2024.3 Update Overview

• Customer Update - September 16







Topics

- Optimizing the Customer Experience
- Powering the Product Experience

AI and Cloud for Innovation at Scale
 SAP S/4Hana Migration

Stay tuned to **Communities** for the Executive Summary and information on <u>Connect 2025</u> in EMEA!

Explore the Event



Watch the 2024.3 Overview Video!

Click on the thumbnail below for a detailed presentation of the 2024.3 Update.

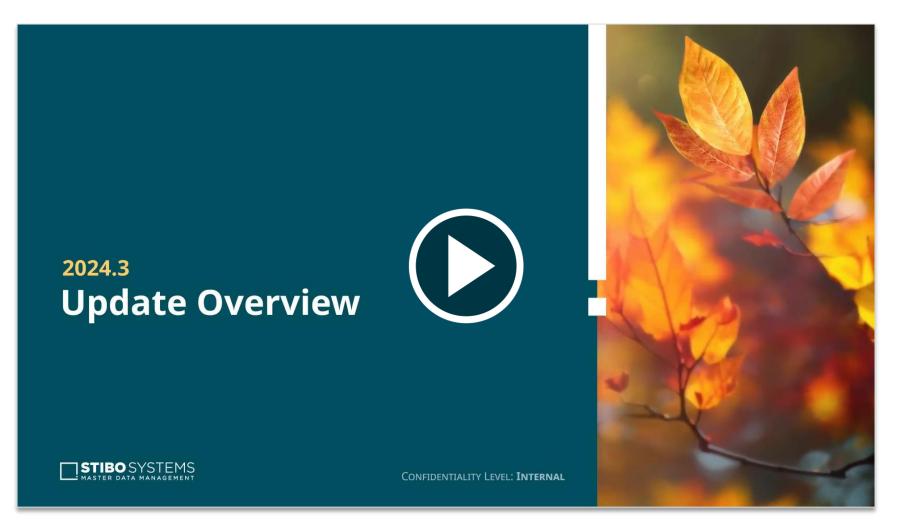


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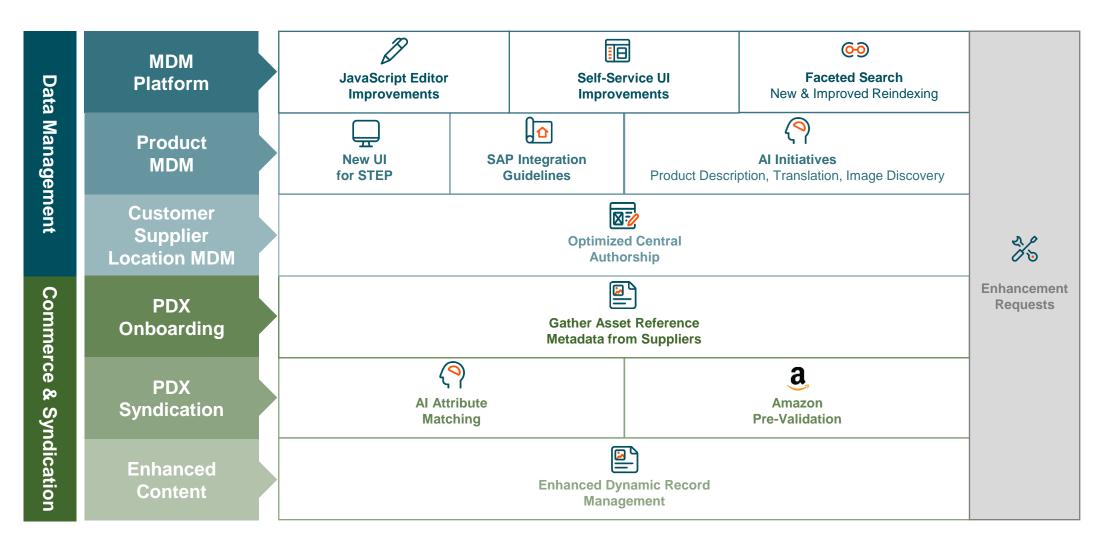
1

2024.3 Update Initiative Map – 2024.3 at a glimpse!

- 2 <u>MDM Platform</u> New initiatives related to STEP core
- **3 Product MDM/PIM** New initiatives related to the Product domain
- 4 <u>Customer, Supplier and Location MDM</u> New initiatives related to Customer, Supplier and Location domains
- 5 <u>Product Data Exchange</u> New initiatives related to PDX Onboarding, PDX Syndication and Enhanced Content
- 6 <u>How to Update</u> First step to get you started
- 7 <u>General Information</u> Information on our Communities, MDM Academy, Newsletters and more!
- 8 <u>Looking Back!</u> Major initiatives going back to 8.0!

2024.3 Update Initiative Map

Looking for more info? Click any white tile!





Marc Richards Director, Product Management



MDM Platform

MDM Platform

1	JavaScript Editor Improvements
2	Self-Service UI Improvements
3	Faceted Search – New & Improved Reindexing

@DEVELOPER

JavaScript Editor Improvements

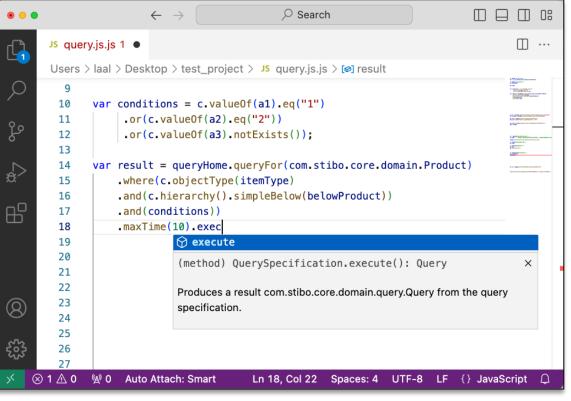
Businesses have a need to configure their distinct business logic and integrations within the confines of a supported platform

JavaScript is used for configuring STEP solutions, typically by developers and partners. They often request better development tools than the limited embedded editor currently provided. Desired features include syntax highlighting, code formatting, access to help resources, code completion and support for unit tests.

With 2024.3, we are launching a project to gradually enhance these aspects to make it easier for developers and partners to create, maintain and test JavaScript business rules in STEP.

The two focus areas of this updates are

- Better support for editing JavaScript in an external editor
- Support for method completion and API documentation



Included in Base ←

UPDATE NOTES

@ADMIN

Self-Service UI Improvements

Customers must be able to manage and update their own environments without involvement of Stibo Systems' Support

The Self-Service UI is where we support our customers in managing basic elements of their own environments, without Stibo Systems' assistance.

In <u>2024.1</u> it received a look and feel upgrade, aligned with STEP's new UI, to improve the overall usability and user experience.

In <u>2024.2</u>, small but important improvements have been added that enhance the user experience when updating environments.

With the 2024.3 update, we are adding a new screen that displays the schedule for update availability and planned maintenance activities.

Environment	Calendar				
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ማ User activity log	planned maintenance da operations.	ates helps anticipate potential s	ervice interruptions. Both a	re vital for ensuring timely commi	unication with your users, thereby minimizing potential disruptions to you
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🗆 Calendar					nditions and quickly enhance our solution to best fit your needs. With a enefit from our latest technology.
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Faceted Search – New & Improved Reindexing

Business users need a powerful, efficient, and easy to use search interface

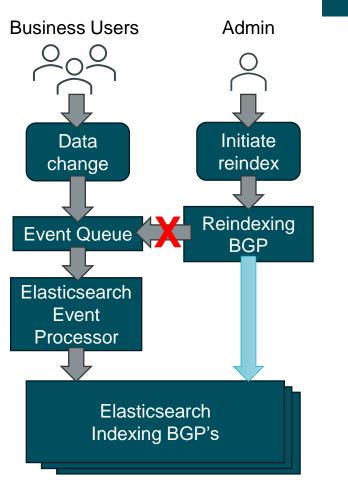
When searching for data, it is critical that the search result is accurate.

At the same time, it is necessary for Admin users to make changes to the search configuration, to meet additional user requirements.

With 2024.3, the reindexing process has been moved out of the Elasticsearch Event Processor, so that

- Changes to data will be incrementally updated in the Elasticsearch index, during reindexing
- Reindexing can be cancelled without losing events
- Cancelling reindexing does not require cleanup of event queues
- It is simpler for Admins to follow progress of reindexing

UPDATE VIDEO



@ADMIN

Included in Base

10 STIBO SYSTEMS INTERNAL

UPDATE NOTES

QUESTIONS, COMMENTS?

We would love to hear from you!



Marc Richards

Director, Product Management Platform





Peter Sønderskov

Director, Product Management



Product MDM/PIM

Product MDM/PIM

1	New UI for STEP
2	SAP Integration Guidelines
3	Al Generative Product Descriptions
4	AI Assisted Translation
5	AI Assisted Image Discovery

New UI for STEP

Customers need a modern, intuitive user interface supported by a seamless user experience that efficiently guides the user to complete their task

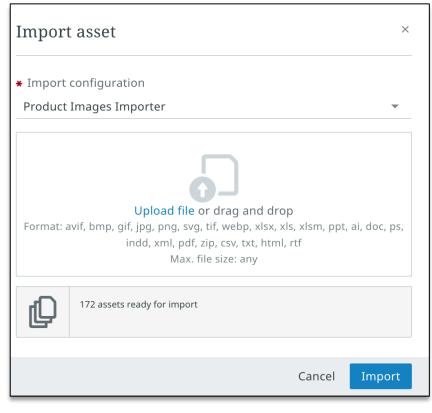
Try it out!

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 our new UI for greater efficiency and applicability.

With 2024.3, we are introducing new features to improve the experience and capabilities of the new UI:

- New focus view for referenced objects, including enhanced navigation between referenced objects
- Mass upload of assets with the new Asset Global Import feature (screenshot)
- Enhanced DTAP support when moving configurations between source and target systems

UPDATE VIDEO



Please refer to your Account Manager



14 STIBO SYSTEMS INTERNAL

UPDATE NOTES

Steps to try our new UI



There are a few requirements needed before you can activate the new UI for STEP:

- 1. Be on the most recent STEP version (2024.3). Going forward, update to the latest
- version when available. New UI for STEP 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.

Click here to browse the 2024.3 New UI for STEP Update Notes.

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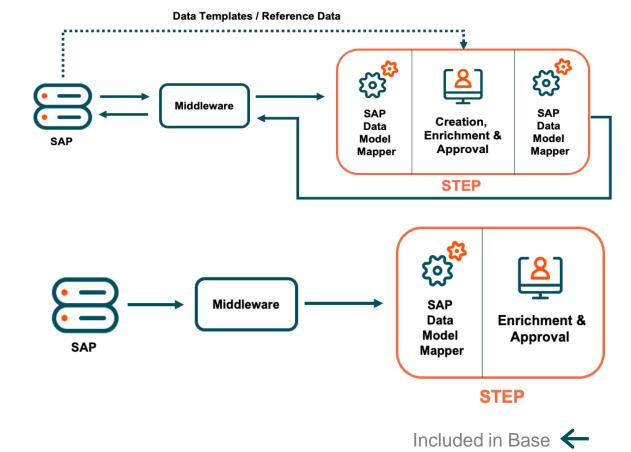
SAP Integration Guidelines

Customers need to have some best practices in place for reducing endto-end complexities associated with SAP Integrations

Integrating with SAP can be both challenging and timeintensive due to the complexities involved and many customers struggle with seamlessly integrating to SAP.

With 2024.3, customers can take advantage of our comprehensive best practices guidelines that elaborate and discuss how STEP can be leveraged to reduce the end-to-end complexities associated with SAP integrations as well as to accelerate SAP R3/ECC and S/4HANA migrations.

These guidelines aim at simplifying the SAP integration process by defining the recommended implementation approaches (along with their limitations) for the most common use cases and thereby addressing challenges associated with those integrations. This will further meet the market needs of having simple, effective and efficient implementations.





1/3 - AI Generative Product Descriptions

Retailers selling products with lower profit margins need to be more efficient with the time and resources they spend on getting the products ready for the market

There is a huge ask in the market for smarter and more efficient ways of creating, enhancing and transforming product data.

With 2024.3, retailers can use generative AI to create product descriptions in our new UI. This reduces the time and effort needed to prepare products for the market, addressing the challenge of low profit margins by enhancing efficiency. Key features include generating descriptions from prompts, choosing AI endpoints and models, and defining usage parameters. By leveraging AI, this approach allows retailers to optimize their resources and maintain a competitive edge with quick, precise, and marketready product descriptions.

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Please refer to your Account Manager 🗲

UPDATE NOTES

2/3 - AI Assisted Translation

Companies selling products in multiple geographies can save operational costs with more efficient text translations

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With 2024.3, we are also including AI translation capabilities within our new UI, enabling users to translate product data efficiently. This offers fast, accurate, and human-like translations without the need to train the model and it also supports translation into chosen languages.

This tool enhances operational efficiency, increases sales, and improves customer engagement by making product data available globally. It reduces the time and resources needed for manual translations, streamlining the product introduction process and improving timeto-market efforts.

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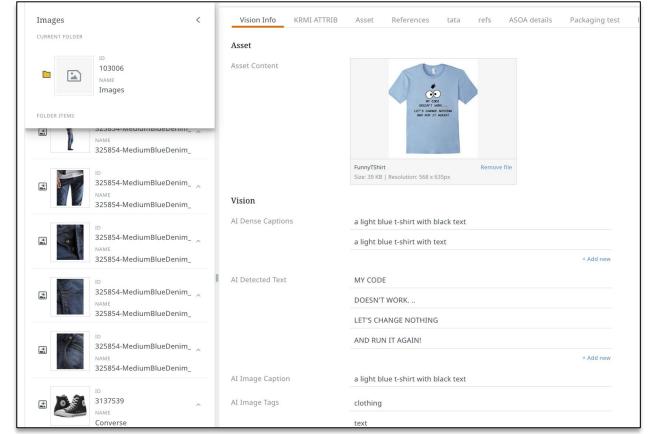
3/3 - AI Assisted Image Discovery

Businesses looking to improve data quality from images by generating keywords and ensuring images meet data standards

With 2024.3, we are introducing AI Assisted Image Discovery to help businesses improve data quality from images by generating keywords and ensuring images meet data standards.

It uses our new UI to provide accurate image-toproduct data. Key features include generating image descriptions, developing SEO keywords, text recognition, and outlier detection.

This AI-driven capability allows businesses to automatically generate descriptions and keywords, read text from images, and provide tools for asset curators to ensure data quality during the product enrichment process, enhancing data validation before reaching consumers.



Please refer to your Account Manager

UPDATE NOTES

QUESTIONS, COMMENTS?

We would love to hear from you!



Peter Sønderskov

Director, Product Management Product Data (PMDM/PIM) Product Domain





Jignesh Patel Director, Product Management



Customer, Supplier and Location MDM

Customer, Supplier and Location MDM



1

Optimized Central Authorship

Business users are challenged in creating or updating B2B Customer or Supplier Data due to complexities in ensuring that the data they enter is valid, coupled with dealing with a high number of data entry tasks

This initiative is the continuation of a work started in 11.2 (2023.2) (search before create, address typeahead) that spanned across 2023.3, 2023.4 and 2024.1 (new data container experience including conditional data validity).

It aims at improving central authorship and maintenance of business partners through guided data entries for a time saving user experience.

With the 2024.3 update, we are expanding the data validity capabilities with Multi Edit Data Containers, to provide business users control over what data types are hidden, mandatory or read only as well as value validity.

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UPDATE VIDEO

QUESTIONS, COMMENTS?

We would love to hear from you!



Jignesh Patel

Director, Product Management Customer Domain, Supplier Domain, Location Domain





Søren Lundtoft Director, Product Management



Product Data Exchange

Product Data Exchange

1	Gather Asset Reference Metadata from Suppliers
2	AI Attribute Matching
3	Amazon Pre-Validation
4	Enhanced Dynamic Record Management

24.3 HIGHLIGHT

Gather Asset Reference Metadata from Suppliers

During product data onboarding, retailers must collect extra information about assets submitted by suppliers through PDX, such as image language or video metadata

PMDM Onboarding Channels is a constantly evolving product and in <u>2024.1</u>, we added support for multiple markets, allowing vendors to provide datapoints spanning different dimensions.

With 2024.3, we are further enhancing PMDM Onboarding Channels to enable asset composites to include configurable attributes (asset reference metadata) managed through STEP. This approach prevents asset duplication for each attribute value, optimizing memory usage and simplifying management. By storing metadata at the reference level in PDX rather than on the asset itself, and switching to composites, this initiative provides greater power and flexibility in mapping capabilities.

UPDATE VIDEO

FAMILY IMAGE*	[≡ LANGUAGE* ✓	[≡ PRODUCT IMAGE TYPE*♥
	English	On-White
W	Bilingual (EN/FR)	Product Lifestyle

@ADMIN

AI Attribute Matching

Manufacturers and brand owners face the challenge of establishing and maintaining mappings between their master data model and all the retailers and ecommerce platforms to which they syndicate

With this 2024.3 initiative, we are leveraging AI to enhance the syndication process across new and existing channels by offering automated mapping suggestions.

This will accelerate the mapping process, providing comprehensive recommendations with confidence scores. Users have the flexibility to override AIgenerated suggestions with their own mappings as required, ensuring adaptability and accuracy in maintaining channel mappings.

Through AI Attribute Matching, the time to value for each new PDX Syndication channel will be faster than ever.

Mapping to Amazon SP-API GB Seller			
Create mappings from master data columns to Amazon SP-API GB Seller Language: 🎇 English (United Kingdom) en-GB 🍘			
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UPDATE VIDEO

Amazon Pre-Validation

Manufacturers and brand owners syndicating their data across Amazon market channels often struggle with extensive and complex validation requirements, so they need a way to ensure their products are valid before making their products live on Amazon

In 2024.3, we are introducing a new option across all Amazon market channels in PDX to solve the frustrations caused by Amazon's complex and everchanging validations.

PDX Syndication users in any Amazon market channel will be able to pre-validate their products without risk of setting them live and without the backand-forth process of publishing and getting errors back.

With Amazon Pre-Validation, users who need to publish products to Amazon will be able to ensure they are valid more rapidly than ever, and in advance, which is crucial for new product launches.

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Enhanced Dynamic Record Management

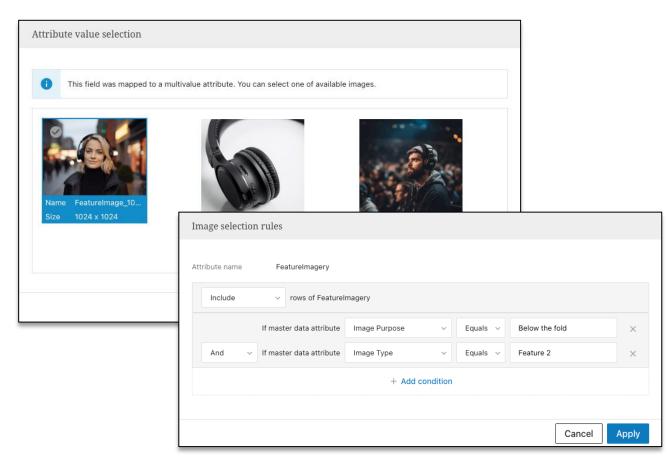
Manufacturers and CPGs struggle to create and maintain below-the-fold content for their large product assortments as current tools are not scalable enough to be feasible

The introduction of PDX Enhanced Content in <u>2024.1</u> allowed Manufacturers and CPGs to use product master data, and assets, from PDX to generate product-specific content for retailers at scale, thanks to Content Templates.

With 2024.3, we've added two new capabilities to further improve the templatized generation of enhanced content :

- When multiple images are available for a specific part of your layout, rules can be used to narrow down the eligible options – or even select the right image to show automatically (screenshots)
- Updates to master data upstream are now automatically reflected in the generated enhanced content and flagged visually, to make the review of the changes as fast as possible

Both additions improve the operational efficiency of content creation and maintenance.



Available with the PDX Enhanced Content license

QUESTIONS, COMMENTS?

We would love to hear from you!



Søren Lundtoft

Director, Product Management Commerce & Syndication





How to Update

First Step to Updating

Have you seen something that sparked an interest? Are you ready to update and to experience the full potential of 2024.3? Here is the first step to get you started:

SaaS customers

Use the SaaS Self-Service UI* to create an Update Preview Sandbox and/or update one of your existing environments

On-Premise customers

Please reach out to your Account Manager

*The Self-Service UI is available to all our customers on our latest SaaS platform

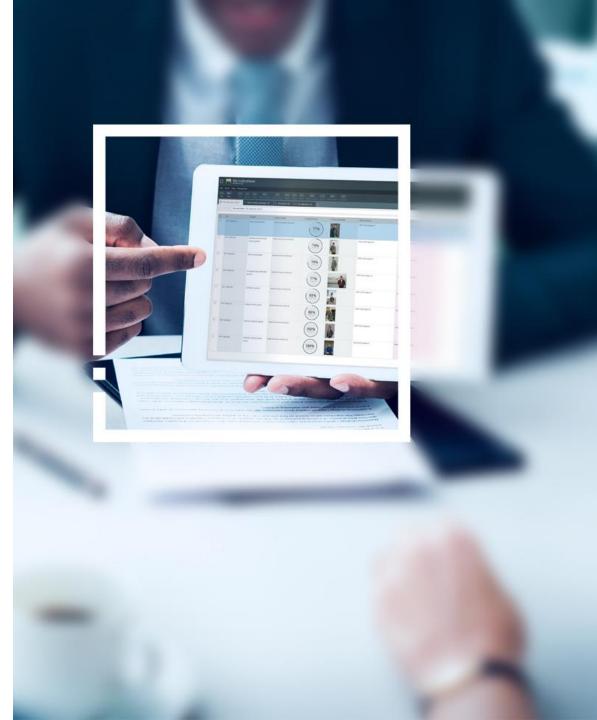
Benefits of Updating

When was the last time I updated? What version am I currently running on? Is my version still supported*? Why should I update?

If you are looking for good reasons to update, please find below a few pointers so you don't miss out! And remember, updates are made easy with SaaS!

- Get the latest and greatest to stay ahead of your competition – update to outdate
- Improve the user experience and increase both productivity and efficiency – take advantage of new capabilities and enhancements
- Stay current with updates for security and supportability stay up to date with third-party application versions, latest industry standards and more
- Support new business initiatives best option for expanding the use of the solution and increasing business value
- Benefit from improved system performances bug fixes and enhancements make for an evermore reliable product

*Learn more on STEP Updates and End-of-Life Information here!





General Information

General Information

1	Stibo Systems Online Communities
2	MDM Academy Offerings
3	Product Documentation, Newsletters, Resource Library

Stibo Systems Online Communities



SIGN IN

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With the Online Partner and Customers Communities get exclusive access to a wealth of opportunities:

- Participate in peer-to-peer forums and groups
- Pose questions, provide answers and share firsthand knowledge
- Connect directly to Stibo Systems' experts to get the latest software updates
- Grow expertise by building your MDM network
- Share and vote on new ideas
- Follow update communications (download update decks, read update notes, watch update videos and more!)
- Attend Community Live webinars

MDM Academy Offerings

You want to connect and learn with Stibo Systems? Reach out to our MDM Academy!

Find below our full interactive offering (click on courses for more info), including new courses in our program:



New! Virtual classroom

PDX Onboarding – now available for booking

- Solution Design for Customer MDM
- Business Rules Self-paced online
- Extension of PDX Syndication with STEP content
- Extension of Customer MDM Configuration for B2C and B2B content
- Available as self-paced online course
- Available as virtual classroom course
- Available as a in-person classroom course

Product Documentation

With each new update comes updated STEP Documentation* including

- Update Notes
- Online Help
- Enablement Topics
- Platform and Software Support
- End-of-Life Notifications



Also, some of the links under the Resources section have been renamed:
STEP 'n' Design → InDesign Plugins
STEP API Documentation → Technical Documentation
STEP Performance Analysis → Performance Analysis
STEP System Administration → System Administration

*Note that with our new quarterly update cadence, we stopped Maintenance Patches, starting with 2023.3. However, ad hoc patches will be available in case of hotfixes.

Newsletters

Don't miss out on the latest updates from Stibo Systems such as overall news, product updates, upcoming events, new capabilities, training courses and more, available in our quarterly newsletters (around March, June, September and November).

These newsletters are sent to all Partners and Customers, and no subscription is required! The last newsletter was sent on August 21. Please check your spams or reach out to your Stibo Systems representative if you did not receive it.



Resource Library

Events, Communities, Academy trainings, Product Documentation, Newsletters... If you're still hungry for more content, please check out our <u>Resource Library</u>.

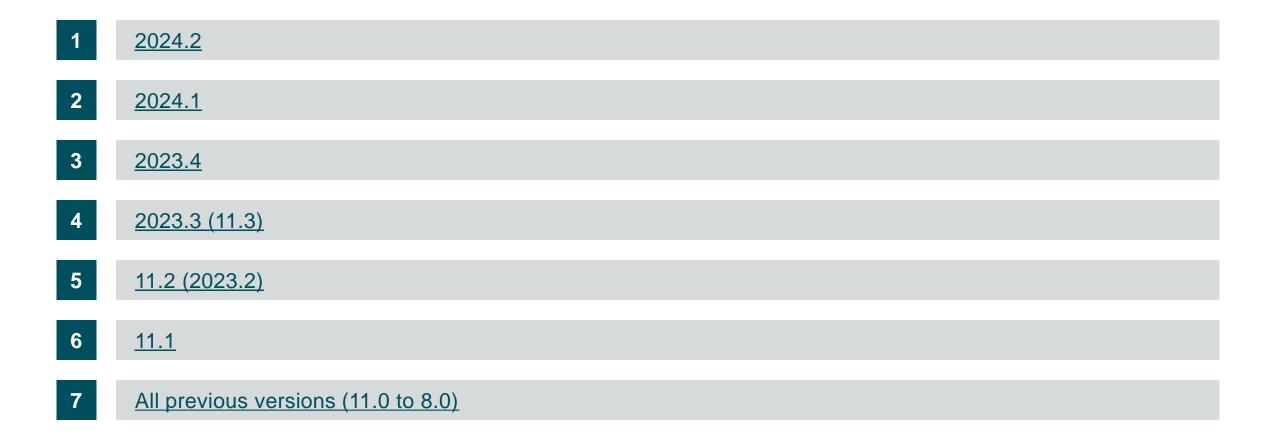
Browse hundreds of assets by topic (AI, SaaS, ROI, ...), industry (Manufacturing, CPG, Retail, ...), content type (success stories, videos, white papers, ...), request your personalized ROI report and take your MDM journey to the next level!



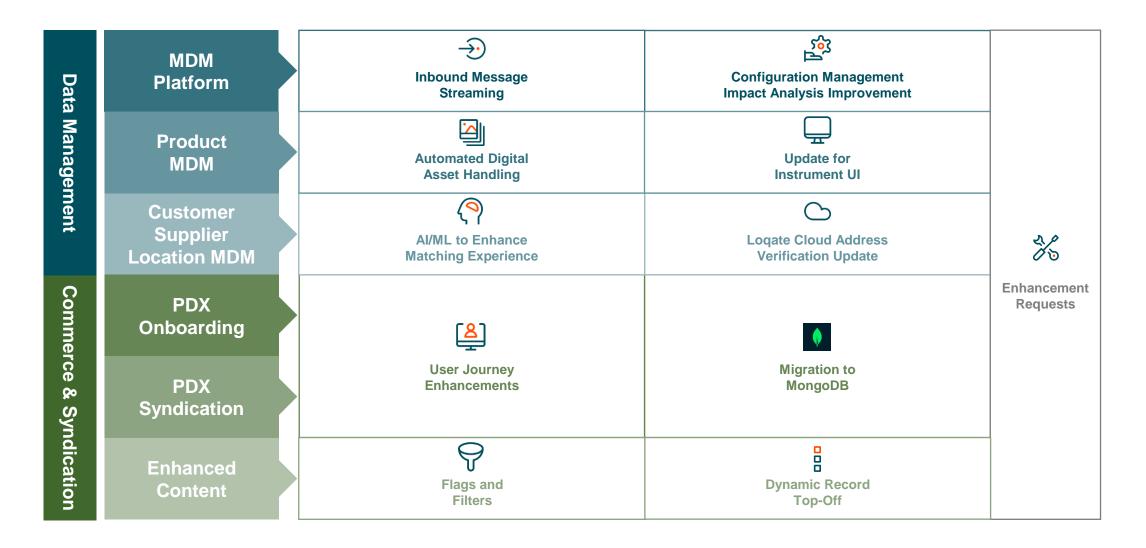


Looking Back!

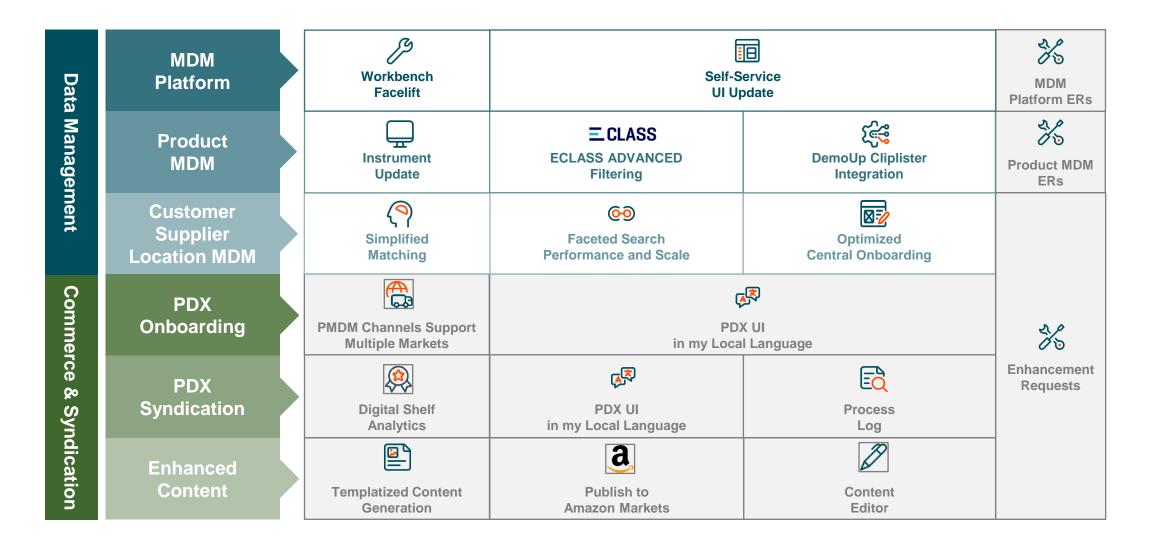
Previous Updates



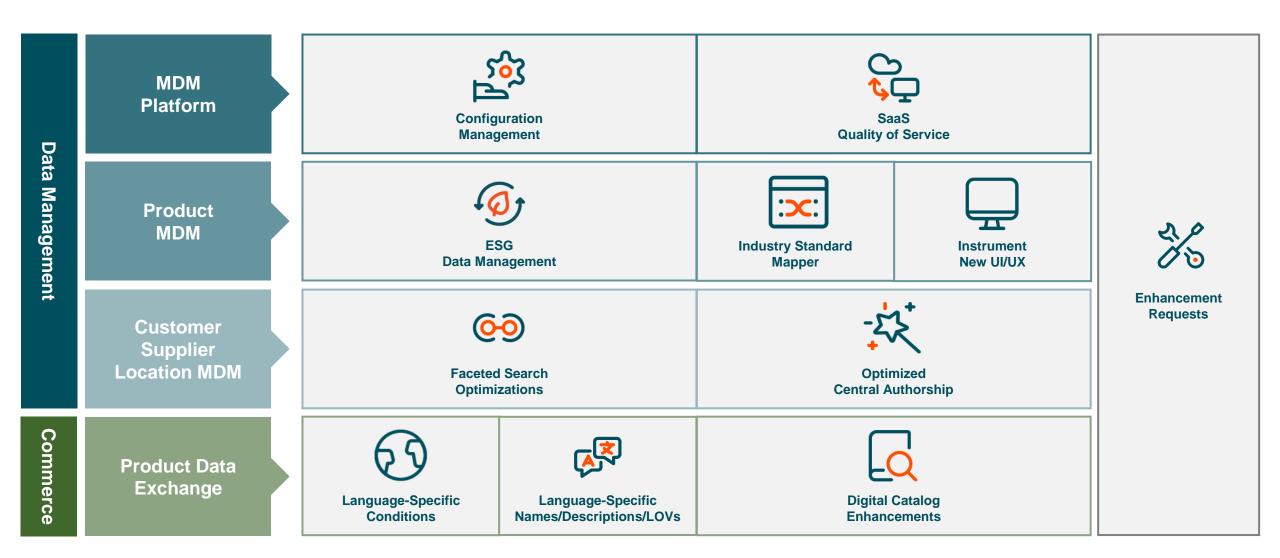
2024.2 Update Initiative Map



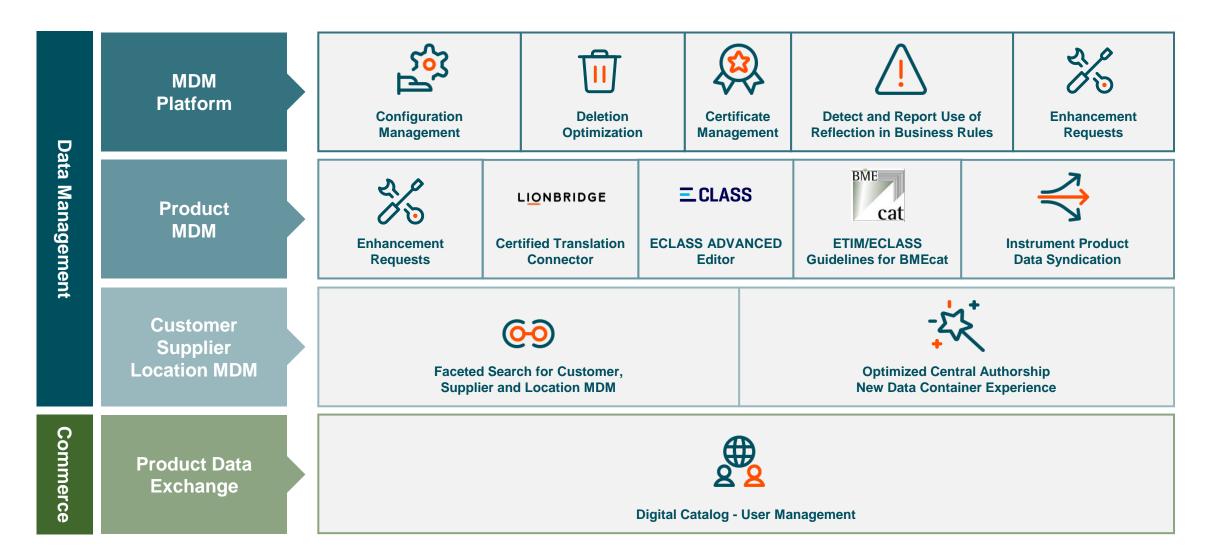
2024.1 Update Initiative Map



2023.4 Release Initiative Map



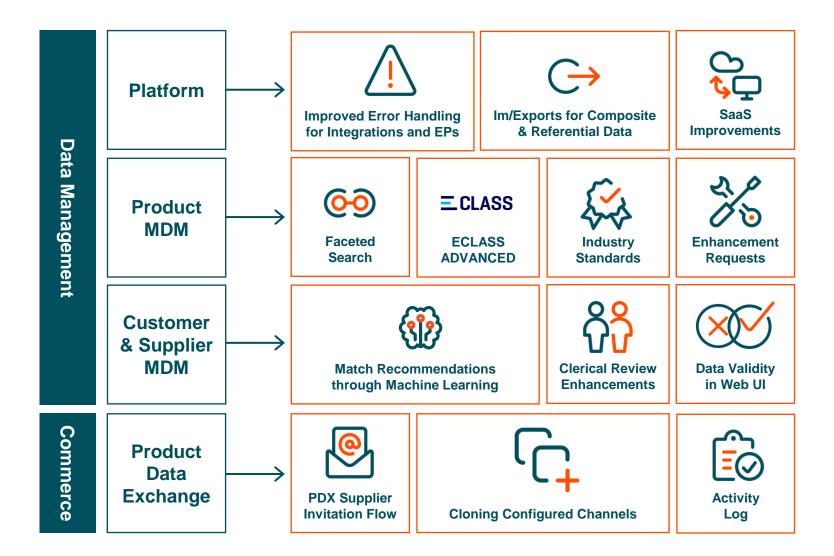
2023.3 (11.3) Release Initiative Map



11.2 (2023.2) Release Initiative Map



11.1 Release Initiative Map



STEP 11.0 – June 2022

- Modern Search Expérience (Product MDM)
- DAM Integration
- EClass Advanced
- Data Management for Retail (Supplier)
- Match recommendations through ML
- Digital Catalog (PDX)
 - Scheduled auto-submissions
 - Simplified data exchange
- Performance improvements and visibility PDX, CMDM, Platform

STEP 10.x

10.0 MAY 2020

- Web UI and Search Improvements
- PDS
- Automotive Standards
 Enhancements
- Partial Approvals for WebUI
- Revision History & Error
 Handling
- Product Comparison & Scoring (PDX)
- Matching to Unmerge (Customer MDM)

DEC 2020

- Multitenant SaaS Cassandra
- UX with brand and style

10.1

- Syndication experience improvements
- Commercial licensing
 - Data preparation and list processing
 - Supplier Self-Service
 - SAP-certified DEBMAS / CREMAS connectivity

10.2 JUN 2021

- Rename (PMDM and PDX)
 - PDS → PDX
 - PIM for Retail → Data Management Accelerator for Retail DaaS – ramp up
- ECLASS Advanced (PMDM)
- Reseller Channels —'custom' channels (PDX)
- New Dun & Bradstreet Direct+ Connector —(CMDM and Supplier MDM)
- Data Preparation and List Processing (CMDM)
- Commercial licensing :
 - DaaS
 - ECLASS Advanced
 - PIM for Automotive Retail
 - Dun & Bradstreet Direct+ Enrichment Service

10.3 DEC 2022

- DaaS direct high-volume consumption
- Strengthened SaaS offering
- Machine Learning Match Recommendations for Clerical Review Task List (CMDM)
- Dashboard & Bulk Import (PDX Retailer Product Onboarding)
- Commercial licensing :
- DaaS
- PDX configured Channels

STEP 9.x

9.0	JUN 2018	9.1	MAR 2019	9.2	AUG 2019	9.3	DEC 2019
Solutio Transla Integra Compo Industr UX, Da workflo Improve manag Guideo Print P	ation services ation osite attributes ry standard updates ata Governance, ows vement asset gement d Data entry Publishing xchange and 3rd ool	Error Audit Embo PDX GDS Priva Supp Addr (Cus Conf Oper API -	mprovements (LoV, Handling & Search) Message Framework edded Analytics (Intro) – Syndication N Receiver M Receiver M Receiver te Label & Recipe bort for Retailers ess Completion tomer MDM) iguration Management Platform (Extension + OIEP) andra DB (Intro)	 Solution F C Train Good Integration Correspondence Dategration 	er Experience Scheduled auto clean-up of Recycle Bin Faceted Search (Intro) Content Editing Inslation Automation Ogle Vision API egration Infiguration Management a Catalog Indor Managed Channels DX)	 class PMI continues Data centines Surviore Multines Power in W Reservice Image exponential 	powered automatic sification of product DM for Retail & product tent management a container editor – tralized MDM vivorship rule – CMDM tidomain functionality ver BI report, dashboard /ebUI t API V2, STEP XML Ds enhancement - ortChangeInfo ge watermarking on ort, data sufficiency

STEP 8.x

8.0	MAR 2016	8.1	NOV 2016	8.2	JUN 2017	8.3	JAN 2018
 Multi-ob in Web Data vis in Web Shared Support tasks STEP G GS1 MF 1WS) Maintain LOVs in Print Pu Condition attribute Inclusion automation in Chan 	sualization interface UI data in Web UI for deduplication GDSN to support the R3 format (BMS + n attributes and h Web UI	 conf Web of ob text butto Data simp entit Expo STE Sma Map Regi Syst busi heal Supj dem regu data Valu impl 	a containers for blified data modeling of ies ort asset content via PXML artsheets IPGLN with GDSN ister and Publish actions em diagnostic tools - ness rules tracing and thchecks port for eSignature, on- and re-authentication for lated industries and	 W D S w In S Auth S E: fu C vi e: Worl Attribute Worl Attribute S Fi Addefine 	UI Improvements: Tith Google Material esign principles mplified auto-testing th unique IDs proved Role-based ecurity enication & APIs: ngle Sign-on (SAML) xpanded Extension API nctionality aputuring Asset content a the scripting and tension APIs xflow Improvements: ssignment of Status ags to a workflow task mplified usage of Status ags throughout STEP ed flexibility and tionality for managing of Values (LOV)	bett - () -	b UI Improvements for er UX: Guided navigation – easy set up via a Wizard Global Search OV management and ype-ahead Attribute management b UI Visual Updates: Product Data Visual Configuration Options Dynamic Table Layout Enhanced Tree Navigation Inslation Automation Acrolinx Integration Data Exchange Formatted Excel Ustry Standard Data hange Formats and ssifications (ie. ETIM, Ecat, eCl@ss)



Stay tuned for 2024.4, coming December 2024!

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BETTER DATA. BETTER BUSINESS. BETTER WORLD.

