

# Oracle Product Hub Cloud



Oracle Product Hub Cloud is an enterprise-class product information management system, delivered via Cloud for lower cost and faster deployment. With Oracle Product Hub Cloud, organizations can establish a trusted enterprise product record that drives superior omni-channel commerce, accelerate product introduction, streamline trading partner collaboration, ensure regulatory compliance and enforce data quality and governance standards on all aspects of product master data within any heterogeneous IT environment.

## KEY BUSINESS BENEFITS

- Unified administration and definition of products
- Securely access and search product information across enterprise
- Leverage a clean, validated and accurate product data in sales channels and operational systems
- Achieve faster product introductions and time to market
- Reduce transactional errors and manual processes
- Improve data quality and maintain regulatory compliance
- Achieve agility to meet new business demands in a dynamic IT landscape

## Establish a Foundation for Effective Product Information Management

Many companies are increasingly feeling the pressure to deliver timely, rich, accurate and targeted product information to customers to deliver higher sales revenue and superior customer satisfaction. In order to succeed in such a competitive business environment, companies not only need to effectively manage product data that drives product marketing, commercialization and other customer-facing activities but also the back-end operational data that is required for order fulfillment, supply chain execution and product reporting. To this end, a fundamental challenge many companies face is the inability to effectively aggregate, enrich, validate and share product master data across their various business processes in the face of ever-proliferating sales channels, target markets, operational systems and evolving business processes. For organizations who seek faster deployment and lower cost while not compromising on an enterprise-class solution to this fundamental business challenge, Oracle's solution is Oracle Product Hub Cloud. It provides a single, best-in-class enterprise product master data management system that provides an authoritative master product record to critical business processes including new product introductions, cross-channel commerce, regulatory compliance and supply chain execution across the enterprise. Oracle Product Hub Cloud provides organizations the ability to:

- **On-Board** product data from trading partners, internal or external systems
- **Classify** products within a product taxonomy and multiple alternate categorizations
- **Enrich** product information with seeded and user defined attributes, digital assets, product relationships, and product configurations

**KEY FEATURES**

- Vendor Portal
- GDSN Infrastructure
- Item Management
- Catalog Management
- Digital Asset Management
- Integrated Data Quality
- Collaborative Workflow
- Business Rules and Impact Analysis
- Search, Browse and Mass Update
- Data Publication
- Audit Trail and Reports

- **Localize** product data for a specific organization, trading partner, target market, sales channel or consuming system
- **Validate** and **remediate** data errors at all points of data consolidation, enrichment and publication
- **Govern** new product definition and change management processes with flexible and collaborative workflows
- **Share** clean and validated product data with consuming systems and trading partners
- **Analyze** and generate ad-hoc reports for operational data and key business processes
- **Empower** business users with modern, easy-to-use and web based user interface to effectively manage and collaborate on product data

**RELATED PRODUCTS**

- Oracle Product Hub Portal Cloud
- Oracle Innovation Management Cloud
- Oracle Product Development Cloud

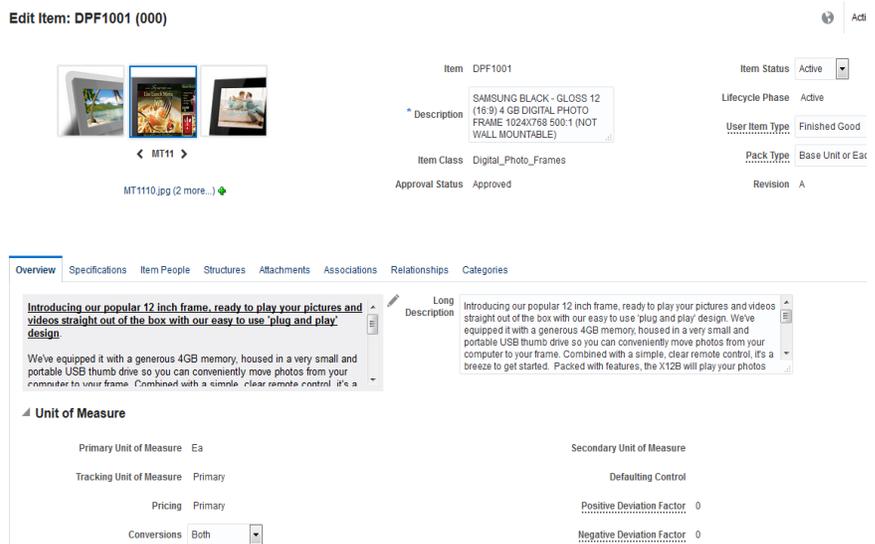


Figure 1. Maintain rich and centralized product Information

**Deploy on the Oracle Cloud for Lower Cost and Faster Time to Value**

By providing this solution on a monthly subscription basis, completely hosted and maintained on the Oracle Public Cloud, companies can transform their costs from capital expenditure to operating expenditure – while they focus on their core competency of using the application rather than hosting, maintaining and upgrading it. The Oracle Product Hub Cloud is designed to be up and running in your organization within days, and be implemented within weeks. By leveraging extremely robust security and risk management tools and processes, Oracle ensures that customers’ enterprise data is protected from any external and internal threats while preventing any potential loss of information. The availability of granular and secure public web services along with the ability to import and export product information in various file formats enables

customers to exchange data with any of their applications on-premise or on the cloud. All of this leads to lower costs, lower hassles and faster time to value – without compromising enterprise-class capability.

### Consolidate and Enrich Critical Product Data

Oracle Product Hub Cloud provides a broad set of capabilities to on-board product and catalog data from various internal and external systems. Suppliers and other trading partners can load their products along with any associated digital assets via a modern, self-service portal (Oracle Product Hub Portal Cloud) and receive immediate data validation feedback. Internal users can create a one-time mapping between 3<sup>rd</sup> party data and internal fields, via a simple drag-and-drop interface, to accelerate the ingestion of 3<sup>rd</sup> party files. Data stewards can also on-board product information in various file formats including Excel, CSV and XML. Organizations receiving product data via a GS1 data pool can leverage a robust and comprehensive GDSN infrastructure to build connections to any GS1 data pool and manage subscriptions, incoming payloads and message exchange history. All incoming data, regardless from source, goes through business rule validation checks with the results presented to a data steward in a graphical summary to ensure appropriate review and remediation prior to import.

Once data has been rationalized and consolidated, Oracle Product Hub Cloud provides a rich and extensible data model to maintain all aspects of product data including seeded and user defined attributes, product hierarchies, structures, relationships, and digital asset associations. Furthermore, contextual product data such as those that vary by trading partners, channels, target markets and locations can easily be defined and maintained without creating duplicate product records. Business rule validations ensure that product definitions, regardless of mode of entry, are validated against pre-defined business rules to ensure data integrity.

#### Edit Item Batch: 2809 (Product Information Management Data Hub)

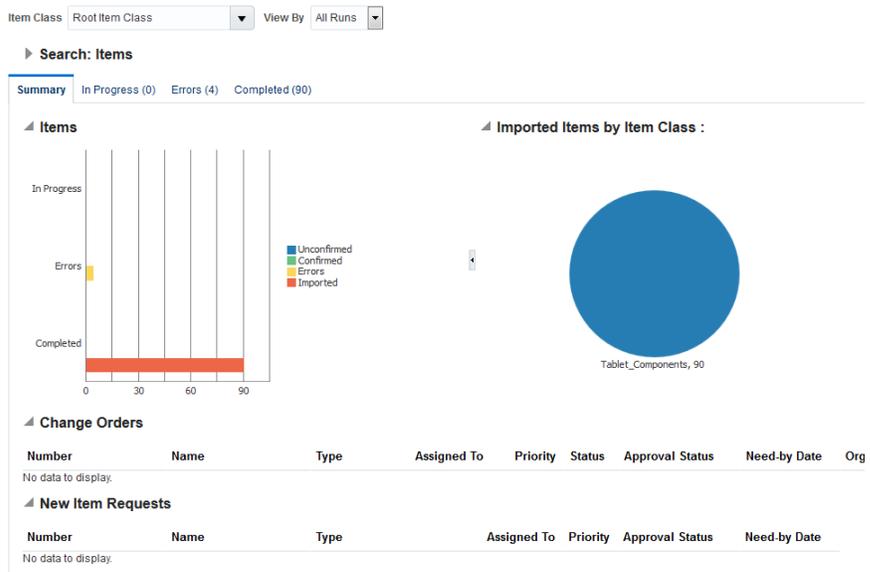


Figure 2. Review and import product data from multiple sources

## Enforce Data Governance

Oracle Product Hub Cloud enables effective governance of product master data by providing the required capabilities to define, monitor and enforce enterprise standards and policies on data ownership, data security, data quality and key business processes. Role based and data level security gives organizations the ability to enforce granular access control on product information. A robust business rules framework allows customers to validate various aspects of product definitions including attribute values, relationships, alternate categorizations and organization assignments. A graphical rule-impact analysis gives data stewards the ability to assess the impact of new or modified business rules prior to adoption. A flexible and extensible workflow management framework allows customers to govern their product definition and change management processes according to their organizational structure and business policies. Revision Management provides audit trail visibility and facilitates the streamlined deployment of changes on a future date, thus allowing business operations sufficient time to adopt the changes. Finally, data stewards can analyze and generate real-time, ad-hoc reports for better insight into their governance activities and identify opportunities for continued improvement.

### Edit Item Rule Set Impact Analysis: Verify Laptop Attributes Entered

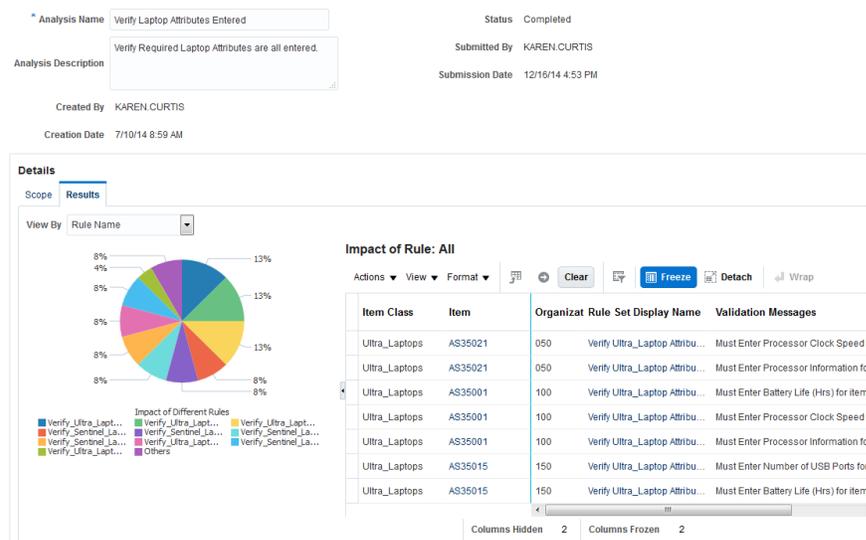


Figure 3. Analyze new and modified item rules on product data

## Share Complete and Accurate Product Data

Oracle Product Hub Cloud allows organizations to share complete, validated and consistent product information with internal systems and trading partners. Business users have a simple user interface to select which products and which data entities they want to publish to a given consuming system thereby taking full ownership of sharing their data. They can also associate validation rules to consuming systems to make sure only products that pass the validation criteria are published to the system – e.g. publish only the products that have valid values for a required attribute. With granular APIs and

Web Services to get item data along with the ability to export product information in common file formats (excel, csv, xml), organizations can easily share product information across the enterprise with on-premise or other cloud applications.

## Benefits of Oracle Product Hub Cloud

With a broad set of rich and differentiated capabilities to consolidate and disseminate product data, natively author all aspects of product information, manage digital assets, perform business rule validations and enforce governance processes, Oracle Product Hub Cloud is a best-in-class product information management system that is foundational to enterprise business transformation. Upon implementation, businesses will see:

- Accelerated time to market
- Superior omni-channel commerce
- Reduced downstream transactional errors
- Reduced IT and administrative costs
- Effective trading partner collaboration
- Quicker deployment and faster time to value

### CONTACT US

For more information about Oracle Product Hub Cloud, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Integrated Cloud Applications & Platform Services

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