

Build a Strong Foundation for Strategic Merchandising Initiatives

Product Information Manager, Retailer Edition

Profitable growth for retailers depends on their ability to reduce overall costs, optimize supply chain and store operations, and maximize investments in markets, customers, channels and merchandising. To achieve these business objectives, retailers are embracing master data management (MDM) strategies for product information. However, retailers must also overcome tactical challenges such as:

- Disparate, uncoordinated sources of product information across the extended enterprise resulting in inaccurate item master files
- Lack of uniform electronic information enablement of the vendor community, resulting in significant manual processes
- Ineffective management and execution of pricing and promotions resulting in missed promotions and inaccurate focus on customer profitability

Leading retailers are also striving toward strategic goals such as:

- Retaining and growing current customers through brand loyalty, and product and service innovation
- Improving collaborative forecasting, planning and replenishment processes
- Achieving category management and visual merchandising excellence

Retailers and their trading partners are also being asked to embrace and comply with industry standards, as well as some of the most stringent trade and legal requirements in history. The individual yet intertwined activities of trade promotions, Sarbanes-Oxley and FDA-mandated product tracking, coupled with RFID and EPC synchronization, add layers of complexity.

GXS can assist retailers and their trading partners with formulating and implementing an effective strategy to address these complexities through GXS Product Information Manager, Retailer Edition.

Introduction to Product Information Manager, Retailer Edition

GXS Product Information Manager (PIM) is a GDSN-certified high performance business application designed to create and maintain a centralized and unified version of product information and automate collaborative item approval processes both internally and externally.

Beyond GDSN data synchronization, GXS PIM flexibility allows retailers to gather product data directly from suppliers via file exchange and a vendor portal.



AUTOMATED MANAGEMENT OF PRODUCT INFORMATION

GXS Product Information Manager, Retailer Edition is a business application designed to automate a retailer's business processes for managing and synchronizing product information with trading partners and within internal systems, providing complete visibility and management of product information through one intuitive solution.

PIM is an application component of GXS Trading Grid® integration services platform. Trading Grid enhances a retailer's ability to manage cross-enterprise business processes such as scan-based trading or promotions management.

Components:

Configurable Workflow—The Business Process Manager module allows retailers to graphically model business workflows across departments to efficiently process new items or changes to existing items.

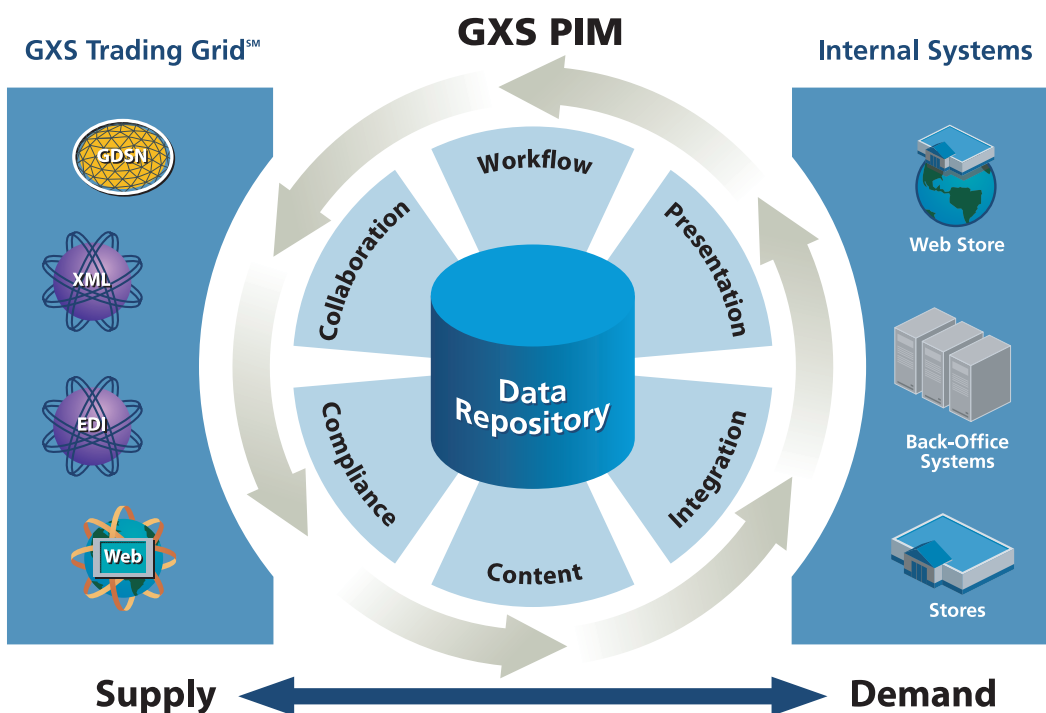
Content Management—GXS PIM provides information control and management through:

- Centralized, behind-the-firewall catalog data repository
- Automated item cross-referencing and reconciliation
- Product hierarchy management
- Category association

Collaboration with Trading Partners—The PIM vendor portal allows suppliers to provide product data uniformly and electronically to the retailer. The vendor portal can be extended for retailer-specific information that is not supported by accepted standards.

Compliance and Support of Industry Standards—The compliance management capabilities provide interoperability between data pools, automated enforcement of industry standards and customization for trading partner-specific rules.

Contextual User Presentation—Retailers pursuing multi-channel initiatives can create an e-catalog to augment an existing online presence or to establish a new presentation of their products.



Product information can be accessed in various formats from different sources for management and synchronization—inside and outside a retailer's four walls.

Integration and Syndication—Processed and approved product information stored in the PIM system can be made available for synchronization with internal mission-critical systems such as POS, merchandise and space-planning systems.

Product Information Manager, Retailer Edition— How It Works

Value:

Whether your product information comes through the Global Data Synchronization Network (GDSN), a private exchange or directly from the supplier, GX S PIM helps you manage, collaborate and make informed decisions to align (synchronize) data with internal systems or web store fronts. GX S PIM, Retailer Edition allows retailers to reduce operating costs and increase sales by making the following business improvements:

- **Central Source of Information and Compliance**—Provides a managed instance of information and processes for alignment of crucial data across departments and internal systems, while improving the quality of product information shared between trading partners. Governance and control functionality produces reliable information for your buyers and consumers in making purchasing decisions.
- **Collaborative Processes for Receiving and Approving Retailer-Specific Product Information**—Reduces the amount of time it takes the buyer to accept, validate, enrich and input product information through the application's vendor portal. This uniform process electronically enables governed product submission for all suppliers while providing an extensible framework to accept custom attributes from the retailer that are not currently supported by industry standards.
- **Foundation for Supporting Strategic Master Data Management Initiatives**—Addresses the complexities retailers have when trying to tie systems, processes and trading partners to an overall enterprise information infrastructure, so that they can engage in collaborative activities such as scan-based trading (SBT), vendor managed inventory (VMI) and RFID. Use GX S PIM to gain value from taking your supply chain collaboration to the next level.

Complete Solution for Retailers

GX S is the only company with an end-to-end solution. GX S can ensure a successful information management infrastructure by providing all the necessary components—application, deployment and community implementation. Additional GX S value-added services include:

- **Business Consulting**—To ensure the overall success of your investment, GX S Business Consulting services can ensure that you have a sound business plan in place as you plan your implementation. For example, our Data Synchronization Readiness Assessment can help your organization evaluate the considerations relating to business processes, data requirements, compliance management and integration with internal enterprise systems.
- **Supplier Solutions**—GX S provides comprehensive software solutions for suppliers who wish to synchronize their product information with you through the Global Data Synchronization Network (GDSN). Depending on their requirements, suppliers can choose

KEY BUSINESS BENEFITS

- **In-Store Labor Cost Savings**—By synchronizing product information with trading partners and internal systems, retailers can save thousands of hours lost to merchandising, shelf-tag and scan errors.
- **Reduce Time to Market**—By automating data synchronization and standards compliance, retailers can greatly expedite getting products on the shelf and realize increased sales opportunities. Industry studies report a two week reduction on average for new product introductions.
- **Finance Labor Cost Savings**—Consistent and accurate product information that is synchronized with trading partners and with internal systems, saves thousands of hours in finance time that otherwise is lost in dealing with invoice discrepancies and disputes.
- **Logistics Labor Cost Savings**—Save thousands of hours in shipping and receiving, at the warehouse and at the store, by minimizing individual item discrepancies and maintaining consistent and accurate product information.

Product Information Manager, Supplier Edition or Product Information Manager Express. Both software solutions provide GDSN data and compliance management capabilities.

- **GXS Trading Grid® and Community LinkSM, Community Awareness, Engagement and Enablement**—Participation of your supplier community in your GDS initiative is fundamental to its success. GXS Community Link, a component of GXS Trading Grid, offers best-in-class community management through global trading partner ramping, technical support and change management. GXS Community Link enables retailers to quickly and successfully launch a data synchronization program to all of their suppliers using our unbeatable combination of proven tools and more than 35 years of experience launching and managing global trading communities.

About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organizations worldwide, including 75 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS's B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Maryland, GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at www.gxs.com.



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