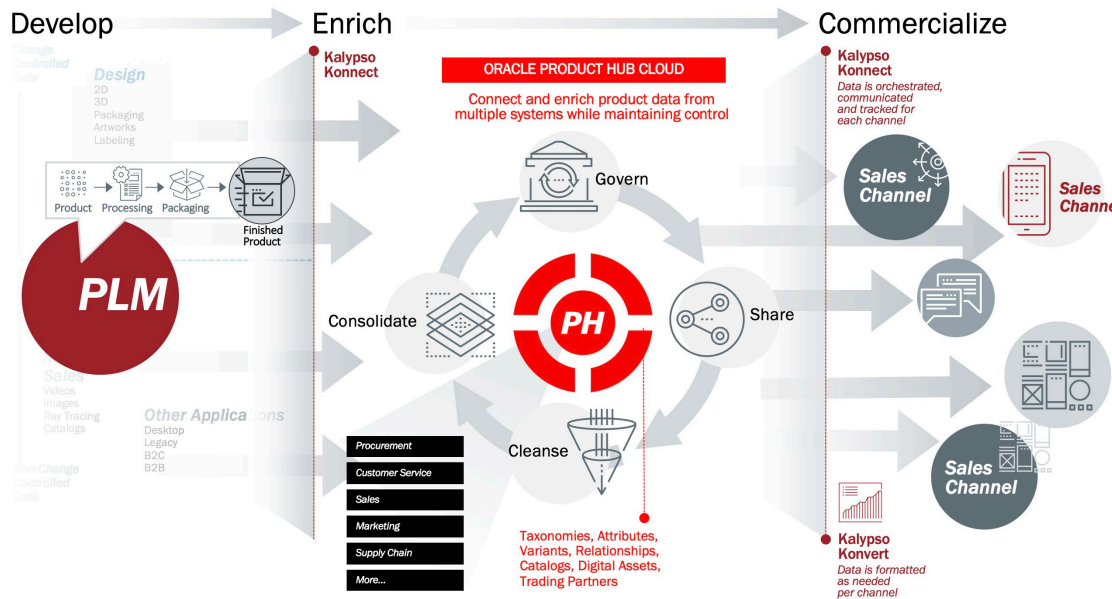




Omnichannel Enablement and Optimization

Collect change-controlled product data and enhance it with non-change controlled product information to prepare it for cross-channel distribution in an efficient and flexible way with **Oracle Product Hub Cloud**



Benefits

- Ability to sell in more channels
- Ability to share complete, validated and consistent data with trading partners
- Rapid scale up of cross-functional commercialization activities
- Maximized value from digital product creation due to the ability to aggregate visual representations and data
- Reduced data management costs and transactional errors
- Improved agility to meet evolving ecommerce business demands

Succeed in omnichannel enablement 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
- ✓ Expertise with ecommerce methods, processes and solutions
- ✓ 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

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Remove the Burden and Risk of Omnichannel Commerce

The prevalence of ecommerce business and varying product data requirements among retailers and channels pose new data management and distribution challenges for manufacturers. Organizations struggle to consistently and efficiently collect, categorize, aggregate and transmit the increasing amount of product information as many still rely on manual processes and siloed systems. This limits their ability to participate in ecommerce and increases their risks of providing incomplete, inconsistent or erroneous product information.

Are you able to consistently and efficiently collect, categorize aggregate and transmit the increasing amount of product information required by trading partners?

How confident are you in the accuracy and completeness of the product information you are publishing to ecommerce channels?

Risks

- Lack of governance during item enrichment activities
- Ineffective cross-functional collaboration
- Incomplete, inconsistent, erroneous product information being distributed to downstream channels
- Loss of business due to inability to meet vendor product data requirements or wrongly provided information
- High data management cost