

Take Control of Product Data in Your Retail Network

GXS Product Information Manager Express

The Importance of Managing Your Product Information

Suppliers throughout the world have begun to realize the importance of actively managing product information within the supply chain. The reasons are compelling. They include improved time to market, optimized supply chain and multi-channel management, greater responsiveness to customers, and improved ability to out-flank competitors. In fact, according to The Yankee Group¹, companies that have deployed a Product Information Management (PIM) solution have seen on average a 24 percent annual improvement in business benefits overall.

The cost of waiting to deploy a PIM solution is equally great. Without a PIM solution, suppliers and retailers will continue to waste dollars in invoice deductions, slowed time to market for new product introductions, time spent relaying basic product information to customers and partners, and lost sales from out of stocks, just to name a few.

Product Overview

GXS Product Information Manager (PIM) Express offers all the necessary building blocks to quickly and efficiently meet your trading partners' requirements for data synchronization. Use PIM Express to aggregate product data from various sources into a single item master, validate and clean your data, model business processes to automate internal and external activities, present accurate product information to your trading partners, and rapidly achieve data synchronization.

GXS PIM Express Features

- **Easy-to-Use Web-based Interface:** Utilize an intuitive interface to easily create, edit and share product information
- **Multiple Data Import Options:** Choose from various data import options including flat file documents, web-based entry or XML
- **Data Validation:** Take advantage of our powerful data validation tools to ensure compliance with internal, industry and partner standards
- **Flexible Data Sharing:** Control which products and attributes users can see and edit, and the format they see it in
- **Automated Event-Based Alerts and Notifications:** Alerts and notifications give you greater visibility into your trading partners' actions.
- **Search, Navigate and Report Functionality:** Locate content via advanced searching and hierarchical navigation; report on item status and actions.
- **Multiple Language Support:** Maintain product information in the language(s) of your choice.



STATISTICS FROM YANKEE GROUP STUDY¹

- Average 25% return on investment from PIM across 18 business functions
- Average of 2500 man days savings annually
- New product introduction was the largest area for cost savings
- 75% of survey respondents viewed PIM as a strategic investment

GDSN DATA SYNCHRONIZATION

GDSN-compliant PIM Express enables you to synchronize product data with any of the major GS1 data pools. GXS PIM is compliant with GXS, UCCnet, Transora and WWRE Data Pool Services.

¹ The Cost of Waiting: Building the ROI Case to Implement Product Information Management Now, Kosiñ Huang, The Yankee Group, January 2005

GXS PIM Express Benefits

Near-Term Benefits:

- **Fewer Product Data Errors:** Product data errors can create inefficiencies in warehouse and store activities and lead to lost sales through stock outs.
- **Fewer Invoice Deductions:** Automation virtually eliminates expensive and time-consuming invoice errors.
- **Quicker New Product Introductions:** Streamline new product introductions and increase sales earlier in the cycle when demand and returns are highest. Avoid losing sales due to empty shelves.
- **Improved Customer Service:** Ensure faster, more effective customer support by giving your customer service representatives the accurate and up-to-date product information they need.

Strategic Benefits:

- **Synchronize Pricing & Promotions:** Get your products noticed in the marketplace with less cost and effort by synchronizing your pricing and promotion information with trading partners.
- **Engage New Technologies:** Product data synchronization paves the way for the adoption of emerging technologies and processes such as Radio Frequency Identification (RFID), Vendor Managed Inventory (VMI) and Collaborative Planning, Forecasting and Replenishment (CPFR).
- **Optimize the Supply Chain:** Streamlined and automated product information management processes accelerate the reliable exchange of product information throughout your supply chain, which in turn drives business improvements in inventory management, production planning, operational costs and supply chain execution.
- **Build and Strengthen Your Brand:** Leverage reliable product, price and promotion information to establish customer loyalty and grow your brand through Multi-Channel Management (MCM) and Customer Experience Management (CXM) programs.

The time to act is now. Suppliers worldwide have begun to recognize the value of PIM in their own operations and are using GXS PIM solutions to drive their data synchronization strategy and achieve new levels of supply chain efficiency. Isn't it time you did too?



About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains. Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.

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