

2024.1

Update Preview

- **Partner Update: March 20**
- Customer Update: March 27

Partner Community:

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Forward-Looking Statements

- This document only focuses on the highlights of the upcoming Update and does not promote the Update in its entirety.
- All statements made in this document other than statements of historical fact are forward-looking statements. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business of Stibo Systems and the industries and markets in which Stibo Systems operates.
- These statements are not guarantees of future performance and involve risks, uncertainties and assumptions, which are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or implied by these forward-looking statements.
- While we listen to input and feedback from our customer and partner community it is up to Stibo Systems to prioritize development of features and products. Prioritization is always subject to current market conditions, availability of resources, the state of the art and demand - and as an effect thereof will change over time. Not all ideas presented to Stibo Systems will be prioritized.

CONNECT 2024



SAVE THE DATE

SEPT 16-18, ORLANDO, FLORIDA

[Explore the Event](#)

[Other Events](#)

Let's get started...

Welcome to the 2024.1 Update!

Click on the thumbnail below to watch the video



... and a few more words on 2024.1!

- From 2024.1, to better support and align with our cloud-strategy, we will now be calling our releases... **updates!**
- We will be releasing our first quarterly update of the year, **2024.1**, on **Wednesday, March 27** with a release to partners on **Wednesday, March 20**.
- **Product Showcases, Update Videos** and **Update Notes** will allow for a deeper dive in this latest update both from a business and technical standpoint.
- All update related content will be made available on the [2024.1 Update Page](#).
- Until then, all information on our current update, 2023.4, which was released on December 13, are available on [the dedicated 2023.4 Release Page](#).

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2024.1 Highlights

What's New with the 2024.1 Update!

Click on the thumbnails below to watch the videos



2024.1 Update Initiative Map

Looking for more info? Click any white tile!

[See our Marketectures](#)

Data Management	MDM Platform	Workbench Facelift	Self-Service UI Update		Enhancement Requests
	Product MDM	Instrument Update	CLASS ECLASS ADVANCED Filtering	DemoUp Cliplister Integration	
	Customer Supplier Location MDM	Simplified Matching	Faceted Search Performance and Scale	Optimized Central Onboarding	
Commerce & Syndication	PDX Onboarding	PMDM Channels Support Multiple Markets	PDX UI in my Local Language		
	PDX Syndication	Digital Shelf Analytics	PDX UI in my Local Language	Process Log	
	Enhanced Content	Templated Content Generation	Publish to Amazon Markets	Content Editor	

--- Learn more on these initiatives in the upcoming 2024.1 Overview Deck! ---

2024.1 Update **Highlights**

Looking for more info? Click on the titles!



Workbench Facelift **MDM PLATFORM**

Enhancing user experience and efficiency by updating the look and feel of the Workbench



Instrument Update **PRODUCT MDM**

Further improving the user experience and flexibility in the interface



Simplified Matching Setup **CUSTOMER, SUPPLIER, LOCATION MDM**

Leveraging AI to simplify the process of creating and tuning performant match rules



PMDM Channels Support Multiple Markets **PDX ONBOARDING**

Introducing multiple market support for PMDM channels to allow vendors to provide market and language specific product



Digital Shelf Analytics **PDX SYNDICATION**

Our partnership with CommercIQ will enable you to get first-class Digital Shelf Analytics in PDX Syndication



Templatized Content Generation **PDX ENHANCED CONTENT**

Our new Enhanced Content offering with direct access to PDX Data and templation will allow for eCommerce product experiences at scale



Kay Magnuson Jensen
Director, Product Management



MDM Platform

MDM Platform

1

Workbench Facelift

2

Self-Service UI Update

3

Enhancement Requests

Workbench Facelift

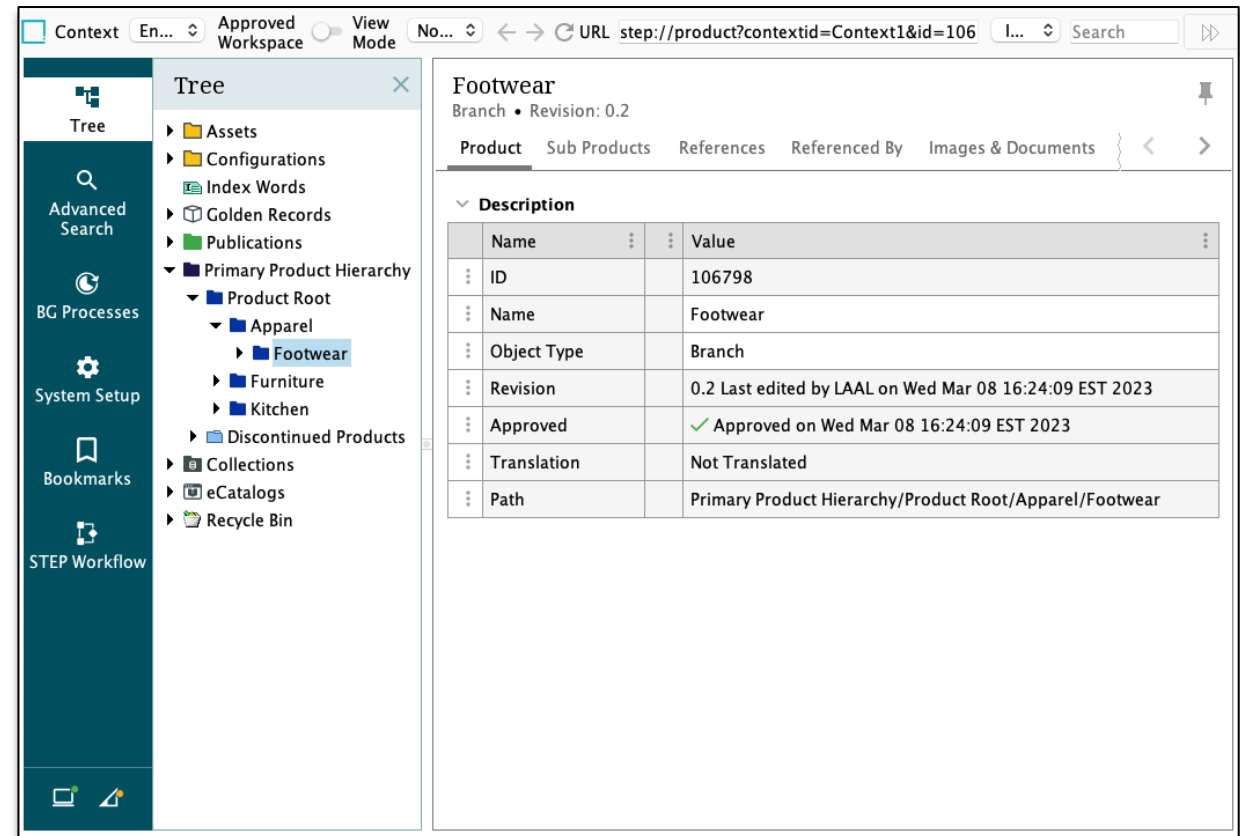
STEP Administrators need a more modern, familiar, and consistent experience when moving between UIs

@ADMIN

STEP users, especially Administrators, are often working across multiple UIs – in particular, both the STEP Workbench and the Web UI. Switching between these UIs feels disjointed as their overall look and feel is distinctly different.

With the 2024.1 update, we will be aligning the Workbench with the current Web UI styling (colors, icons, etc will follow the same UI guidelines). This more consistent and modern appearance will enhance the user experience and efficiency while decreasing the overall learning curve.

Note that there will be no functional changes to the Workbench, this will strictly be a style update.



Included in Base ←

Peter Sønderskov
Director, Product Management



Product MDM/PIM

Product MDM/PIM

1

Instrument Update

2

ECLASS ADVANCED Filtering

3

DemoUp Cliplister integration

4

Enhancement Requests

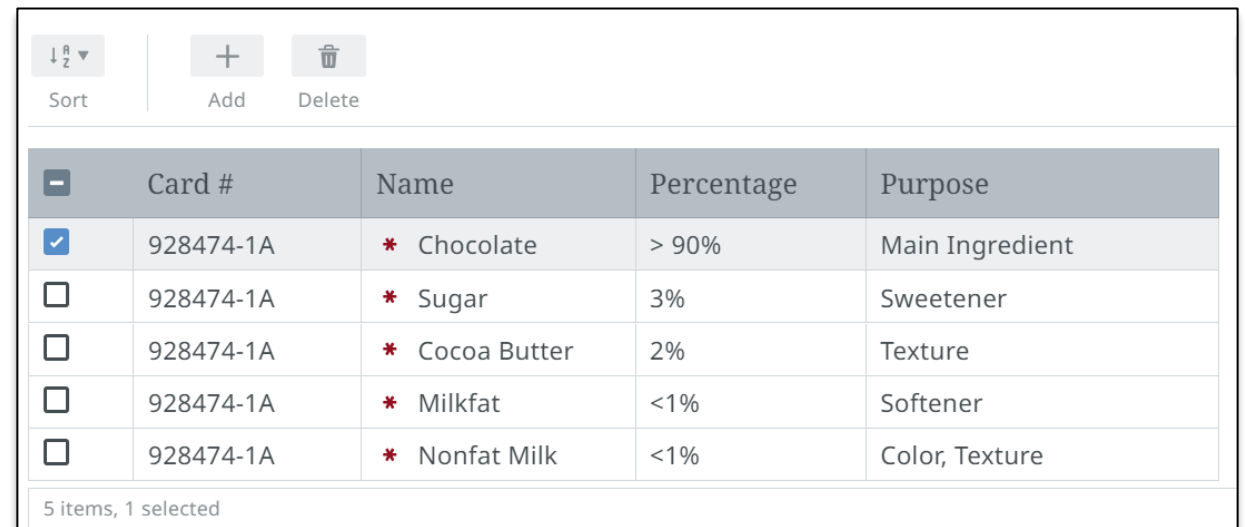
Instrument Update

Customers need a modern, intuitive user interface supported by a seamless user experience that efficiently guides the user throughout every touchpoint of their interaction towards their goal

@BUSINESS USER

As part of our ongoing commitment to deliver a modern user experience for STEP, we continue to extend the foundation and add new capabilities to Instrument UX for greater efficiency and applicability.

With the 2024.1 update, we have improved the experience for users when organizing data and creating their customized views, enhanced the handling of references and classification links when in Details View and added support of bulk asset imports. Additionally, business users can now leverage data containers (add/edit/remove, create data containers with keys – see screenshot, copy/paste of values, cell width control, sorting/filtering) when enriching product data in the Details View. All these enhancements contribute to increasing user flexibility in the interface.



	Card #	Name	Percentage	Purpose
<input checked="" type="checkbox"/>	928474-1A	* Chocolate	> 90%	Main Ingredient
<input type="checkbox"/>	928474-1A	* Sugar	3%	Sweetener
<input type="checkbox"/>	928474-1A	* Cocoa Butter	2%	Texture
<input type="checkbox"/>	928474-1A	* Milkfat	<1%	Softener
<input type="checkbox"/>	928474-1A	* Nonfat Milk	<1%	Color, Texture

5 items, 1 selected

Try out Instrument!

Please refer to your Account Manager ←

Jignesh Patel
Director, Product Management



Customer, Supplier and Location MDM

Customer, Supplier and Location MDM

- 1 Simplified Matching Setup - AI Machine Learning Matchers
- 2 Faceted Search – Performance and Scale
- 3 Optimized Central Onboarding – Conditional Data Validity in Data Containers

Simplified Matching Setup – AI Machine Learning Matchers

Building and maintaining an accurate and performant matching algorithm is a complex undertaking

@ADMIN

Matching is a critical aspect of any CMDM project and often, one on which much of the time is spent. Practitioners often misjudge the roles, skills and time needed to build and fine tune the algorithm, leading to delayed time-to-value, complex ownership structures, inaccuracies in match results and/or a large manual review effort.

The 2024.1 update will get us kicked off on delivering on our vision to simplify the process of creating and fine-tuning matching. We will start by providing a set of pre-trained AI machine learning models (aka “Matchers”) to assess the similarity of elements found in party data. Incorporating and leveraging these matchers in your existing matching rules will improve the ability to compare elements such as names in this update. Other matchers such as addresses, emails and phone identifiers will follow.

Machine Learning Matcher (Version: v1.0, normName, Nickname Groups)

Model version: v1.0 - 2024-03-13 [Release Notes](#)

Type	Data Element
Set<Name>	normName

Nickname CSV Asset: Nickname Groups (NicknameGroups)

Select Nodes: William Creighton (6027011) Bill Creighton (6027047) [Evaluate](#)

Result

NaN

Details	Result
name	95.5

OK Cancel

Available with the Customer Domain and Supplier Domain license ←

Søren Lundtoft
Director, Product Management



Product Data Exchange

Product Data Exchange

1

PMDM Channels Support Multiple Markets

2

Digital Shelf Analytics

3

PDX Enhanced Content: Templatized Content Generation

4

PDX Enhanced Content: Publish to Amazon Markets

5

PDX Enhanced Content: Content Editor

6

Process Log

7

PDX UI in my Local Language

PMDM Channels Support Multiple Markets

Retailers operating in multiple markets need to obtain country-specific product information from their vendors to ensure accurate data and comply with local regulations

@ADMIN

The foundation for a qualified eCommerce presence is accurate data. Retailers need to be assured that the data they present complies with local regulations and fits the market it is being used in.

With the 2024.1 update we will enable vendors to provide data-points spanning different dimensions, allowing for a breakdown of market and language concurrently to ensure a solid appearance, consenting with regulations across the globe. Also, note that additional configuration will be avoided due to the flexibility of PDX, supporting one-to-one data model representations and thereby accelerating the data delivery, and minimizing the manual effort prior to a product being syndicated.

NAME	Channel	Select Account	Click to search or filter products	English en
<input type="checkbox"/>	Choose channel hierarchy level			NOT SET
<input type="checkbox"/>	M Market			NOT SET
<input type="checkbox"/>	Select market			
<input type="checkbox"/>	+ Finland			
<input type="checkbox"/>	Afghanistan			
<input type="checkbox"/>	United States of America			

Available with the PDX Onboarding license ←

Digital Shelf Analytics

Manufacturers and brand owners need their products to perform well in the market beyond meeting basic retailer requirements

@BUSINESS USER

With the release of this initiative in the 2024.1 update, it will be possible to see products syndicated from PDX in the associated CommerceIQ account with data insights from the analysis conducted on each product and reported back to PDX. This will allow for a quality score based on the product's Digital Shelf performance, versus the original product data as published from PDX, overall supporting an informed approach in correcting discrepancies on the product details page.

This is the first iteration, and down the line, we will expand the portfolio of insights to enhance the analytical capabilities to ensure quality data and content on the Digital Shelf.

Quality score (CommerceIQ)



Total score

98% (High)

CommerceIQ generates a score of your data completeness (0-100) and assists in creating compelling product content.

[Go to CommerceIQ editor](#)

Available with the PDX Syndication license
3rd party CommerceIQ license required ←

PDX Enhanced Content: Templatized Content Generation

Manufacturers and CPGs struggle to create and maintain below-the-fold content for their large product assortments as current tools are not scalable enough to be feasible

@BUSINESS USER

The introduction of PDX Enhanced Content in the 2024.1 update will allow Manufacturers and CPGs to use product master data, and assets, from PDX to generate product-specific content for retailers at scale.

The PDX Enhanced Content Editor will allow for a visual creation process, where PDX data can be leveraged for fast and efficient Content Record creation. Product Marketing Managers and the like will be able to define how the product-specific content should be generated through Content Templates, for all products using the specific template. Once done, they will simply have to review the automatically generated content and make the final adjustments, before sending it to Amazon.

With a deep integration to all applicable Amazon Marketplaces, publishing Content Records to active marketplaces will be both easy and scalable.

The screenshot displays the 'Enhanced Content Parent Record' interface. The main form includes fields for Name, Products, Channel, Language, Status, Created, Last updated, and Materialized. Below this is the 'Content Creator' modal, which is currently open for a 'Standard Single Left Image' template. This modal contains fields for Image, Headline, Body text, and Image keywords, each with a 'Draft' button. A 'Lifestyle Asset 1' is also visible. On the right side, there is a vertical list of 'AVAILABLE MODULES' including Standard Comparison Chart, Standard Four Image/Text Quadrant, Standard Image Header With Text, Standard Product Description Text, and Standard Single Image & Highlights. At the bottom of the interface, there are buttons for 'Cancel', 'Save', 'Save & Materialize', and 'Save & Publish'.

Available with PDX Enhanced Content license ←

Social Networks

Follow Us!

Find us here for the latest news and updates





BETTER DATA.
BETTER BUSINESS.
BETTER WORLD.

Appendix - Instrument

Steps to try Instrument

There are a few requirements needed before you can activate the Instrument UI:

1. Be on the most recent STEP version (currently 2023.4, soon to be 2024.1). Going forward, update to the latest version when available. Instrument updates will not be backported.
2. Have the Elasticsearch license and Elasticsearch server configuration setup. Elasticsearch is included in SaaSv2.
3. Have In-Memory license and setup. In-Memory is included in SaaSv2.

Contact Stibo Systems to determine how best to meet these requirements and get started.

Learn more on Instrument in the following slides!

2024

□ (1/12)

Introduction to Instrument UX

2024

 (2/12)



Reimagine the Experience of STEP

Introduction to Instrument UX

□ (3/12)

Objectives

Next Level User Experience

Deliver a modern, intuitive, and seamless user experience for STEP that enables users to deliver more value through their master data

Accelerate Time to Value

A next level user experience designed to be scalable, easily maintainable, and with reduced implementation time

Advance Strategic Priorities

Designed and optimized for SaaS

Reimagine the Experience of STEP

Introduction to Instrument UX

□ (4/12)

Approach

User Journey Focused UX

Holistic view on the design process with a focus on the overall experience of users as they engage with STEP

Reflects Data Model

Reflects data model for scalable and maintainable inface with exceptional UX wowed into the fabric of the application

Optimized Experience

Optimized UX through use of best practices and common use case scenarios validated by our users

Extendable by Design

Keep application extendable and adaptable to solve for evolving business needs with less effort required

Reimagine the Experience of STEP

Introduction to Instrument UX

□ (5/12)

Front End to STEP

Data modelling and configuration remain unaffected by Instrument, so keep doing...

Hierarchy Structures

Attribution

References

Completeness / Sufficiency Scores

Import / Export Configurations

Workflows

Alternate Classifications

Business Rules

Matching & Linking

IIEP / OIEP

User Groups & Privileges

More...



Instrument UI/UX

Design Principles of Instrument UX

UI/UX Design Patterns

Out-of-Box Experience

Condition Based Configuration

Curated Vs. User Customized Experience



Built around repeatable best-practice UX/UI design patterns

Introduction to
Instrument
UX

(6/12)

Design Principles of Instrument UX

Introduction to Instrument UI/UX

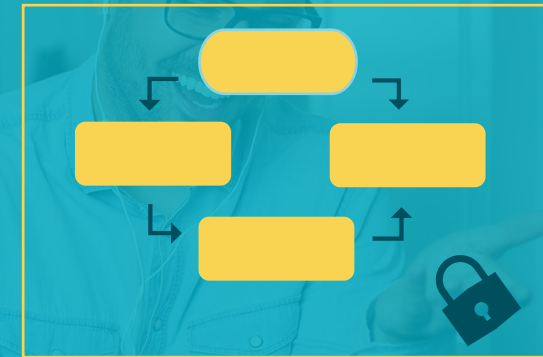
☐ (7/12)

UI/UX Design Patterns

☐ Out-of-Box Experience

Condition Based Configuration

Curated Vs. User Customized Experience



Designed for minimal configuration and no designer needed

Design Principles of Instrument UX

Introduction to Instrument UI/UX

□ (8/12)

UI/UX Design Patterns

Out-of-Box Experience

□ Condition Based Configuration

Curated Vs. User Customized Experience



Enable user journeys via conditions for display to define when data is displayed

Design Principles of Instrument UX

Introduction to Instrument UI/UX

□ (9/12)

UI/UX Design Patterns

Out-of-Box Experience

Condition Based Configuration

□ Curated Vs. User Customized Experience



Allow users to create their own views of data and define their own experience

Benefits of Instrument UX

Introduction to Instrument UI/UX

□ (10/12)

Consistency; streamlined pattern for an intuitive user experience

Predictability; familiar structures to boost user confidence and ease learning

Efficiency; quick, confident user actions through recognizable pattern

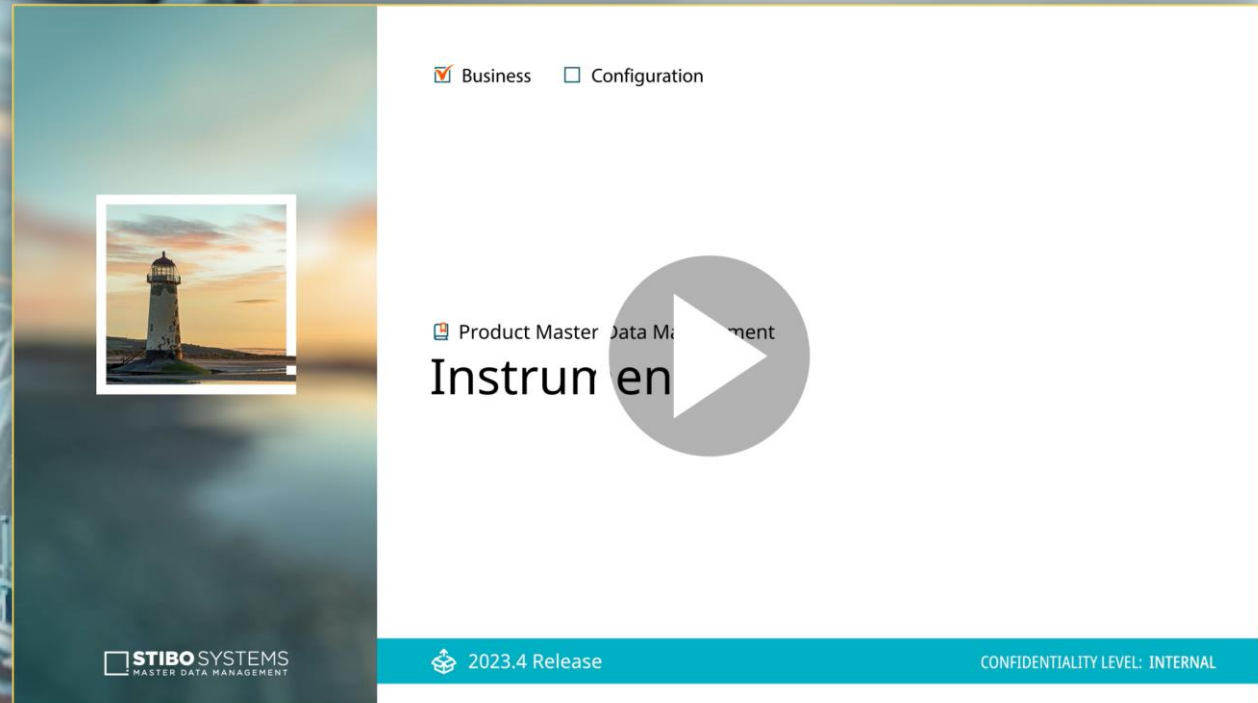
Reflective; the UX is a dynamic mirror of underlying data model

Extendable; designed for growth, easy integration of new features with disruption


Maintenance; strong core UI elements and structured information for minimal upkeep

Showcase

Click to the thumbnail to watch the video




Introduction to
Instrument
UI/UX

 (11/12)

Release Notes

Click this box to read the 11.2 (2023.2), 2023.3 (11.3) and 2023.4 Instrument release notes

Introduction to
Instrument
UI/UX

 (12/12)

Appendix - Marketectures

STEP – MDM Platform Offerings (1/4)

Data Management			Open Platform			Execution		
Modelling, Profiling and Governance			Workflow and Business Rules			System Administration and Configuration Management		
Graph Data Modelling	Contexts & Languages	Unique Keys	Workflow Designer	Task Assignment	Escalation Management	Admin Portal	Logging	Change Packages
Workspace & Approval	Attributes, Groups, Units & LOVs	Component Model	Dashboards & Monitoring	Rules for Process Integration	Rules for DQ	Performance Profiling	User Activity	System Configuration
Data Profiling	Smart Sheets	Product Variants	Rules for Automation	Rule Libraries	Matching	Data Health Checking	Monitoring	Import/Export
						Remote Administration API		
Enrichment & Digital Asset Management			Integration, API & SDK			Performance, Scalability and Security		
Web UI Designer & Components	Faceted Search	Single/Mass Object Editing	Integration End Points (IEPs)	Background Processes	Data Format & Mapping	Application Server Clustering	OWASP ASVS Compliance	Role-based Privileges
Bulk Update	Filter & Sort	External DAM Adapter	Scripting API	Event/Batch Data Delivery	Scheduling	Load Balancing	Web Security Scanning	User Groups
Cloud Asset Publisher	Analytics Connectors		Event Processor	Business Action Processor	APIs (REST, SOAP, Graph QL)	In-Memory Database	3 rd Party Governance	User Actions
			JDBC Delivery	Generic XML Export Format	Data as a Service	SaaS Self-Service	LDAP Enabler	Single Sign-On
			Amazon SQS Connector	Extension API	MongoDB Adapter			

Product MDM Offerings (2/4)

Acquire		Manage		Share			
Product Data Sourcing		Data Modeling & Governance		Content Quality & Enrichment		Product Data Syndication	
Data Management UI, Onboarding with Import Manager		Data Modeling, Localization, User Privileges, Workflow & UI Design, Business Rules, Event Messaging, Monitoring, Profiling & Activity Logging		Data Maintenance, Workflows & Tasks, Role-based UX, Advanced Search & Filter, Translation, Dashboards & Reports, Profiling, Data Quality, Bulk Updates		Syndication with Export Manager, Syndication through OIEP Data Delivery	
Supplier Item Web UI	Retailer Content Service Provider API	Assisted Classification	Matching	Translation Service Connectors	Analytics Connectors	PDX Syndication	Stibo Systems Direct Channels
Product Data Exch. Onboarding	GDSN Receiver	Accelerator for Retail	Packaging Hierarchy			Configured Channels	Digital Catalog
Multi-Market Onboarding						1WorldSync PDX Markets	PDX Multi-Language Support
						Digital Shelf Analytics	PDX Enhanced Content
Product Data Integration		Industry Standards Support		Digital Asset Management		Print Publishing	
Inbound and Outbound Data Integration with ETL (End-Point Integration)		Industry Standards Mapper		Digital Asset Management, Storage and Linkage, Asset Import, Quality Assessment & Validation, Image Variant Generation		Print Publisher for Adobe InDesign	
Ariba CIF/cXML Export Format	SAP Certified MATMAS Connectivity	UNSPSC Hierarchy Import	ECLASS ADVANCED			Proof View for Adobe InDesign	Actual Page Viewer
xCBL Export Format	Data as a Service	BMECat	ETIM Industry Standards Package			Flatplanner	Autopage
		Automotive - AutoCare	Automotive - TecDoc				

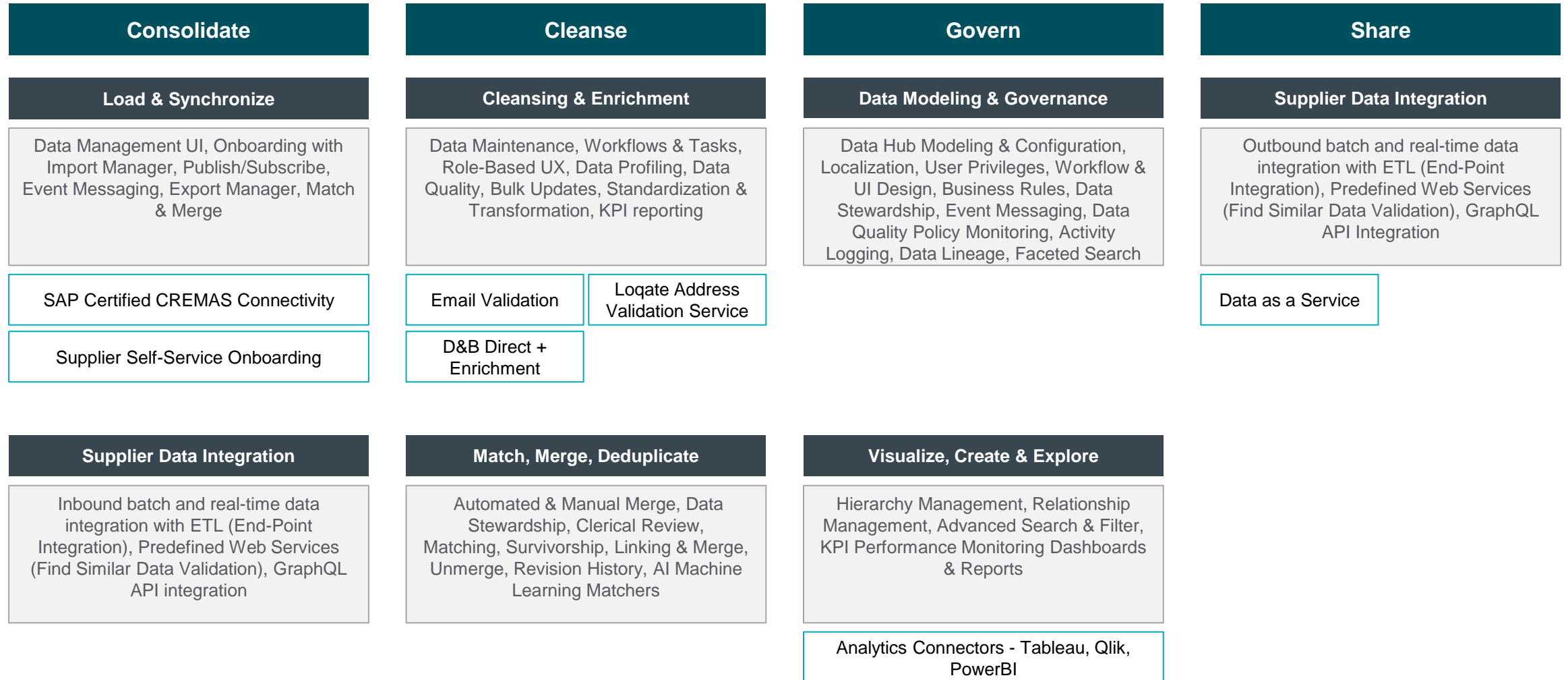
[Back to Initiative Map](#)

Customer MDM Offerings (3/4)

Consolidate	Cleanse	Govern	Share
<p>Load & Synchronize</p> <p>Data Management UI, Onboarding with Import Manager, Publish/Subscribe, Event Messaging, Export Manager, Match & Merge</p> <p>SAP Certified DEBMAS Connectivity</p>	<p>Cleansing & Enrichment</p> <p>Data Maintenance, Workflows & Tasks, Role-Based UX, Data Profiling, Data Quality, Bulk Updates, Standardization & Transformation, KPI reporting</p> <p>Email Validation Loqate Address Validation Service</p> <p>D&B Direct + Enrichment List Processing</p>	<p>Data Modeling & Governance</p> <p>Data Hub Modeling & Configuration, Localization, User Privileges, Workflow & UI Design, Business Rules, Data Stewardship, Event Messaging, Data Quality Policy Monitoring, Activity Logging, Data Lineage, Faceted Search</p> <p>Analytics Connectors - Tableau, Qlik, PowerBI</p>	<p>Customer Data Integration</p> <p>Outbound batch and real-time data integration with ETL (End-Point Integration), Predefined Web Services (Find Similar Data Validation), GraphQL API Integration</p> <p>Data as a Service</p>
<p>Customer Data Integration</p> <p>Inbound batch and real-time data integration with ETL (End-Point Integration), Predefined Web Services (Find Similar Data Validation), GraphQL API integration</p>	<p>Match, Merge, Deduplicate</p> <p>Automated & Manual Merge, Clerical Review, Data Stewardship, Matching, Survivorship, Linking & Merge, Unmerge, Revision History, Match Recommendations Powered by Machine Learning, AI Machine Learning Matchers</p>	<p>Visualize, Create & Explore</p> <p>Hierarchy Management, Relationship Management, Advanced Search & Filter, KPI Performance Monitoring Dashboards & Reports</p>	<p>Salesforce Data Quality App</p> <p>Salesforce Cleanse & Enrich</p> <p>Real-Time Address Validation D&B Direct + Enrichment</p> <p>Real-Time Email Validation Real-Time Phone Validation</p>

Initial Configurations: Party Domain Accelerators - including SAP Business Partner focused on common Party use cases

Supplier MDM Offerings (4/4)



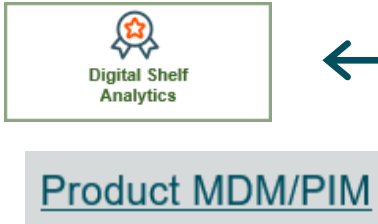
Initial Configurations: Party Domain Accelerators - including SAP Business Partner focused on common Party use cases

Appendix - Browsing Tips

Browsing Tips (1/2)

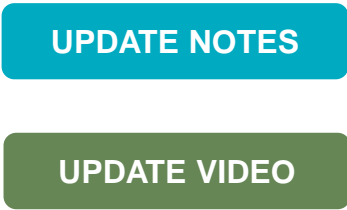
Welcome to the 2024.1 Update Preview Deck. Here are a few tips to help you browse the slides:

1




We've included shortcuts in this deck so you can easily reach the content you want to see. Clicking an initiative tile, a back arrow or an underlined text will take you there in no time!

2



Most of the following slides contain direct links to additional content (webpages, supporting documents*, etc). Orange buttons will indicate hidden content!

3



You're looking for information based on user roles? We've got you covered! Simply search this deck (Ctrl + F or Cmd + F) for @ADMIN, @BUSINESS USER or @DEVELOPER to find the relevant slides for each.

*Supporting documents such as update notes or update videos will be available from Update Overview, March 20.

Browsing Tips (2/2)

Our highlight slides contain a lot of information. The example below details the type of content to expect and where it can be found on the slides. Note that these slides will be enhanced with links to supporting documents (update notes, videos, etc) in the Update Overview Deck available in March.

Update Version → 24.1 HIGHLIGHT

Initiative Name → **Workbench Facelift**

Market Problem → **STEP Administrators need a more modern, familiar, and consistent experience when moving between UIs**

Problem vs Solution →

STEP users, especially Administrators, are often working across multiple UIs – in particular, both the STEP Workbench and the Web UI. Switching between these UIs feels disjointed as their overall look and feel is distinctly different.

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Note that there will be no functional changes to the Workbench, this will strictly be a style update.

Which Domain(s) this initiative is applicable to → Applicable to all Domains

Which User Role this initiative is mainly addressing → @ADMIN

Screenshot Tip: use your PDF reader's zoom for a detailed look at the images! → [Screenshot of STEP Workbench interface showing a product tree and details for 'Footwear']

Upcoming Supporting Documents* → UPDATE NOTES UPDATE VIDEO

Which License is required to unlock this capability → Included in Base

Browse back to the Update Initiative Map → [Arrow pointing to the slide navigation area]

*Supporting documents will be available from Update Overview, on March 20