

**Deliver correct, compelling
product information throughout
your customer journey**

with IBM Product Master



Is your organization struggling to keep pace with accelerating changes in sales and promotional pricing?

Is your product information too spread out, inconsistent and difficult to access, at speed anywhere?

If so, you're not alone. Organizations are creating, managing and storing more data than ever before, and that data is getting more complex, with more attributes and richer multimedia.

Cloud migrations and digital transformation initiatives have scattered this data across a number of on premise and cloud platforms, making it increasingly difficult to identify and deliver the latest and most complete information.

Can you be sure your customers and people are accessing the latest, richest, most accurate data, all the time?

If not, you need **IBM Product Master**.

IBM Product Master enables you to

Launch new products faster – across all your channels.

Improve conversion rates by delivering rich, accurate multimedia product information directly to your customers.

Empower your customers to accurately search for the right products from your entire catalog, based on any number of attributes.

Accelerate your digital transformation by adopting powerful workflows built on industry best practices.

Deliver easy-to-quantify ROI quickly, based on improved efficiency and accuracy metrics across your organization.

Real Data Management Solutions from IBM. Real Business Benefits

Customer #1

Global leader in test, measurement, and control devices

Benefits

- \ 6% reduction in bounce rates by improving the digital customer experience.
- \ Improved conversion by enabling customers to find the right products for their projects.
- \ Delivers a consistent, high-quality customer experience across all channels.
- \ 90% of all product content is managed through central PIM platform.
- \ Updates made once, go live globally in hours.

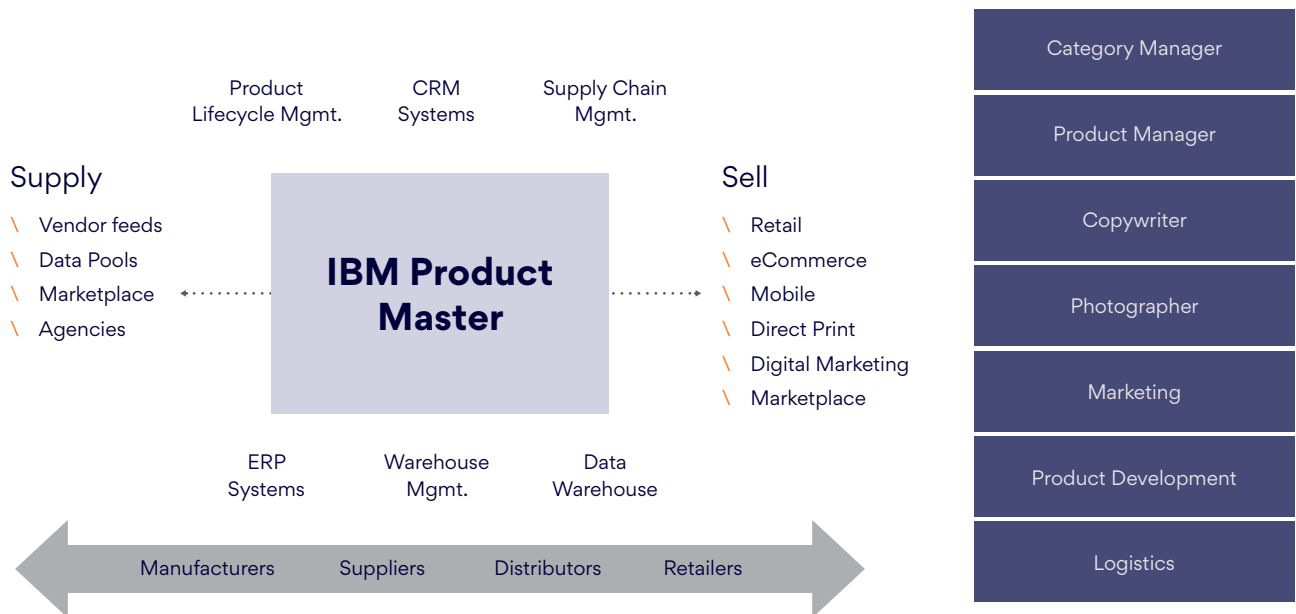
Customer #2

Global water-quality products manufacturer

Benefits

- \ Content management costs cut by 64% managing 300,000+ products across 23 businesses.
- \ Brings new products to market 75% faster.
- \ Reduces packaging expenses by 55% since information is current and accurate the first time.
- \ Automatically syncs with Global Data Synchronization Network [GDSN] supply chain product data.

IBM Product Master – Ecosystem Overview



“One of the things that impressed me the most was the solution’s data model...in fact, many of the workflows are ready to deploy straight out of the box.”

Why IBM Product Master from Persistent?

Persistent can help your organization realize the full benefits of IBM Product Master through a full complement of related products and services. These include

- ✔ **Providing and implementing** a complete IBM Product Master solution in your data center.
- ✔ **Seamlessly migrating** your on premises IBM Product Master solution to a SaaS model, then testing to ensure total integration.
- ✔ **Implementing** IBM Product Master on a fully-managed private cloud solution from the outset.
- ✔ **Adding fully-managed** IBM Product Master services to your IBM Cloud implementation.

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers’ business; enterprises and software product companies with software at the core of their digital transformation.

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