Item Mastering Made Simple

Oracle Product Hub Cloud

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For experienced business leaders, moving applications from on-premise deployments to the cloud has highlighted the importance of maintaining accurate and clean product information to avoid delayed market launches, an inefficient supply chain, and costly scrap and rework. Simplifying and modernizing the Item Master is an important, yet often overlooked, step along an organization's path to cloud to ensure your mission-critical business processes continue without disruption.

"We're expecting a reduction in issues related to data quality of up to 25%. That improved data accuracy will prevent a lot of downstream problems, and help us get to market quicker. It was so easy - just configure, load your data, and go. Updates roll out regularly."

- Jamie Hornstein, Director of Information Services, Ainsworth Pet Nutrition

The Current Business Landscape

Companies are finding that their current item management procedures are simply not keeping up with the modern difficulties of Product, Process, and IT transformations. Today's business environment is demanding more from organizations; products and services are expanding, product lifecycles are shrinking, supply chains are more complex and customer expectations are higher than ever. To keep pace, the IT landscape is evolving rapidly with cloud adoption. Yet, as more organizations adopt cloud applications to meet the demands of their business, they are struggling to integrate and run them alongside their on-premise investments.

What is Oracle Product Hub Cloud?

Oracle Product Hub Cloud is a cost-effective solution to manage all of your product information on one easy-to-use platform across a hybrid IT environment. Whether it's your first cloud investment or the next step along your journey to cloud, it provides purpose-built Item Mastering processes that sustainably enforce best practice change control as your business needs evolve. Offering seamless integration with ERP, Supply Chain, and CX applications, Oracle Product Hub Cloud centralizes, governs and shares a clean Item Master for your business processes thereby helping accelerate time-to-market, reduce cost, and improve customer satisfaction.

Limitations of Traditional Item Masters

Traditional item masters often fail because of manual or customized "fixes" built on over time that become very complex to manage or change, particularly if the item master resides in a PLM, ERP or homegrown system. Without standardized controls or governance, item mastering processes grow very complex, prone to error and result in missing, duplicate and inaccurate item information that pose a significant business risk. Although these "fixes" may address short-term issues, they undermine the integrity of an item master in the long run and increase IT cost without tangible improvements to product data quality or business processes.

HOW TO SIMPLIFY YOUR ITEM MASTER

Streamline Data On-Boarding

» Aggregate item data from multiple sources
» Review and remediate errors prior to import
» Create a golden item record and establish cross-references

Accelerate Data Enrichment

» Orchestrate item definition through a guided workflow and social collaboration
» Reduce manual item setup with configurable templates
» Validate item data for completeness, accuracy and readiness

Enhance Data Governance

» Establish security, change control and full audit trail
» ·Monitor and improve decisions with real-time reporting and analysis

Automate Data Sharing

» Benefit from pre-integration with Oracle SCM, ERP, CPQ and Sales Cloud applications
» Choose from various options to integrate with other cloud and/ or on-premise applications (i.e. via Oracle Integration Cloud Service; pre-built partner connectors)

A Modern Approach to Item Mastering

Taking a standardized and modern approach to item mastering is critical for enabling digital transformations and is a practical path to cloud. An Item Master built with Oracle Product Hub Cloud is better equipped to scale and adapt to your changing IT landscape. This solution improves productivity by streamlining mass uploads of items to the cloud with the ability to quickly validate, review and remediate errors. It accelerates item setup with a collaborative workflow for rich product definition. It ensures accuracy with ongoing change control and governance, visibility into required validations, an audit trail, and a standardized change approval process. With a modern best practice approach, keep mission-critical processes running smoothly with automated data sharing among cloud and on-premise applications.

Simplify connectivity throughout your hybrid IT landscape with an easy-to-use, modern solution that seamlessly integrates item data with existing on-premise investments and new cloud applications you choose to deploy.

Examine Your Organization

» How confident are you in the accuracy of your item master today?

» How much effort is required to obtain accurate and timely item data?

» Can you quickly on-board product data from anywhere?

» Do you have a structured, well governed process to introduce these new items so that key stakeholders can provide relevant product data at the right time?

» How do you verify the quality of your item master records?

» How do you enforce change control on important attributes?

» Can you effectively manage and synchronize your item master across on-premise and cloud applications?

LEARN MORE

Discover how simplifying your item master can enable your journey to cloud by ensuring your ERP, Supply Chain and CX processes stay connected to accurate and clean product information even in hybrid IT environments.

To learn more, call **+1.800. ORACLE1** to speak to an Oracle representative or visit **oracle.com/scm**

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