



EnterWorks Multi-Domain MDM Overview

A single source of truth for your enterprise-wide data and content

Experiences enabled across B2B, B2C, and B2B2C value chains

Market-leading multi-domain MDM software

Meet the EnterWorks Multi-Domain Master Data Management (MDM) platform. With its groundbreaking Agile Data Fabric™, EnterWorks helps businesses drive dramatic sales and margin growth through differentiated experiences and discrete views of everything shared across suppliers, partners, customers, and marketplaces.

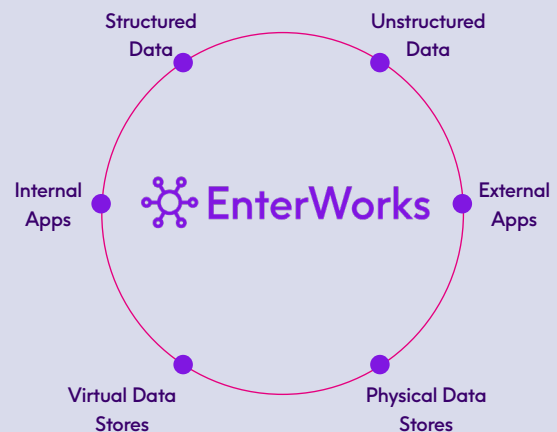
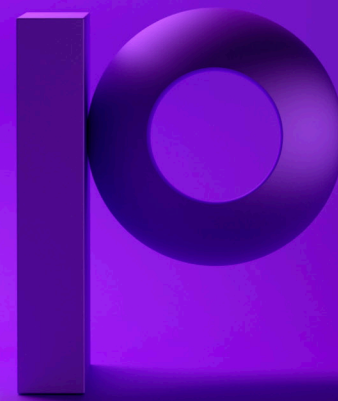
Advanced architecture is the key to innovation

Simply stated, architecture is key to innovation – particularly in business-to-business-to-consumer (B2B2C) models with complex commerce interactions. The EnterWorks MDM architecture allows businesses to master the complexity of digitally accelerated environments while enabling rapid integration of emerging technologies that are required to compete.

The EnterWorks Multi-Domain MDM platform enables an advanced approach to mastering data based on a single, seamless technology platform—with unified governance, modeling, mapping, and management of all data domains. Through a 360-degree view of data across domains, EnterWorks helps organizations eliminate the guesswork and uncertainty that results from data gaps and inconsistencies – gaining a clear and holistic view of enterprise-wide information.

By centralizing data across domains, intelligent actions and decisions can be executed based on a single source of truth.

precisely



The EnterWorks Multi-Domain MDM advantage

- **Master Data Core:** Establishes a foundation of leading technology, features, and vision for mastering, managing, and governing multi-domain master data across the enterprise.
- **Technology ROI:** Converges multiple domains of master, application, and reference data in a combinatorial manner to enable organizations to create differentiated, personalized experiences, and greater lift across digital and physical commerce.
- **Cross-Domain Intelligence:** Enables enterprises to master and manage a golden record for any data domain including buy side and sell side product, supplier, B2B and B2B customer, location, and physical or digital assets – enabling advanced analytics and decision making across a company's value chain.
- **Innovation:** Leading MDM technology includes a 100 percent cloud-ready platform; an agile SOA /micro-services architecture; and the ability to enable future artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and machine learning (ML) through the use of EnterWorks architecture with open APIs.
- **End-User Empowerment:** The platform can be configured, managed, and continuously updated by business users. The platform is designed to accelerate business user adoption, whether at headquarters or across global operations, and achieves the lowest total cost of ownership (TCO) among multi-domain MDM platforms.
- **Fastest Time to Value:** Organizations can implement EnterWorks MDM in 90 days, which accelerates business value and return on investment.
- **B2B2C Enablement:** Delivers necessary capabilities for end-to-end collaboration across the value chain, whether a company is a producer, value-added provider, or end seller.

Get to know our data domains

Enterprise companies have grown dependent on multiple systems, each with its own internal and external sources of data. With EnterWorks Multi-Domain MDM, siloed systems are brought together under a singular, centralized platform. EnterWorks provides the ultimate scalability, with the ability to start with one domain – like Product or Customer – and add on data categories as business needs evolve.

EnterWorks enables organizations to manage multiple domains of data and easily link objects from those domains to create dynamic virtual relationships. As a result, more intelligence can be extracted when combined and contextualized with other data domains.

Product master

Managing data for a vast number of products, with possibly thousands or even millions of attributes, is a daunting task. This is particularly true if the information is found in disparate spreadsheets and systems across the organization. EnterWorks with Product Data Domain helps retailers, distributors, and manufacturers compete with up-to-date, consistent, and compelling product data and content.

The Product Master supports both online and offline product information, serving up content to a variety of touchpoints from marketplaces to mobile, POS to Print, with workflow-driven and automated processes. Our “content for commerce” model encompasses both B2B, B2C, and B2B2C use cases.

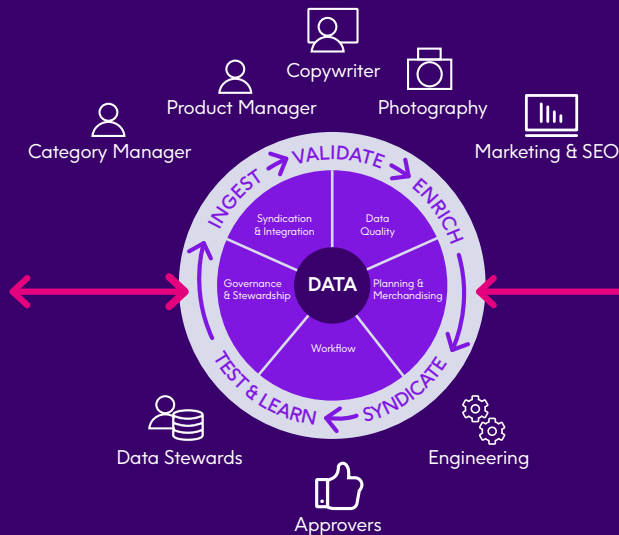
For B2B scenarios, EnterWorks offers a GDSN Connector that supports GS1 standards and doesn't require upgrades or specialized services with every GDSN release. This enables manufacturers to syndicate data to wholesalers or retailers, export templated data to a variety of third-party product data pools in consolidation or co-existence approach, and syndicate to individual retailers or eCommerce players with specific adaptations or “top-off” requirements for the data.

In B2C scenarios, the platform enables manufacturers, wholesalers, and retailers/dealers to use product information for online or offline (including print catalogs) sales, which can be direct selling as well as using product information multi-party selling, e.g., leveraging product information for “endless aisle” retailer assortments sourced directly from suppliers in a drop-ship or special order manner.

- Workflow, batch, or transaction-oriented processes for product data distribution.
- Enables the authoring of product master information and associated variants in support of make-to-order, assemble-to-order, and Configure-Price-Quote tools.
- Generates SKUs that are mastered on the fly and posted to ERP and other systems.
- Generates costing based on components that can be used in pricing and offers.
- Establishes relationships of products to one another as substitutes, cross-sell, upsell, bundles, etc.
- Validates product data against reference databases and business rules that may relate to regulatory requirements.
- Enables characterization and mapping of products into assortments and categories
- Product explosion where allowed combinations and/or product styles are expanded into “atomic-level” SKU level expression.
- Product implosion where the most atomic-level expression of the product can be consolidated to the higher-level product umbrella encompassing the SKU for ease of presenting the product offer.

Content Collaboration Engine

- Suppliers/Vendor Portal
- ERP
- PLM
- Spreadsheets
- Legacy Applications
- Data Pools
- Supply Chain Systems



Drive Rich Customer Experiences

- Websites & Mobile Apps
- Social Media
- Trading Partners & Marketplaces
- Catalogs & Sales Sheets
- Marketing Solutions
- Data Pools
- CPQ / Sales Portals

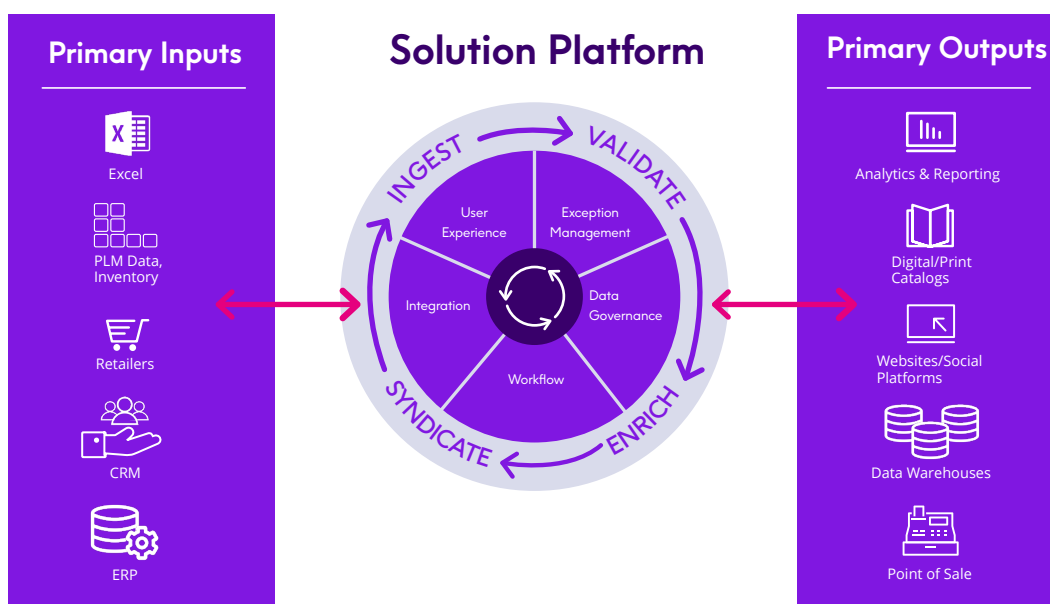


Customer master

Many organizations find themselves drowning in fragmented data instead of leveraging it to understand the customer, personalize communications, and nurture relationships. This is especially true in the digital age, where data streams in at an overwhelming volume and rate. EnterWorks MDM with Customer Data Domain provides a golden record of customer information to help enhance personalization, build customer loyalty, boost sales with targeted offers, and maintain compliance with data privacy and standards.

B2B customer data

The desire for Customer Data MDM is growing in intensity as manufacturers, wholesalers, and groups recognize that precise targeting of catalogs, campaigns, offers, etc. is increasingly required for commerce. This necessitates an accurate understanding of organization approval and influencer roles, and aligning them with their own sales and marketing organization roles. Organizations can target customers more effectively with tailored marketing campaigns. For example, an organization can reward the businesses or brands that are most active or have reached a specific loyalty tier.



B2C customer data

With EnterWorks MDM, companies can understand and manage the data complexities that accompany consumers and their life events – for example, variations in first/middle/last names, associated family members, and address changes, along with customer preferences. Customer MDM helps companies deliver targeted marketing efforts and personalized outreach to customers. It's also crucial for maintaining compliance with standards like GDPR to keep customer trust and avoid fines for violations.

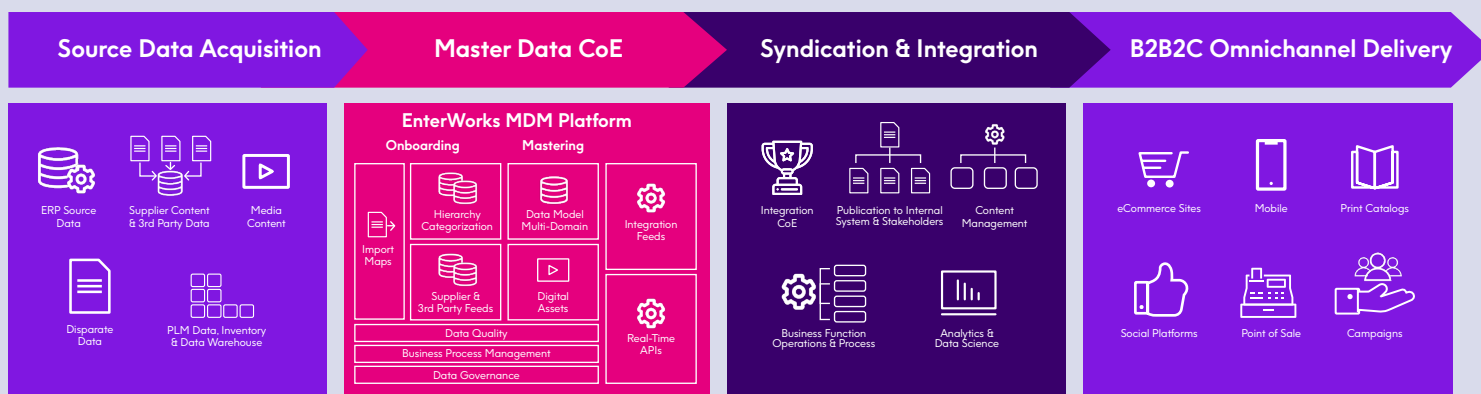
- De-duplication, Harmonization, and Merge/Match rules to consolidate and cleanse customer data.
- Establishes survivorship of records and creates data links to enable an accurate view of customer information in the right context.
- Customer Hierarchy Management to effectively link and relate data attributes.
- Validation of address and contact data against external reference databases and company-specific business rules.
- Dashboards and customized reports provide continuous monitoring of data quality and customer activities.
- Address and Contact Identification links with Precisely's location services or external web services (Melissa, USPS, Dun & Bradstreet) to verify the accuracy of customer information and update changes in real-time.

Supplier master

Relevant supplier information is all too often spread across systems (CRM, ERP, spreadsheets) and departments, leading to inefficiencies in supplier onboarding, communication, and management. EnterWorks with Supplier Data Domain helps organizations create and manage supplier data alongside other domains like Product and Customer for a comprehensive data management solution.

Leveraging the Supplier Data Domain, companies can ensure the quality of their supplier data through a centralized system. With a centralized view of supplier data, companies can reduce costs through affordable sourcing options, better negotiating, and optimized shipping from warehouse locations. The domain also helps companies improve communications and collaboration with suppliers, and accelerate time to market by drastically speeding the process of onboarding new suppliers.

- Dashboards and tools to increase performance and compliance.
- Real-time feedback directly to suppliers and their management companies.
- Templates for onboarding products and information, with automated submission for viewing/approval by merchants.
- Golden record management for addresses, contact information, tax identification numbers, related groups, and companies/relationships.
- Supplier hierarchies to allow for browsing and navigating corporate entities (i.e., point person and contact information for marketing, legal, finance, etc.).
- Auditing of supplier facilities, identifying certifications, and managing assets linked to a facility or supplier (i.e., certificate of insurance).
- GDSN integration enables suppliers to register and publish product and packaging data to data pools.
- Onboarding workflow to enforce data standards for its suppliers and notify internal teams about new product introductions, missing data, and other triggers.
- Supplier campaigns for specific events – for example, a notification to the supplier based on key attributes (contacts, price updates, product content, marketing copy updates).



Location master

Location data is a powerful asset. It can be the missing puzzle piece for analytics, helping your business study customer behavior drilled down to each geographic area; gain insight into inventory; and streamline management of data across various stores, offices, and branches. Adding the context of “Where” to other data domains – including Customer, Product, Supplier, etc. – helps companies improve business decisions, create targeted offers and campaigns, extract cost savings, streamline the supply chain, regionalize marketing and pricing, and more.

- Automated Workflow for streamlining the process for uploading, cleansing, and updating location data.
- Golden Record Management for all location data, including addresses and descriptions for headquarters, subsidiaries, branches, geographies, warehouses, stores, etc.
- Centralized data repository for total visibility of locations, particularly as the data overlaps and relates to other domains like Product, Customer, Supplier, and Assets related to time-sensitive renewals.
- Management of global language and format requirements.

Delivering “Content in Context”

EnterWorks has constructed models that combine physical assets and locations with product assembly requirements for specific customer preferences. For example, certain coffee shops can only produce a specific coffee drink if they have the right equipment assets, the necessary ingredients, the recipe that is localized for the geography, and the marketing support for the location. EnterWorks Multi-Domain MDM brings together these data domains to provide the holistic view companies require to deliver the offers and experiences their customers desire.

Material master

Global manufacturers are introducing new products at an ever-increasing volume. Most often, new products must be preceded by their new materials. The speed at which the new materials get into operational systems and to downstream markets often determines a new product's success. EnterWorks Material Master helps organizations master descriptions of all materials that an enterprise procures, produces, and keeps in stock. MDM serves as the central repository of information on materials and their descriptions for a variety of data elements such as technical specifications, supply chain information, and associations with materials and finished goods.

- Performs match/merge to cleanse material data as it comes in from suppliers, ERP, and PLM systems; then, validated, normalized, and classified based on attributes and their values.

- Validates associated digital assets such as CAD, PDF, and other forms of visual specs.
- Enables organizations to enrich new material with global content (description, cost, etc.) and user group-specific content (geography unique, such as manufacturing dependencies, market regulations, etc.) through a global workflow.
- Groups attributes within the platform taxonomy for distribution to each destination. EnterWorks acts as a ‘command and control’ center that can power and govern data across a variety of downstream applications.

Asset and reference data domains

EnterWorks with Asset Data Domain helps companies track and manage physical asset data – e.g., equipment, buildings, materials, and parts – as well as intangible assets, such as trademarks, patents, recipes, or certifications.

A Reference Domain allows reference metadata to be obtained from an internal or third-party source, and then sent into the MDM system to be repurposed or utilized across domains or use cases. Examples include color standards, units of measure, or currency exchange rates for pricing transformations in different countries.

Leveraging a comprehensive view of asset and reference data helps companies maximize revenue, meet customer demand, ensure safety standards are met, and keep operations running smoothly.

- Centralized repository for managing data including descriptions, codes, part numbers, ingredients, equipment names, locations, model numbers, warranty expiration dates, maintenance instructions, etc. that are required for development and production.
- Advanced search and data filtering to allow for browsing and quickly navigating asset and reference data.
- Configurable Dynamic Data Model constructed to combine physical assets and locations with product assembly requirements linked to specific customer preferences.
- Asset and Reference Hierarchy Management to effectively link and relate asset names, locations, requirements, etc.

Explore our key features

The EnterWorks Multi-Domain MDM platform was developed from inception to master multiple, unlimited domains and the relationships between them. The platform provides a framework of technologies and processes with a central repository of reliable, up-to-date master data consolidated across all enterprise applications. Our ongoing innovation and key features for user and business enablement continue to make EnterWorks the leading choice for companies across manufacturing, retail, distribution, and other niche industries. These companies leverage multi-domain MDM to drive best-in-class customer experiences, optimize internal processes, drive consistent and accurate data across the value chain, and integrate trading partners to extend their brand.

EnterWorks is **100% web-based** and requires **no coding**. The solution is **highly scalable** to support a wide variety of scenarios, users, and attributes.

Dynamic Data Model

Dynamic Data Modeling capabilities allow organizations of all sizes to easily manage flexible, extensible, and open data models (both structured and unstructured). Through a user-friendly model, EnterWorks provides business users with unparalleled flexibility to update and manipulate information without affecting the core data.

Furthermore, the data model can evolve as business requirements change in response to opportunities and competition.

- Establish and evolve complex hierarchies and relationships for ongoing business needs.
- Support industry, geography, and customer-specific requirements.
- Manage an unlimited number of attributes and associations.

Digital Asset Management (DAM)

EnterWorks features full-fledged DAM as a domain. EnterWorks DAM makes storing, categorizing and managing images, documents, templates, audio and video files, and other related data easier than ever. Any data stored in EnterWorks can be manually or programmatically linked to a product, item, brand, or other defined criteria.

- Link relationships bi-directionally so users can quickly identify associated products and files.
- Import metadata and configure custom metadata fields for cross-sell and up-sell opportunities.
- Automatically generate multiple image formats and resolution for print and online use.
- Incorporate documents, images, audio and video files into your content assets.
- View images through user-friendly search and browse features.
- Leverage other DAM products that you may have installed in your company.

EnterWorks DAM Benefits

- Localize assets for markets, brands or languages.
- Reduce costs and complexity of redundant storage.
- Drive compliance and correct usage of assets.
- Control and protect the brand through security and workflow.
- Reduce time to deliver to 3rd parties and customers.
- Improve speed to find, organize, and convert digital assets.

Workflow & collaboration

EnterWorks offers an enterprise-class Workflow Engine not found in other content management or publishing solutions. The platform allows organizations to model best practices and modify them as requirements change, as well as automate the interaction of people and systems. EnterWorks doesn't rely on hard-coded workflows that require you to adapt your business processes; its simple drag-and-drop interface lets business and technical users collaborate to rapidly model even complex business processes.

- Enforce Data Governance (data quality, stewardship, taxonomy, naming conventions, etc.).
- Manage data and content through a drag-and-drop browser-based user interface for collaboration between business and technical users, as well as internal and external users.
- Graphically display the flow of activities for proactive management and intervention.

Continuous Insight at Every Step

The EnterWorks Workflow Engine drives an organization's MDM business processes to enforce stewardship and enhance visibility. Its configurable business process modeling (BPM) tool automates and deploys data management and governance across the enterprise, providing continuous insight into all steps of business processes, including:

- Where all work items are located in the flow.
- Who is working on each activity.
- Listing by user of existing work items (to-do lists).

Syndication

EnterWorks provides functionality to effectively synchronize and syndicate data across touchpoints, even in bulk. The data, content, and assets can be configurable for multiple markets and languages. Business users can leverage workflows to automate the process and take full advantage of industry standards, like GDSN, GTIN, and CIC.

- Generate per established criteria and automatically customize to recipient requirements.
- Select, extract, and syndicate data and automatically feed content to print or web catalogs, graphic or publishing tools, and other essential systems on a scheduled or ad hoc basis.

Globalization

EnterWorks supports multi-lingual, multi-country, and multi-cultural content. With the MDM platform, organizations can automatically generate localized output files and publications to support global growth.

- Manage business user profiles according to an organization unit, language, and country.
- Match customers with localized product descriptions, pricing, and shipping considerations.
- Support B2B2C global accounts with global and local contractual and buying terms.
- Enable company representatives with both global and local branding content.
- Integrate with local content syndicators and marketplaces.

Value-add portals

EnterWorks offers value-add portals and integrated tools for seamless Marketing, Sales, Dealer, and Vendor collaboration and content development.

Vendor portal

To improve content effectiveness, many downstream sellers desire to engage vendors in the process of gathering vital product information. The EnterWorks Vendor Portal streamlines this process for organizations, providing an avenue for improved content collaboration and product onboarding. Leveraging Automated Workflow, the portal helps companies enforce data standards for vendors and notifies internal teams about new products, data that may be missing, and other triggers that require attention

- Easy to follow templates for onboarding product information.
- Self-service mode for ongoing uploads for prices and products, tags, images, contracts, manuals, warranties, product certifications, etc.
- Vendor Scorecarding and dashboards to monitor the speed of product onboarding and quality of content enrichment.
- Flexibility with multiple methods for vendor participation – for example, direct entry, Dropbox, API, EDI, etc.

- Supplier campaigns for specific events – for example, a notification to the vendor based on key attributes (contacts, price updates, product content, marketing copy updates).
- Tier Programs to group vendors into radius buckets like platinum/gold/silver in order to incorporate incentive programs.

Sales & marketing portal

Leveraging Adobe® InDesign/Server and intuitive self-service tools, the EnterWorks Sales & Service Portal is extremely easy-to-use, letting non-designers produce professional materials in minutes – ready to be instantly emailed or printed on the fly.

Business users like franchisee managers, branch managers, distributors, and sales managers are empowered to shorten the sales cycle and time-to-market with professional marketing materials targeted to their prospects' specific market, demographics, interests, or geographies.

- Web-based library of pre-approved templates, allowing users to create customized marketing materials wherever they are – on sales calls, at partner sites, from airports, etc.
- Easy-to-navigate portal with no programming or scripting required.
- Integrated capabilities for print procurement, including on-demand printing as well as a single system to manage requests for work, bids, and awarding larger print projects.
- Real-time document rendering allowing users to generate ready-to-publish PDFs in minutes.
- Workflow to streamline the review and approval process, along with version control to ensure the latest files are available and alerts are sent to users regarding deletions or updates.

Where to begin

The Precisely team would love to learn more about your company, discover your data challenges, and discuss how our solutions can help you say so long to silos and hello to a successful multi-domain implementation. A great first step is speaking with an MDM/PIM expert who can answer your questions.

To learn more, visit www.precisely.com

About EnterWorks

EnterWorks is the most powerful Multi-Domain MDM and Product Information Management (PIM) solution on the market today, providing the single view that enterprises need to acquire, manage, synchronize and syndicate all their data and product information.

Integrated, best-in-class tools—including Sales Portal, Publishing with Adobe® InDesign, Automated Workflow Engine, Syndication, and Digital Asset Management—have elevated EnterWorks as an analyst-ranked, customer-acclaimed solution.

EnterWorks is backed by a team of industry experts providing unparalleled support and innovation such as cloud deployment. As a market innovator, EnterWorks is also leading the way in emerging technology enablement for artificial intelligence (AI), augmented reality, machine learning, and more.

