

Infosys External Data Synchronization

Transforming external data into synchronized information

As key revenue contributors, e-Commerce and multi-channel initiatives have forced retailers and supplier partners to look for product content from multiple external sources in order to cater to their product information needs. As more and more content is obtained from external sources, validity of the information entering the organization becomes key to the success of initiatives using them.

Infosys External Data Synchronization, a part of Infosys' Master Data Management (MDM) solution, focuses on synchronizing external product content with the internal MDM solution. The solution synchronizes product content that flows into the PIM tool/MDM system from single or multiple external sources. This ensures consistent and accurate product information across the organization.

Infosys partners with Silver Creek Systems® to offer advanced data quality and mapping capabilities using their DataLens™ System. The partnership brings together the groundbreaking semantic-based technology of Silver Creek and the in-depth MDM capabilities of Infosys.

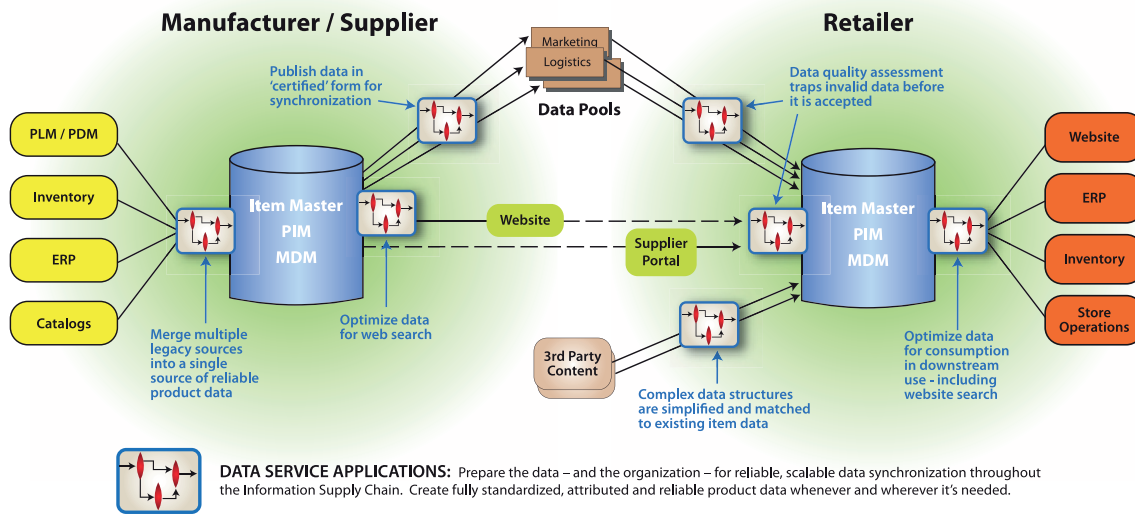
Infosys External Data Sync Approach

Data Identification	Data Validation	Data Quality	Data Mapping	Data Evaluation
<ul style="list-style-type: none"> Seamless process to identify and authorize data collection as part of the Item set up process Enables approval/rejection criteria for acceptance Integrates into MDM Item set up to auto create as required 	<ul style="list-style-type: none"> Apply rules and criteria to choose appropriate attribute information Handles retirement criteria and content standards 	<ul style="list-style-type: none"> Cleaning the source data to make it usable Normalizing data for consistency Formatting data for display and usage requirements 	<ul style="list-style-type: none"> Identifying and mapping target systems and taxonomies with relevant product attributes 	<ul style="list-style-type: none"> Estimating data quality by source, and content turn around times for new items Measure data errors by source/category

Infosys Master Data Management (MDM) Solution

<ul style="list-style-type: none"> Streamlines the manual processes for all item, customer, supplier and other related data in item lifecycle management from item introduction to deletion. 	<p>1 Streamlined Data Processes & Workflows</p>	<p>2 Master Data Repository & Internal Sync</p>	<ul style="list-style-type: none"> Develops a master data repository that ensures one version of truth for product, customer, supplier, location and other related data across the enterprise.
<ul style="list-style-type: none"> Enables electronic exchange of data with trading partners and 3rd Party content providers through GDS, retailer's private exchange, vendor portals or catalog providers. 	<p>3 Electronic Data Synchronization with Vendors</p>	<p>4 GTIN/GLN/EPC/Flexible Merchandize Hierarchy</p>	<ul style="list-style-type: none"> Develops an appropriate numbering system to meet requirements of GDS, RFID, etc.

Data Services for Data Sync



Silver Creek's DataLens™ System uses patented semantic technology built from the ground up to quickly create Data Service Applications that capture and automate both data understanding and specific business rules – delivering the right information in the right form at the right time. The Silver Creek Systems technology can quickly standardize, validate and assimilate any data from any source – allowing the Infosys External Data Sync solution to deliver the business benefits of data synchronization even faster.

About Silver Creek Systems®



Silver Creek Systems is a pioneer and leader in Data Service Applications that automate Information Supply Chains – providing the right data foundation for successful Master Data Management, data sync or any other initiative involving complex data integration. Data Service Applications not only assemble and standardize information from many sources, but can also actively manage data quality and implement governance processes to identify and resolve data problems before they impact the business – eliminating substantial amounts of manual effort and custom code (and delays) from a typical data sync implementation.

Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from leading retailers to distributors and CPG manufacturers.

The 3000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

Infosys® | Building **Tomorrow's** Enterprise

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About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.