



Become a Product Data Lake Ambassador

Sharing product data within ecosystems of manufacturers, distributors, retailers and end users has grown dramatically during the last years driven by the increased use of e-commerce and other customer self-service sales approaches.

Most initiatives around handling product data has been focussed on internal processes and technology while solutions that solves the problems in the exchange zones between trading partners has not been covered very well on the market.

The recent years has also seen an increased use of cloud based data management technology as well the rise of the term big data. A data lake is a concept with growing popularity related to big data. A data lake focuses less on predefined standards but makes variant use of data by the time needed possible.

The data lake concept is thought to be a concept for mainly analytical use of big data within an enterprise. The Product Data Lake takes this modern technology concept into the space of sharing product data between trading partners.

By doing that, the Product Data Lake solves major business issues as how to have a single trusted way of sharing consistent product data, where to tackle data quality challenges and who is having the burden of software licenses.

All in all the Product Data Lake enables end customer self-service by automating the chain of supplier self-service and B2B customer self-service for product data.

Solution brief

The service is a Software-as-a-Service offering where the Product Data Lake is a cloud-based solution utilized by both the trading partner that provides product data and the trading partner that receives the product data.

The Product Data Lake will catch new product data updates from an upstream partner who subscribes to the system, link and transform the data tagging according to a set up and distribute the product data to those downstream partners who also subscribe to the service.

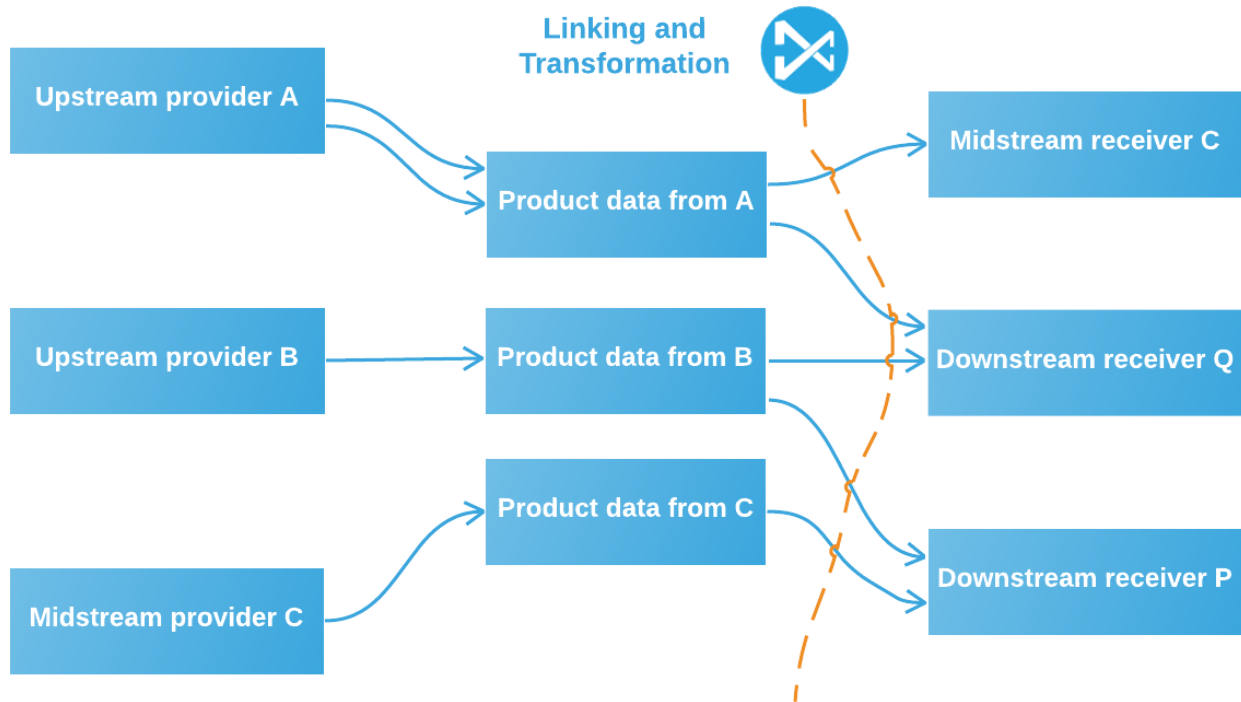
Specifically, the Product Data Lake covers the following business processes seen from upstream:

- When you introduce new products to the market, you make the related product data and digital assets available to the your downstream partners in one uniform way
- When you win a new downstream partner you have the means to immediately and professionally provide product data and digital assets for the agreed range
- When you add new products to an existing agreement with a downstream partner, you are able to provide product data and digital assets instantly and effortless
- When you update your product data and related digital assets, you have a fast and seamless way of pushing it to your downstream partners

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- When you introduce a new product data attribute or digital asset type, you have a fast and seamless way of pushing it to your downstream partners.
- An upstream provider may push product data and digital assets from several different internal sources.

Overall picture:



The Product Data Lake covers the following business processes seen from downstream:

- When you engage with a new upstream partner you have the means to fast and seamless link and transform product data and digital assets for the agreed range from the upstream partner
- When you add new products to an existing agreement with an upstream partner, you are able to link and transform product data and digital assets in a fast and seamless way
- When your upstream partners updates their product data and related digital assets, you are able to receive the updated product data and digital assets instantly and effortlessly.
- When you introduce a new product data attribute or digital asset type, you have a fast and seamless way of pulling it from your upstream partners
- If you have a backlog of product data and digital asset collection with your upstream partners, the Product Data Lake is the fastest and most cost-effective approach to backfill the gap

As an ambassador, you will:

- Have the opportunity to work with a big data solution within Product Information Management
- Have the opportunity to make data mapping and/or data integration services and cross-sell of other services for subscribers in a whole supply ecosystem
- Get 25 % kickback in a potentially exponentially growing subscriber base in supply ecosystems

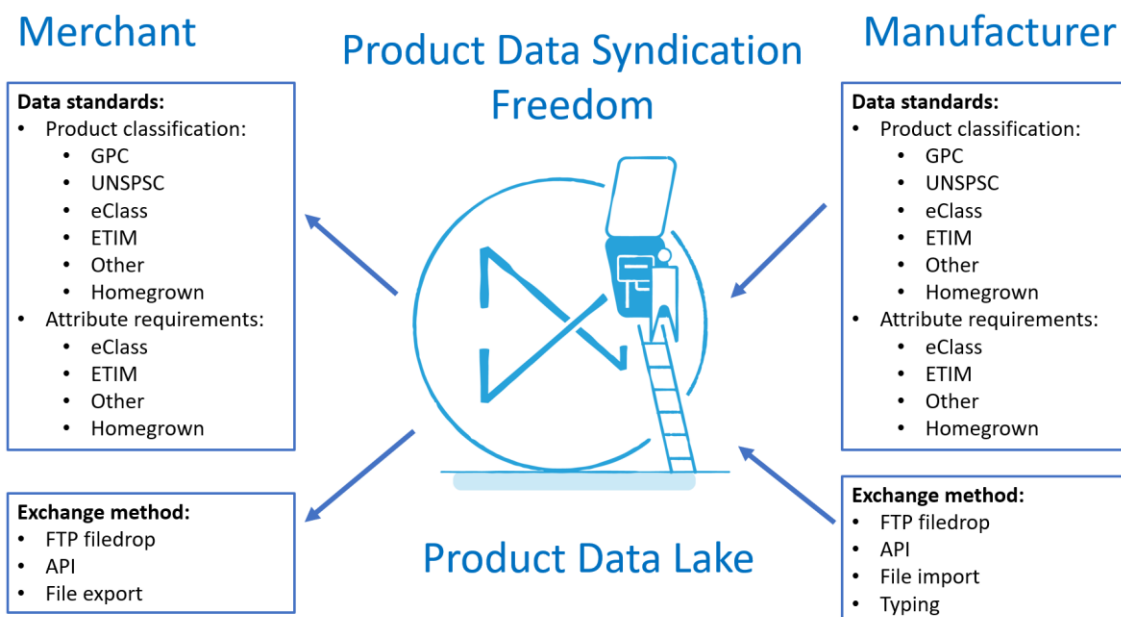
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Types of ambassadorships:

We work with these types of ambassadorships:

- **Experts** within a type of product as building materials and subsectors in this industry, machinery, chemicals, automotive, furniture and homeware, electronics, work clothes, fashion, books and other printed materials, food and beverage, pharmaceuticals and medical devices. You may be a specialist in certain standards for product data as eCl@ss, ETIM, UNSPSC, GPC, Harmonized System and others. As an ambassador you will link the taxonomy in use at two trading partners or within a larger business ecosystem.
- **Product data cleansing specialists** who have proven track records in optimizing product master data and product information. As an ambassador you will prepare the product data portfolio at a trading partner and extend the service to other trading partners or within a larger business ecosystem.
- **Service providers** who can integrate product data syndication flows into Product Information Management (PIM) and other solutions at trading partners and consult on the surrounding data quality and data governance issues. As an ambassador, you will enable the digital flow of product information between two trading partners or within a larger business ecosystem.
- **Tool vendors** who can offer in-house Product Information Management (PIM) / Master Data Management (MDM) solutions or similar solutions in the ERP and Supply Chain Management (SCM) sphere. As an ambassador you will be able to provide, supplement or replace customer data portals at manufacturers and supplier data portals at merchants and thus offer truly automated and interactive product data syndication functionality.
- **Technology suppliers** with data governance solutions, data quality management solutions and Artificial Intelligence (AI) / machine learning capacities for classifying and linking product information to support the activities made by ambassadors and subscribers.
- **Reservoirs**, as Product Data Lake is a unique opportunity for service providers with product data portfolios (data pools and data portals) for utilizing modern data management technology and offer a comprehensive way of collecting and distributing product data within the business processes used by subscribers.

Together, the aim is to provide product data syndication freedom:



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