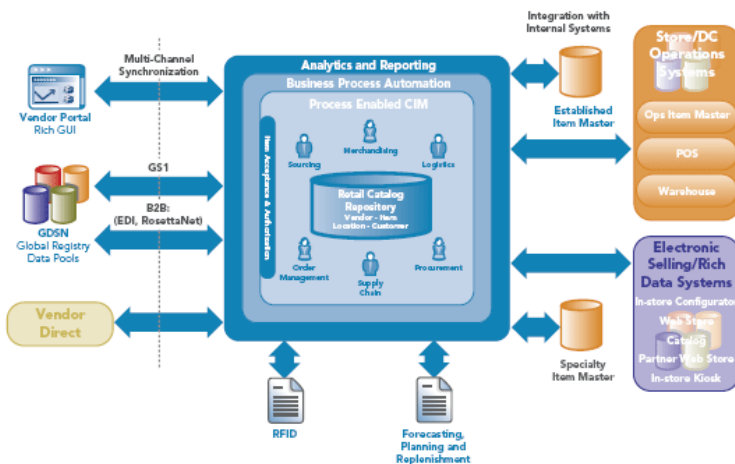


# TIBCO Collaborative Information Manager for Consumer Markets

Access to accurate, timely product information is a critical success factor for both consumer goods manufacturers and retailers. Product launches, store operations, financial planning, merchandising, and warehouse operations – all rely on the accuracy and timeliness of product information. Yet independent studies show out-of-stock rates as high as 10 percent, invoice error rates of more than 30 percent, retail product update errors of nearly 30 percent, and promotion schedule mismatches or product introduction delays that cost companies a great deal financially and also affect brand reputation.

TIBCO Collaborative Information Manager™ is a master data management (MDM) application that provides organizations with a single view of critical information assets such as product, customer, vendor, and store information. It includes sophisticated business process automation capabilities to facilitate key processes such as item setup, modify, and de-list. It ensures that this information is reliably available internally and across the supply chain in real-time over standards such as JMS, AS2, and via data pools such as 1Synch and Agentrics.



TIBCO Collaborative Information Manager for Consumer Markets provides a collaborative platform to facilitate effective internal information management that can be synchronized with trading partners.

## AT A GLANCE

**TIBCO Collaborative Information Manager for Consumer Markets** enables organizations to holistically manage product, vendor, customer, and store information across multiple business units, departments, and partners and to synchronize that information internally and across the supply chain.

## BENEFITS

- Reduce time to market / time to shelf, resulting in higher margins and increased same store sales (lift factor) through information sharing and collaboration between business stakeholders.
- Increase supply chain efficiencies by ensuring trading partners are working off the same information.
- Gain more visibility into product hierarchies and relationships for better category management and merchandising.
- Increase customer satisfaction through a multichannel unified customer experience.
- Provide marketers with rich information for customer targeting.
- Improve sourcing operations through product and vendor rationalization.
- Reduce invoice write-offs incurred as a result of data discrepancies.
- Eliminate basic item data errors, currently found in up to 8 percent of total purchase orders.
- Build a data foundation to comply with mandates such as GDS, RFID, and CPFR.



# TIBCO Collaborative Information Manager for Consumer Markets

## ATTRIBUTES & CAPABILITIES

### Create a Single Version of the Truth

Collaborative Information Manager automates the aggregation and maintenance of information be it products, assortments, parts, stores, or customers from multiple sources into a central master data repository and synchronizes that repository with back-end systems and trading partners. It allows for the creation and maintenance of relationship and hierarchy information within product data or across different data domains such as between products and vendors or products and stores.

### Business Process Automation

Configurable workflows automate processes for introducing or updating item or other master data. The rules engine enables data and business rule-based validation at any point in the process to ensure adherence to corporate data governance standards. Collaborative Information Manager is role-based, ensuring that designated individuals provide the right information in a timely manner.

### Application Independent

By keeping the master data repository outside of dominant applications such as the ERP system, IT organizations are insulated from system proliferation through departmental purchases and M&A activity and discrepancies across multiple ERP instances. Collaborative Information Manager also ensures that the master data being managed caters to the broad superset of data required across the enterprise rather than the subset of attributes that is the focus of any specific application. It also gives organizations the flexibility to add attributes without embarking on expensive, time-consuming, and risky ERP modification projects.

### Global Data Synchronization

Collaborative Information Manager can streamline the synchronization of product data with multiple trading partners, resulting in a higher-performing supply chain. The system provides out-of-the-box support – through pre-built data models, validation rules, processes, and adaptors – for industry data pools such as 1Synch and Agentrics.

### Key Features

#### **Comprehensive Information Management**

- Master catalog creation; aggregation from multiple data sources with survivorship; version control
- Categorization (UDEX, UNSPSC, GPC, etc.)
- Management of relationships and hierarchies including across data domains
- Support for Images and unstructured information
- Metadata import and export from UI
- Google type context-free search capabilities including fuzzy search
- Role- and user-based access control

#### **Business Collaboration**

- User-configurable data quality and business rules
- Long-lived, state-full, x-enterprise workflow
- Out-of-the-box workflow templates such as new product introduction
- Data stewardship and exception handling
- Delegation and escalation of work

#### **Universal Data Connectivity**

- Bus-based integration (including non-TIBCO)
- Certified data pool connectivity
- Message management and choreography
- Integration with trading partners over AS2

#### **Business Intelligence and Analysis**

- Monitor and measure key metrics
- Process effectiveness visibility
- Detailed versioning
- Full data lineage tracking and auditing

#### **Robust Architecture**

- Integration via files, XML/JMS, ETL, Web services
- Zero client footprint
- Real-time event-based architecture
- JMX-based monitoring
- Multi-threaded parallelization and caching for high performance loading and workflow execution
- Distributed enterprise deployment
- Support for industry standard databases, operating systems, application servers, and EAI and B2B platforms

TIBCO Software Inc. (NASDAQ: TIBX) digitized Wall Street in the '80s with its event-driven "Information Bus" software, which helped make real-time business a strategic differentiator in the '90s. Today, TIBCO's infrastructure software gives customers the ability to constantly innovate by connecting applications and data in a service-oriented architecture, streamlining activities through business process management, and giving people the information and intelligence tools they need to make faster and smarter decisions, what we call The Power of Now®. TIBCO serves more than 3,000 customers around the world with offices in 40 countries and an ecosystem of over 200 partners. Learn more at [www.tibco.com](http://www.tibco.com).

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