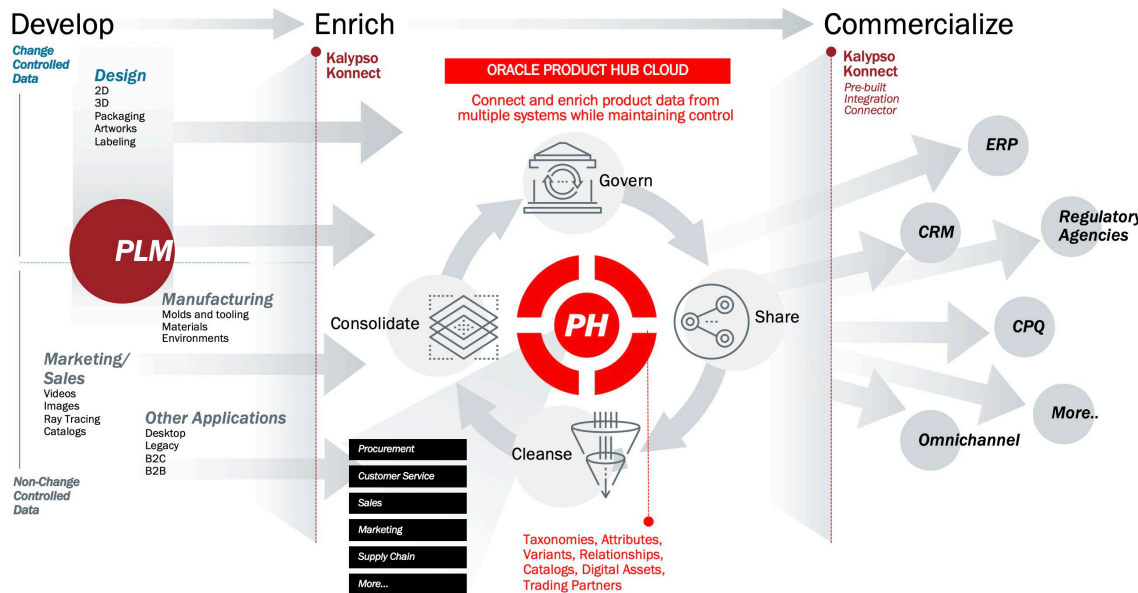# Digital Product Mastering and Asset Publication

Establish a digital 360-degree view of a product by connecting multiple authoring sources and providing the ability to safely and efficiently enrich the product record for commercialization **with Oracle Product Hub Cloud**

**KALYPSO**

Develop → Enrich → Commercialize

**Change Controlled Data**

**Design**
2D
3D
Packaging
Artworks
Labeling

**PLM**

**Manufacturing**
Molds and tooling
Materials
Environments

**Marketing/Sales**
Videos
Images
Ray Tracing
Catalogs

**Other Applications**
Desktop
Legacy
B2C
B2B

**Non-Change Controlled Data**

● Kalypso Konnect

**ORACLE PRODUCT HUB CLOUD**
Connect and enrich product data from multiple systems while maintaining control

Govern

Consolidate

PH

Share

Cleanse

Procurement
Customer Service
Sales
Marketing
Supply Chain
More...

Taxonomies, Attributes, Variants, Relationships, Catalogs, Digital Assets, Trading Partners

● Kalypso Konnect
Pre-built Integration Connector

ERP

CRM

Regulatory Agencies

CPQ

More..

Omnichannel

## Benefits

- Ability to meet increasing market and channel demands for digital product content
- Centralized repository of all product information for all functional stakeholders
- Ability for flexible yet controlled item enrichment
- Rapid scale up of commercialization activities
- Maximized value realization of digital product creation
- Reduced data management costs and transactional errors

Succeed in **digital product mastering** with a low-risk, low-cost implementation of **Oracle Product Hub** enabled by **Kalypso** expertise

- ✔ Industry-leading commercialization practices in consumer goods, life sciences, manufacturing
- ✔ Digital product creation expertise
- ✔ Deployment experience in hybrid (cloud/on-premises) and all-cloud environments
- ✔ Broad integration competency (PLM to authoring tools, ERP, PPM, CPQ, QMS, manufacturing applications, etc.)
- ✔ Proprietary pre-built integration connectors

**PH**

# Remove the **Burden** and **Risk** of Digital Product Data Management

The progressive use of digital authoring tools along with channel demands for comprehensive product information including attribution, rich content and digital assets are leading to proliferation of data silos. It takes companies a lot of time and effort to collect all necessary information for product launch. Often, commercialization product data enrichment happens in an ungoverned way leading to data inaccuracies and late product releases.

*How do you aggregate the escalating amount of change and non-change controlled data* to *have a complete digital product representation?*

*Are you able to maintain a consistent, shareable and trusted single view of product data* across the *organization?*

*How confident are you in the accuracy of your digital product data record?*

## Risks

- Slower time-to-market and time-to-volume
- Lack of compliance and traceability
- Ineffective cross-functional collaboration
- Infringed design control
- High data management cost
- Lower value realization of digital product creation
- Inaccurate or incomplete product information in marketing, sales and channel materials
- Inability to fulfill market demand

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