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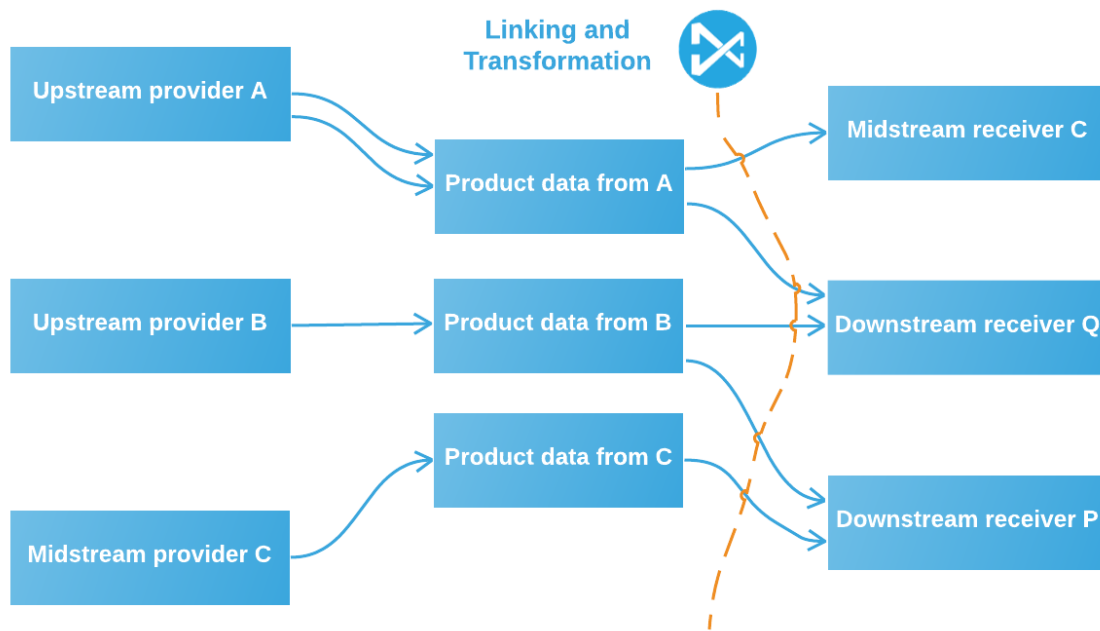
The Product Data Lake covers the following business processes seen from downstream:

- 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 effortless.
- 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 integration services and cross-sell of other services for subscribers in a whole supply ecosystem
- Get 25 % kickback in an potentially exponentially growing subscriber base in supply ecosystems

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