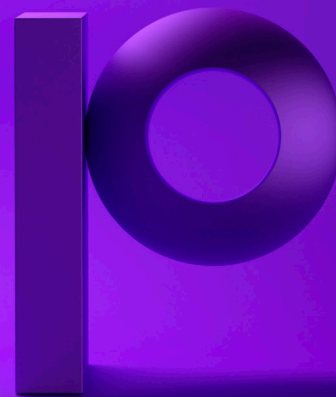




Precisely EnterWorks GDSN Connector

Discover the advantages of more efficient
product content management

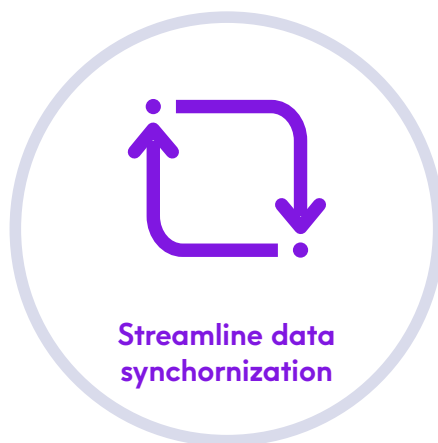


Introduction

The Global Data Synchronization Network (GDSN) connects certified data pools – like IWorldSync and Syndigo – to the central GSI Global Registry, which facilitates compliance with industry standards while maintaining the uniqueness of the data.

However, many suppliers and manufacturers run into issues when publishing data into a pool, affecting retailers that depend on the GDSN. In both cases, organizations suffer from inconsistent, inaccurate, and ineffective product content that fails to reach customers in the right channels.

Solving product content challenges

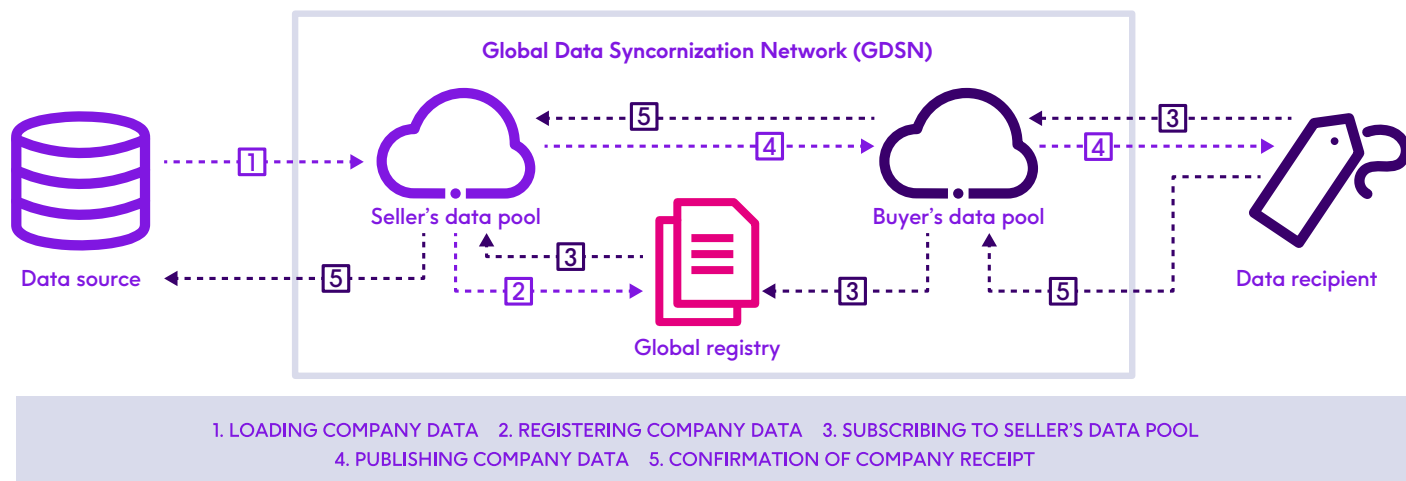


EnterWorks offers the ability to publish product data
to and subscribe to product data from the GDSN.

The EnterWorks Master Data Management (MDM) and Product Information Management (PIM) solution provides companies with the tools they need to acquire, cleanse, and enrich product data prior to successfully publishing content to trading partners via GDSN.

EnterWorks GDSN benefits

- Eliminate data silos and redundant 3rd-party components with a single, central repository of consistent, accurate, and up-to-date product content for GDSN.
- Easily synchronize and enrich product content to facilitate a differentiated experience for customers.
- Reduce IT intervention and eliminate manual tasks by automating best practices for collaborative management of data.
- Empower business users with easy-to-use portals to automate product content synchronization and publication with trading partners and to channels in custom formats.
- Improve data quality and data governance—while increasing efficiency— with configurable business rules to cleanse, normalize, and validate your data.



The EnterWorks GDSN Connector

The EnterWorks GDSN Connector offers a range of advanced, bi-directional data publishing and synchronization tools that extend the scope of the solution within the information supply chain. And it doesn't require upgrades or specialized services with every GDSN release, reducing management and maintenance expenses.

With EnterWorks' end-to-end multi-domain MDM and PIM platform, users can tailor data syndication across thousands of retailers, utilize publish and subscribe capabilities, and connect to additional GDSN data pools.

The EnterWorks GDSN Connector supports GS1 standards and requirements through its existing core functions and features.

Product content is validated, normalized, and approved upon import, and when changes are introduced, the solution uses workflows to impose the rules-based parameters necessary to perform that task.

These workflows help ensure governed data on the supply side before publishing and on the demand side after receipt.

The EnterWorks GDSN Connector gives users improved access to more efficient product information sharing tools— reducing costs, time, and data errors.

Industries

Manufacturers and suppliers

Suppliers and manufacturers face tremendous pressure to share product content quickly and accurately. With EnterWorks, users can access a completely web-based and customized portal to:

Capability Description	
✓	Aggregate content from multiple sources to eliminate data entry errors
✓	Normalize content and address mapping issues between a source system and the GDSN network
✓	Track publication status (including marking any updates to be republished)
✓	View activity logs
✓	Apply readiness reporting to help identify and resolve content quality gaps

EnterWorks can also help users meet customer compliance requirements for GSI Item Alignment via GDSN.

Retailers

Accurate and detailed product content is key to converting retail shoppers into buyers. In addition to streamlining access to data pools, EnterWorks allows retailers to:

Capability Description	
✓	Collect content from the GDSN Network
✓	Collect content from supplier communities outside the GDSN Network via vendor portals
✓	Aggregate product content from multiple sources
✓	Build workflows to review items prior to inclusion in product catalogs
✓	Deliver content to multiple downstream systems to support business processes
✓	Identify and resolve content gaps with readiness reporting

EnterWorks facilitates the free flow of cleansed, normalized, and validated product data from publishers directly to subscribers.

Solution features

- Out-of-the-box integration methods supported include: GDSN, RESTful API, SOAP, XML import/export, JDBC, JMS, Java, JavaScript, MQ Series, EDI, dropbox, HTTP, FTP, Telnet, Command Line, Audit, E-mail, Scheduler.
- Range of advanced, bi-directional data publishing and synchronization tools that extend the scope of EnterWorks within the information supply chain.
- Various options for facilitating GDSN publication and subscription.
- GDSN Connection Module utilizes existing EnterWorks core functions and features to support GS1 standards and requirements.
- GS1 standard attributes, GPC, brick-level attributes, and validation rules to support syndication and GDSN processes.
- GDSN Connector stays up-to-date on GDSN data ingestion standards while supporting data imports from a variety of 3rd-party product data pools in consolidation or co-existence approach.
- Flexible Workflow Engine featuring highly collaborative support for multiple tiers of reviewers and approvers, with quick and easy assignment of issues, as well as support for routing, review, and approval of items that automate the validation process.
- Aggregation and delivery of high-quality content to the integrated business applications that utilize the data, such as multichannel publishing and vendor/supplier portals.
- Data quality with the ability to consolidate and cleanse data across domains with De-duplication, harmonization, merge/match, and survivorship.
- Golden record management to integrate databases and systems.
- Dashboards and reports to monitor and test compliance and validation of information for improved data governance and stewardship support.

Why choose Precisely EnterWorks as your PIM?

Our platform contains everything you need to compete and thrive across all your channels—at the speed the market demands.

We provide all the features and functionality you would expect to find in a fully-featured PIM and Digital Asset Management platform. But here are a few things that really set us apart from the pack. We enable you to:

- Go beyond PIM with a flexible, future-proof multidomain master data management hub.
- Go faster, be more agile, and make an impact at scale with a platform designed for business teams.
- Get trusted product data wherever it needs to go faster with rich syndication capabilities.
- Print accurate, up-to-date marketing materials faster with best-in-class print automation.
- Work smarter and get more done with a range of AI/ML technology.
- Collaborate seamlessly with third parties and great content faster with a secure portal.
- Enable internal teams to sell and serve better with trusted content with an easy-to-use portal.
- Handle complexity and scale with a platform that's enterprise-grade.
- Get to value faster with expert services, accelerator packages, and a configure, not code approach.

EnterWorks is a complete, end-to-end solution for acquiring, regulating, and synchronizing product data throughout the enterprise.