

Drive Your Product Information Management Strategy

GXS Product Information Manager, Supplier Edition

The Importance of Managing Your Product Information

Leading suppliers today recognize the importance of actively managing product information within their retail channel. Accurate product information is a strategic asset and a competitive differentiator that can accelerate the introduction of new products into the marketplace, optimize sales of existing products, and reduce order and shipping errors.

Improved information quality paves the way for the adoption of new and more efficient processes such as RFID and Vendor Managed Inventory. Conversely, inaccurate data can create costly inefficiencies that ripple throughout the organization and the extended supply chain. According to The Yankee Group¹, companies that have deployed a Product Information Management (PIM) solution have on average seen a 24 percent annual improvement in business benefits.

Introduction to Product Information Manager, Supplier Edition

GXS Product Information Manager (PIM), Supplier Edition offers everything you need to quickly and efficiently meet the requirements of your trading partner for data synchronization. Use PIM Supplier 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.

As an option, GXS can host your PIM solution for you. This offers a low risk, maintenance free alternative and includes all of the components described above that are necessary for global data synchronization preparation and execution.

Tactical and Strategic Benefits

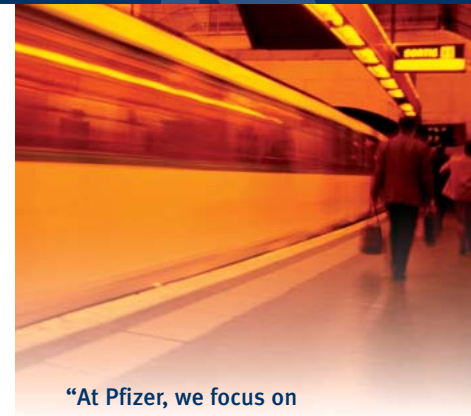
The business benefits of implementing GXS PIM Supplier include:

Short Term:

- **Increase Sales:** Accurate product data helps to eliminate the errors that can cause lost sales through stock outs, and warehouse and store inefficiencies
- **Reduce Costly Invoice Errors**
- **Reduce Time-to-Market for New Product Introductions:** Achieve a competitive edge and avoid potential lost sales by streamlining new product introduction cycles
- **Improve Customer Service:** When customer support personnel have accurate product information available to them in real time, they can provide more efficient and customer-pleasing service

Long Term:

- **Price & Promotional Synchronization:** No more missed opportunities! Fully capitalize on price and promotional activities by synchronizing information with trading partners
- **New Technologies:** Pave the way for the adoption of emerging technologies and processes such as RFID, VMI and CPFR



“At Pfizer, we focus on SELLING our products, NOT error corrections. Using GXS’ solution, our new product information goes to a retailer in a day, rather than in six weeks when done manually. And that’s the bottomline.”

— GLENN LATTNER

GLOBAL BUSINESS TECHNOLOGY
PFIZER CONSUMER HEALTHCARE

STATISTICS FROM YANKEE GROUP STUDY¹

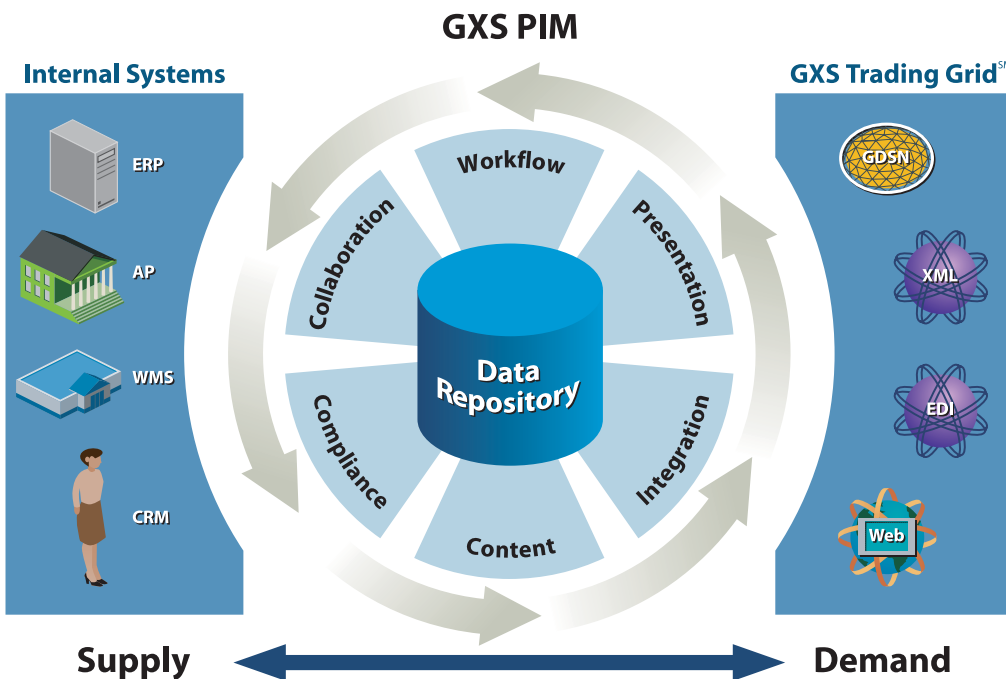
- Average 25% return on investment from PIM across 18 business functions
- Average of 2500 man days savings annually
- New product introduction was the largest area for cost savings
- 75% of survey respondents viewed PIM as a strategic investment

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

- **Supply Chain Optimization:** Drive business improvements in inventory management, production planning, operational costs and supply chain execution by accelerating the reliable exchange of accurate product information throughout your supply chain
- **Brand Optimization:** Establish customer loyalty and grow your brand through Multi-Channel Management (MCM) and Customer Experience Management (CXM) programs by leveraging reliable product, price and promotion information

The time to act is now. Suppliers worldwide have begun to recognize the competitive advantage of PIM and are using GXS Product Information Manager, Supplier Edition to drive their data synchronization strategy and achieve new levels of supply chain efficiency. Isn't it time you did too?

Product Information Manager, Supplier Edition—How It Works



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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COMPONENTS

Configurable Workflow allows suppliers to graphically model business workflows to create new items and make changes to existing items.

Content Management:

- Centralized catalog data repository
- Automated cross-referencing and reconciliation
- Product hierarchy management
- Category association

Collaboration among trading partners allows a supplier to "build" a new product in their PIM system and when ready, submit it directly to the retailer's new product introduction process.

Compliance Management provides interoperability between data pools, automated enforcement of industry standards and customization for partner-specific rules.

Contextual User Presentation allows users to administer the catalog, browse for information, manage workflow tasks and track the status of syndicated messages.

Integration and Syndication enables processed and approved product information to be synchronized with internal systems such as POS, merchandise and space-planning systems.

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