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Delivering
Intelligent Business Solutions
To **World Class** Retailers

ibs *REFERENTIAL*

Referential Master Data Management Fact Sheet

OVERVIEW

Master Data Management has been defined as a "system of business processes and technology components that ensures information about business objects, such as materials, products, employees, customers, suppliers, and assets, is consistent and accurate wherever they are used inside or exchanged outside the enterprise." (Kara Romanow, AMR Research, "GDSN, MDM and PIM", July 25, 2005)

Soft Solutions' ibs *REFERENTIAL* meets this definition for retailers. It is a unique Retail Information Management solution that centralizes and organizes information in a single place that can be synchronized with legacy, ERP and best-of-breed applications within a retailer's IT landscape. It enables the management of a retailer's information needs, including item, supplier, stores and organizational hierarchies, as well as being flexible based on individual retailer requirements. It simplifies data exchange and ensures that a single version of the truth is maintained for all applications in the enterprise.

Built with and for retailers, ibs *REFERENTIAL* supports all types of retail operations and information needs, including item specifics like apparel, fresh food, non merchandising elements such as extended warranty, service contracts or in-store assembly.

ibs *REFERENTIAL* enables data alignment between all IT systems by centralizing information in a unique point and, in turn, synchronizing it with all systems. Coupled with Soft Solutions' ibs *DATA SYNC*, Soft Solutions' GS1-certified solution, it completes the external data synchronization process by automatically synchronizing between the retailer's master data and supplier data sources.

ibs *REFERENTIAL* has been chosen as the Master Data Management solution for **Carrefour Group, CVS, Mosmart, Auchan, Fnac, Canadian Tire and O'key** to manage extensive operating and corporate information master data sources.

**Retail Master Data
Management**

**Full PIM Solution
Supported by our
Comprehensive Retail
Data Model**

**Single Version of the
Truth**

**Enhanced Item and
Supplier Search
Criteria**

**New Item Creation in
Minutes**

**Mass Modify Item
Attributes to Save
Time**

KEY FEATURES

ibs **REFERENTIAL** is a scalable solution that can be adapted to the retailer's and supplier's specific master data requirements.

ibs **REFERENTIAL** manages information by date such as:

- Organizational structures and configuration:
 - Country, country zones
 - Distribution groups and group hierarchies.
 - Banners, formats, stores, affiliations, commercial regions
 - Purchasing departments, warehouses, logistic entities, factory, showroom, customer...
 - Multiple languages, currencies and taxes
- Hierarchies of up to 99 levels and their relationships; reference, pre-catalog, catalog, group, purchasing, sales, logistics, organizational, for example and handling their evolution
- Various item taxonomy in the same database; general merchandise, apparel, hard lines, cultural products, services, phone services and products, random weights and recipes, for example
- Item information and item relationships; data related to sales (pricing, price events), data related to purchases (General sales conditions, discounts, conditional discounts), data related to logistics (pallet plans, distribution channels, logistic regions), data related to marketing (assortment clusters, marketing attributes), seasonal and promotional collections
- Supplier information and its various logistic relationships; merchandise suppliers, distributors, editors, logistical services providers, services providers, real estate suppliers, for example
- Labor and human resources; employees, functions, positions, career historical information and career management
- Dynamic characteristics to enrich items, supplier or organizational data with new attributes without the need for specific development
- Dynamic status management allowing the client to manage status configuration for objects managed in the application

ibs **REFERENTIAL** includes such key features as purge, data versioning, quick data entry, mass modification by item list, tab chaining and multi-criteria search.

BENEFITS

Complete Retail Data Model

- Adapts to any retailer's organization and evolves as the retailer's market changes with simple configuration updates
- Enables retailers to increase data integrity by being the unique source of data entry and rerouting of information to all IT systems.

Cost Reduction

- Reduces data entry costs by avoiding multiple data entries, through centralization and automatic distribution of data.
- Increases the productivity
- Avoids unnecessary costs generated by frequent data cleansing as data maintenance is simplified, and its reliability is increased
- With ibs **DATA SYNC**, ibs **REFERENTIAL** offers a complete PIM solution which automates data acquisition. Additionally, through synchronization, data entry productivity is improved, reducing data entry errors.

Consolidation and Coherence

- Improves visibility of enterprise data and processes of the retailer while allowing for different operating modes across the organization
- Ensures coherent and consistent information for all departments use at all times

Adaptable and Configurable

- Manages dynamic characteristics defined by users; eliminates the need for specific development and reduces maintenance
- Ensures data model evolves over time the need for extensive IT development
- Provides for user-definable parameters for all areas of retail activity (for example, terms, units, item types, etc.)

NORTH AMERICA

1001 Bayhill Drive, 2nd floor
San Bruno, CA 94066
United States of America
Tel: + 1 877 484 5757
na.contactus@ibs-softsolutions.com

CONTINENTAL EUROPE

2, Allée Lavoisier
59650 Villeneuve d'Ascq
France
Tel: + 33 320 414 190
eu.contactus@ibs-softsolutions.com
www.ibs-softsolutions.com

CENTRAL EUROPE

23 B/20, Novaya Basmanaya Street
Office 203, 107078
Moscow, Russia
Tel: + 7 495 651 09 89
ru.contactus@ibs-softsolutions.com