## 2024.3

# **Update Overview**

■ Partner Update - September 11

• Customer Update - September 16



## CONNECT 2024

# SET THE STAGE

SEPTEMBER 16-18, 2024 ORLANDO, FLORIDA

60+

Breakout Sessions 24

Customer Stories 450+

Conference Attendees

## **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 Connect 2025 in EMEA!

**Explore the Event** 

**Other Events** 

#### Watch the 2024.3 Overview Video!

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

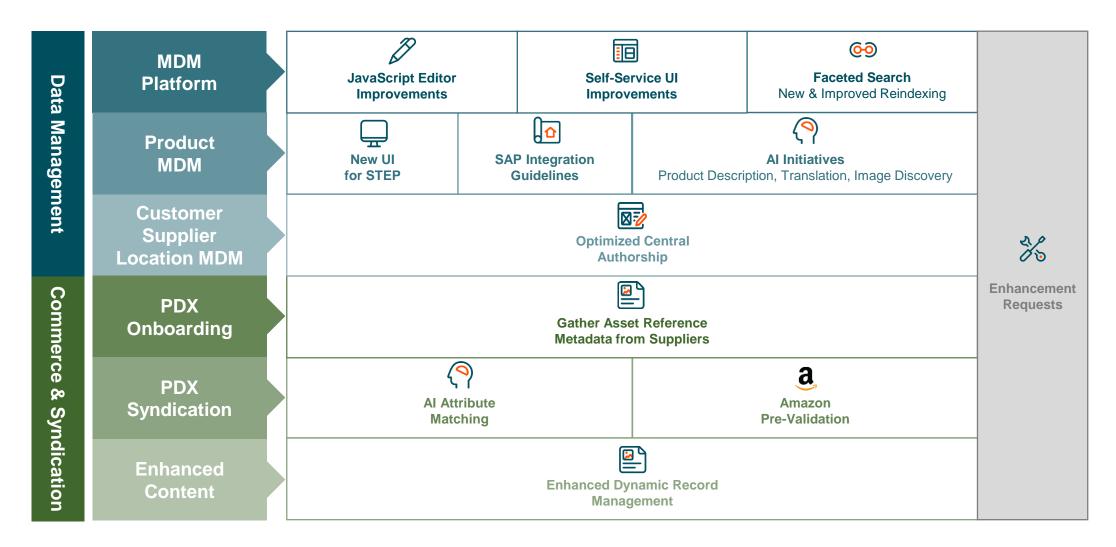


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- 4 <u>Customer, Supplier and Location MDM</u> New initiatives related to Customer, Supplier and Location domains
- 5 <u>Product Data Exchange</u> New initiatives related to PDX Onboarding, PDX Syndication and Enhanced Content
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- 8 Looking Back! 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**

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

#### **JavaScript Editor Improvements**

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

@DEVELOPER

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

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**UPDATE NOTES** 



#### **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 2024.1 it received a look and feel upgrade, aligned with STEP's new UI, to improve the overall usability and user experience.

In 2024.2, 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.

☐ Self Service



**UPDATE NOTES** 

## 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 do not require cleanup of event queues
- It is simpler for Admins to follow progress of reindexing

**Business Users** Admin Initiate Data reindex change Reindexing **Event Queue BGP** Elasticsearch **Event** Processor Elasticsearch Indexing BGP's

@ADMIN

Included in Base

**UPDATE NOTES** 

**UPDATE VIDEO** 

#### 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
- SAP Integration Guidelines
- 3 Al Generative Product Descriptions
- 4 Al Assisted Translation
- 5 Al Assisted Image Discovery

#### **New UI for STEP**

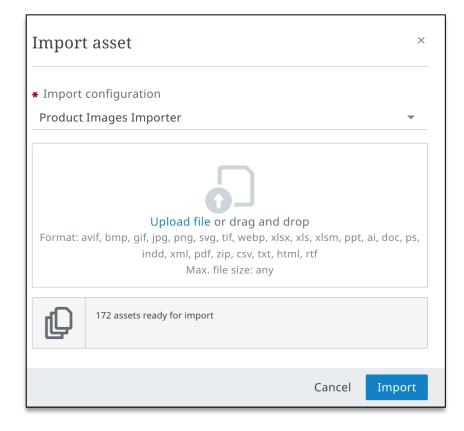
Customers need a modern, intuitive user interface supported by a seamless user experience that efficiently guides the user to complete their task



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



Please refer to your Account Manager



**UPDATE NOTES** 

**UPDATE VIDEO** 

Try it out!



#### **SAP Integration Guidelines**

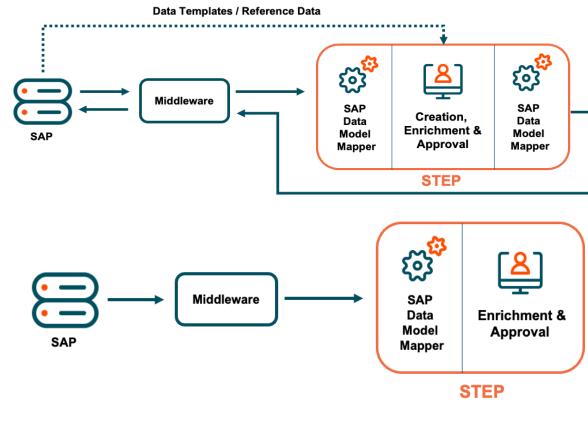
Customers need to have some best practices in place for reducing endto-end complexities associated with SAP Integrations

@ADMIN

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.



**UPDATE NOTES** 

Included in Base

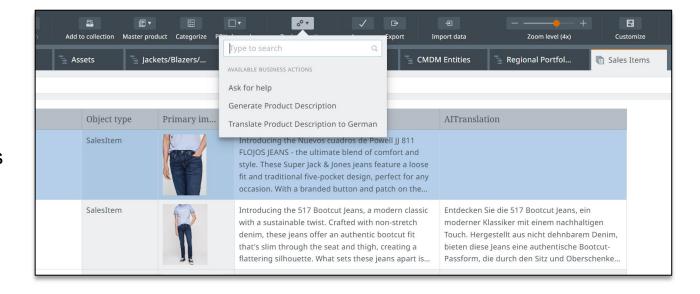
#### 1/3 - AI Generative Product Descriptions

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 Al 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.



**UPDATE NOTES** 

Please refer to your Account Manager



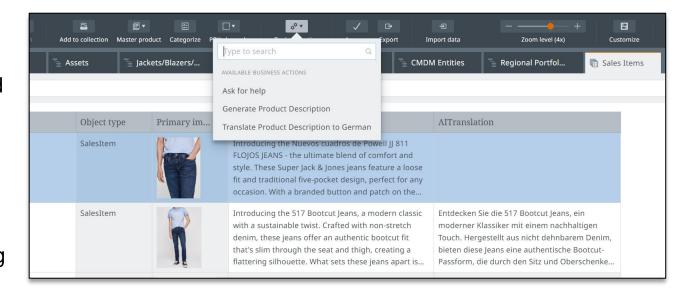
#### 2/3 - Al Assisted Translation

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

**@BUSINESS USER** 

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.



**UPDATE NOTES** 

Please refer to your Account Manager



#### 3/3 - Al Assisted Image Discovery

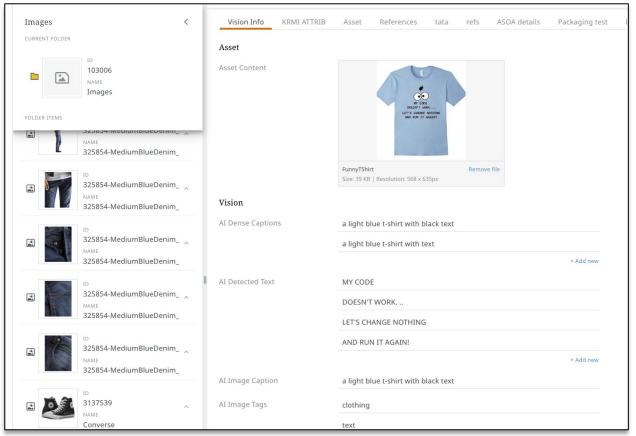
Businesses looking to improve data quality from images by generating keywords and ensuring images meet data standards

**@BUSINESS USER** 

With 2024.3, we are introducing Al 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 Al-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**

**Optimized Central Authorship** 

#### **Optimized Central Authorship**

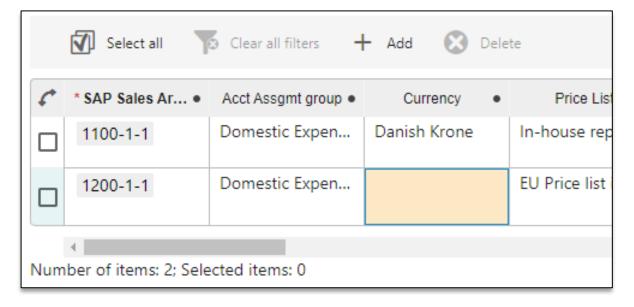
Business users are challenged in creating or updating B2B Customer or Supplier Data due to complexities in ensuring that the data they enter is valid, coupled with dealing with a high number of data entry tasks



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.



**UPDATE NOTES** 

**UPDATE VIDEO** 



#### QUESTIONS, COMMENTS?

#### We would love to hear from you!



**Jignesh Patel** Director, Product Management Customer Domain, Supplier Domain, **Location Domain** 





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Søren Lundtoft
Director, Product Management



# Product Data Exchange

#### **Product Data Exchange**

- Gather Asset Reference Metadata from Suppliers
- Al Attribute Matching
- 3 **Amazon Pre-Validation**
- **Enhanced Dynamic Record Management**

## 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 2024.1, 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 NOTES** 

**UPDATE VIDEO** 

Available with the PDX Onboarding license



#### **Al Attribute Matching**

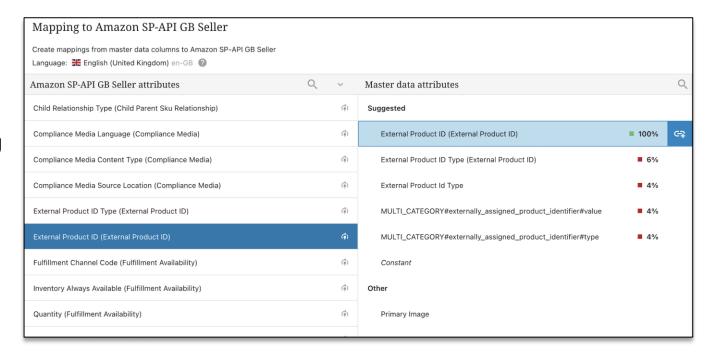
Manufacturers and brand owners face the challenge of establishing and maintaining mappings between their master data model and all the retailers and ecommerce platforms to which they syndicate

**@BUSINESS USER** 

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 Algenerated suggestions with their own mappings as required, ensuring adaptability and accuracy in maintaining channel mappings.

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



**UPDATE VIDEO** 



#### **Amazon Pre-Validation**

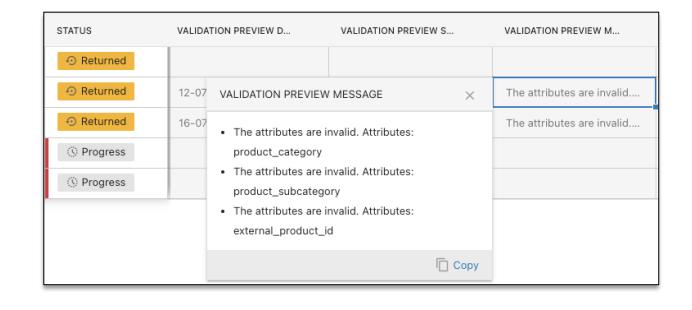
Manufacturers and brand owners syndicating their data across Amazon market channels often struggle with extensive and complex validation requirements, so they need a way to ensure their products are valid before making their products live on Amazon

**@BUSINESS USER** 

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.



**UPDATE NOTES** 

Requires PDX Direct Channel license



#### **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

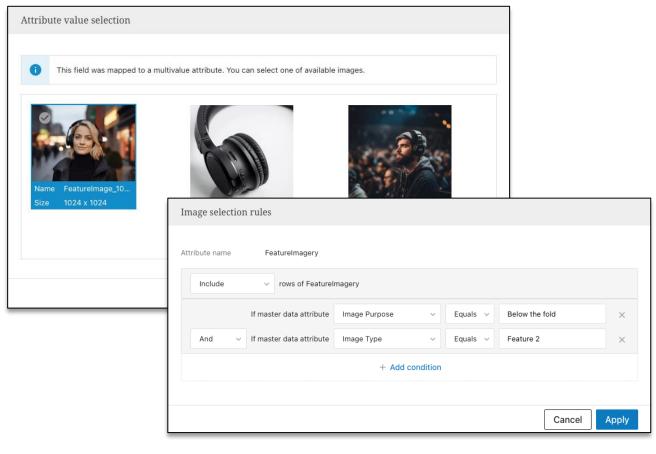
**@BUSINESS USER** 

The introduction of PDX Enhanced Content in 2024.1 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

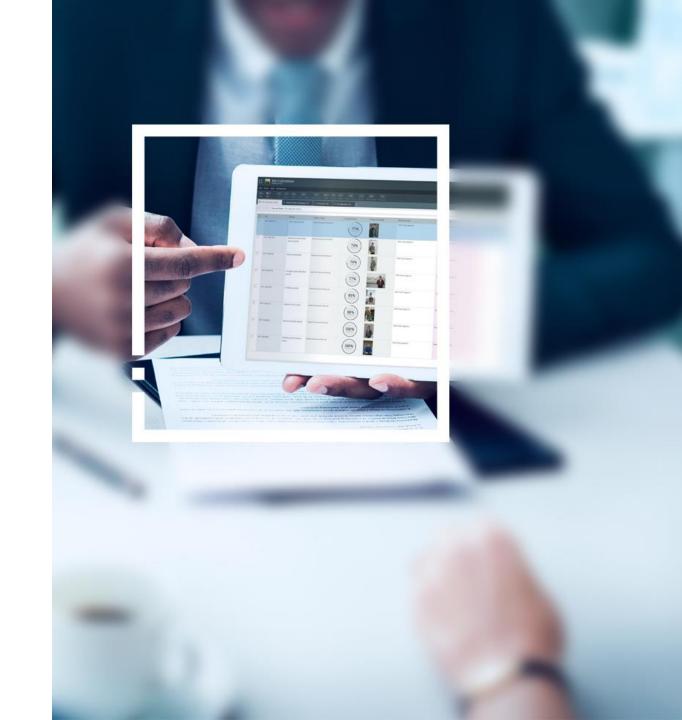
#### **Benefits of Updating**

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 Updates**

- 1 Stibo Systems Online Community
- 2 MDM Academy Offerings
- Product Documentation, Newsletters, Resource Library

## **Stibo Systems Online Communities**

#### **Customer Community**

Learn, share and grow your MDM knowledge by interacting with a global community of users.

SIGN IN



Connect with our partner ecosystem and product experts to get help, training and share ideas.

SIGN IN





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

#### **Next**

- Solution Design for Customer MDM
- Business Rules Self-paced online
- Extension of PDX Syndication with STEP content

#### **Later**

Extension of Customer MDM
 Configuration for B2C and B2B content



#### **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

<sup>\*</sup>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 Resource Library.

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 2 2024.1
- 3 2023.4
- 2023.3 (11.3)
- 5 11.2 (2023.2)
- 6 <u>11.1</u>
- 7 All previous versions (11.0 to 8.0)

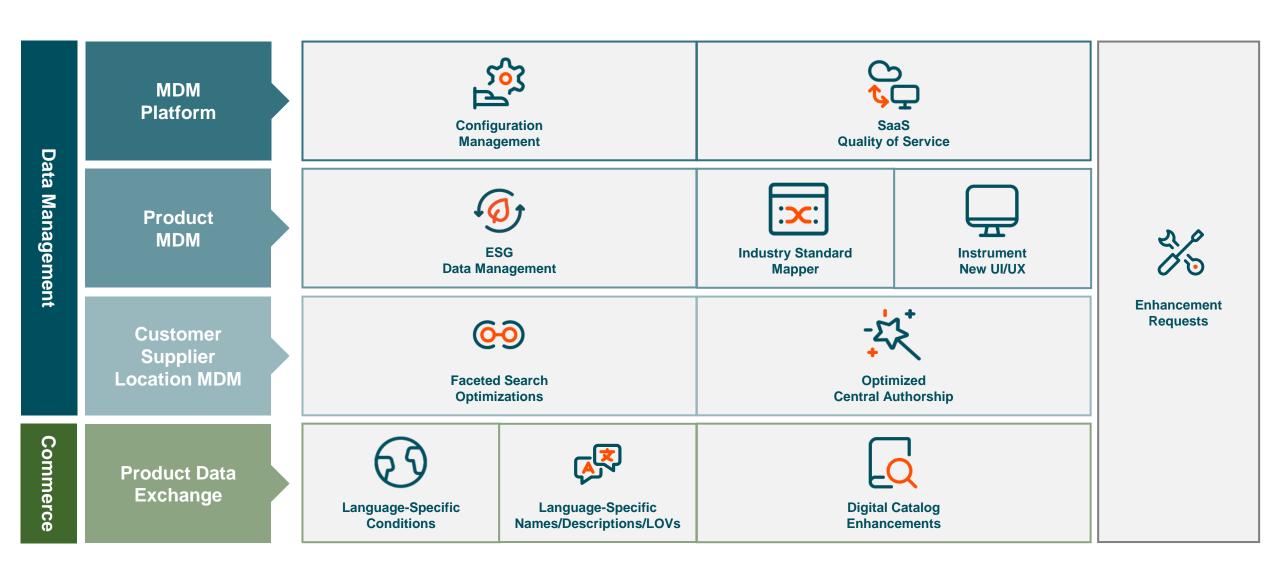
## **2024.2 Update Initiative Map**

| Data Management        | MDM<br>Platform                      | Inbound Message Streaming               | Configuration Management Impact Analysis Improvement |                         |
|------------------------|--------------------------------------|---|--|-------------------------|
|                        | Product<br>MDM                       | Automated Digital Asset Handling        | ted Digital Update for                               |                         |
|                        | Customer<br>Supplier<br>Location MDM | Al/ML to Enhance<br>Matching Experience | Loqate Cloud Address Verification Update             | Enhancement<br>Requests |
| Commerce & Syndication | PDX<br>Onboarding                    | <u>&amp;</u>                            | Migration to MongoDB                                 |                         |
|                        | PDX<br>Syndication                   | User Journey<br>Enhancements            |  |                         |
|                        | Enhanced<br>Content                  | Flags and Filters                       | Dynamic Record<br>Top-Off                            |                         |

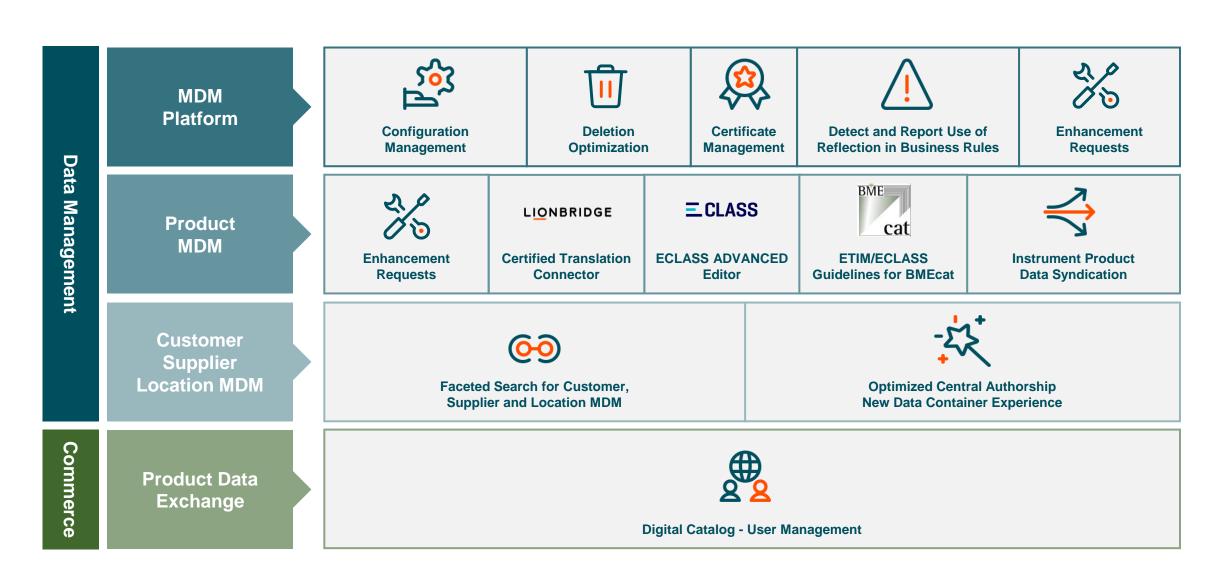
## **2024.1 Update Initiative Map**

| Data Management        | MDM<br>Platform                      | Workbench<br>Facelift                     | Self-Service UI Update                  |                                  | MDM<br>Platform ERs     |
|------------------------|--------------------------------------|---|---|----------------------------------|-------------------------|
|                        | Product<br>MDM                       | Instrument<br>Update                      | ECLASS ADVANCED Filtering               | DemoUp Cliplister<br>Integration | Product MDM<br>ERs      |
|                        | Customer<br>Supplier<br>Location MDM | Simplified<br>Matching                    | ©⊙ Faceted Search Performance and Scale | Optimized Central Onboarding     |                         |
| Commerce & Syndication | PDX<br>Onboarding                    | PMDM Channels Support<br>Multiple Markets | PDX UI<br>in my Local Language          |                                  | 3/5                     |
|                        | PDX<br>Syndication                   | Digital Shelf Analytics                   | PDX UI<br>in my Local Language          | Process<br>Log                   | Enhancement<br>Requests |
|                        | Enhanced<br>Content                  | Templatized Content<br>Generation         | Publish to Amazon Markets               | Content<br>Editor                |                         |

## 2023.4 Release Initiative Map



## 2023.3 (11.3) Release Initiative Map

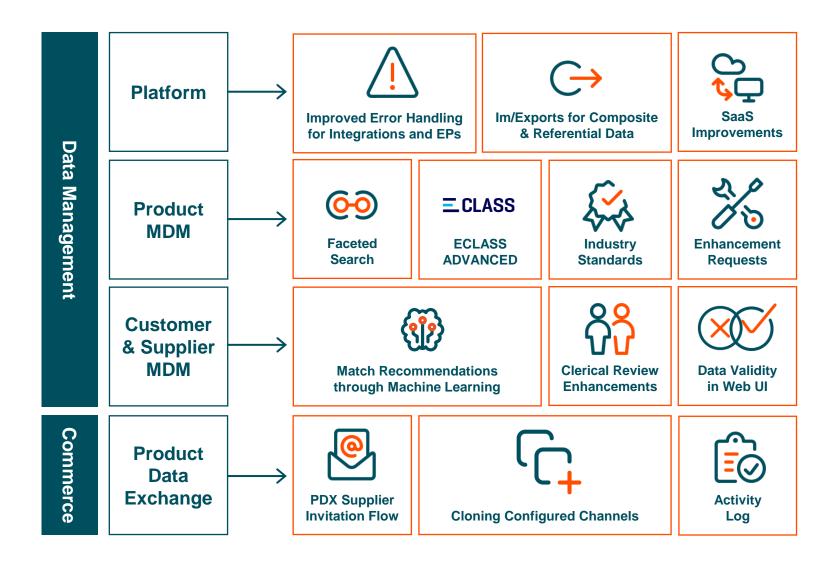


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## 11.2 (2023.2) Release Initiative Map



## 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)

#### 10.1 **DEC 2020**

- Multitenant SaaS Cassandra
- UX with brand and style
- 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** PDS UX Improvements (LoV, User Experience ML powered automatic Error Handling & Search) classification of product GDSN Publisher & Receiver Scheduled auto clean-up Solution Audit Message Framework of Recycle Bin PMDM for Retail & product Translation services content management Integration Faceted Search (Intro) Embedded Analytics (Intro) Composite attributes Data container editor – PDX – Syndication Content Editing Industry standard updates centralized MDM UX, Data Governance, **GDSN Receiver** Translation Automation Survivorship rule – CMDM workflows Improvement asset Private Label & Recipe Google Vision API Multidomain functionality management Support for Retailers Integration Guided Data entry Power BI report, dashboard **Configuration Management** Address Completion **Print Publishing** in WebUI (Customer MDM) Data exchange and 3rd Data Catalog Rest API V2, STEP XML party tool Configuration Management XSDs enhancement -Automotive Vendor Managed Channels importChangeInfo Open Platform (Extension (PDX) API + OIEP) Image watermarking on export, data sufficiency Cassandra DB (Intro)

Mandatory references

#### STEP 8.x

#### 8.0 **MAR 2016**

- Increased security
- Multi-object onboarding tool in Web UI
- Data visualization interface in Web UI
- Shared data in Web UI
- Support for deduplication tasks
- STEP GDSN to support the GS1 MR3 format (BMS + 1WS)
- Maintain attributes and LOVs in Web UI
- Print Publishing
- Conditionally mandatory attributes in workflow states
- Inclusion and exclusion of automatically added objects in Change Packages
- Renaming: Portal to Web UI

#### 8.1 **NOV 2016**

- Asset importer standard configuration
- Web UI simplified selection of objects, custom icons, text for toolbar action buttons
- Data containers for simplified data modeling of entities
- Export asset content via STEPXML
- **Smartsheets**
- Map IPGLN with GDSN Register and Publish actions
- System diagnostic tools business rules tracing and healthchecks
- Support for eSignature, ondemand re-authentication for regulated industries and data
- Value storage model implemented for the In-**Memory Solution**

#### 8.2 **JUN 2017**

- Web UI Improvements:
  - With Google Material Design principles
  - Simplified auto-testing with unique IDs
  - Improved Role-based Security
- Authenication & APIs:
  - Single Sign-on (SAML)
  - **Expanded Extension API** functionality
  - Caputuring Asset content via the scripting and extension APIs
- Workflow Improvements:
  - Assignment of Status Flags to a workflow task
  - Simplified usage of Status Flags throughout STEP
- Added flexibility and functionality for managing List of Values (LOV)

#### 8.3 **JAN 2018**

- Web UI Improvements for better UX:
  - Guided navigation easy set up via a Wizard
  - Global Search
- LOV management and type-ahead
- Attribute management
- Web UI Visual Updates:
- Product Data Visual
- **Configuration Options**
- **Dynamic Table Layout**
- **Enhanced Tree Navigation**
- Translation Automation
- Acrolinx Integration
- Data Exchange
- Formatted Excel
- **Industry Standard Data Exchange Formats and** Classifications (ie. ETIM, BMEcat, eCl@ss)



# Stay tuned for 2024.4, coming December 2024!

## Follow Us!

Find us here for the latest news and updates











