



Birlasoft Product Data & Information Management

An Integrated Advisory Services Offering for Product Master Data Management

Chasing the Perfect PIM solution –

MYTH OR REALITY?

Product Data and Information Management (PDIM) is increasingly becoming the buzz word in the information management industry. No wonder it is witnessing so much of traction from among the private players.

There are numerous case studies which portray the success stories surrounding Product Data and Information Management (PDIM) Programs for Effective Data Governance. There are even more success stories of organization turnarounds.

With the advent of the digital revolution, e-commerce is the only channel preferred by millennials, therefore there is an unparalleled demand for product information and SKU management.

An organization's competitive advantage stems from their knowledge of their product and their capability to communicate that to their consumers in an effective manner. This is where you find yourself in search of an elusive perfect PDIM solution to help your organization manage this ever expanding complexity.



Business Challenges

Businesses today are facing the following challenges to gain and maintain a competitive advantage:

- Merging of traditional and digital channels has created additional pressure on the supply chain.
- Customer demographics are changing as well as the expectations as millennials become the dominant consumer group.
- Internet of Things (IoT) has created different challenges for businesses as they scramble to meet expectations.
- Product obsolescence has increased over time as pressure on innovation has increased to stay more competitive in a changing market place.
- Compliance and regulations on certain industries has become more stringent.
- Mergers and acquisitions activity has increased substantially adding more pressure on organizations to provide adequate support.
- Competition is no longer at the domestic level and customer demand has become global.
- Business leaders and others in the supply chain are demanding more transparency and agility with accuracy.
- Lack of a single source of truth creates fragmented information adding to more manual effort.

Where do you start?

- First, hire PDIM experts and senior solutions architects who can explain the steps to ensure that decisions for the right PDIM solution suits your organizations needs.
- We can help to identify the conglomeration of people, processes and technology.
- We can help create the governance organization model. Identify and stand with data councils, work to create a pilot for governance – focus on strategy and priorities – e.g. what requirements will we address and when?
- We can help review existing process flows to identify points where product master data is created, to identify gaps that are driving product data issues. We can translate those gaps into requirements. Finally, we will identify supporting technology, new processes, and organizational changes required to close the gaps.
- We can help identify appropriate systems of record, and establish how those systems will communicate with other applications in the environment. Leverage the “naturally occurring” application capabilities – like suppliers/vendors entered in the ERP system.
- In a nutshell we can:
 - Determine your end state
 - Assess your current state
 - Identify the scope of the product data
 - Identify the landscape of internal and external players, systems, etc.
 - Who are the stakeholders? Who will manage the data? Who will own the data?
 - What is the budget? How much will it cost?
 - Compare the market offerings for PDIM solutions

The Explore, Assess Recommend Process is as follows:



Why Partner with Birlasoft?



Deep MDM Expertise

Experienced in multi-domain MDM implementations setting up Data Governance, including roles and responsibilities and data migration and cleansing.



Accelerated Time to Value

MDM implementation Methodology and accelerators maximize leveragability and provide MDM/Data Governance best practices.



Integration Expertise

Birlasoft has strong expertise in middle-ware that can be leveraged during our MDM implementations



Program and Change Management

Birlasoft has a mature and proven methodology which ensures project success and delivery on time and on budget.



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.