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OpenText Active Catalogue

Synchronize product data with your global trading community
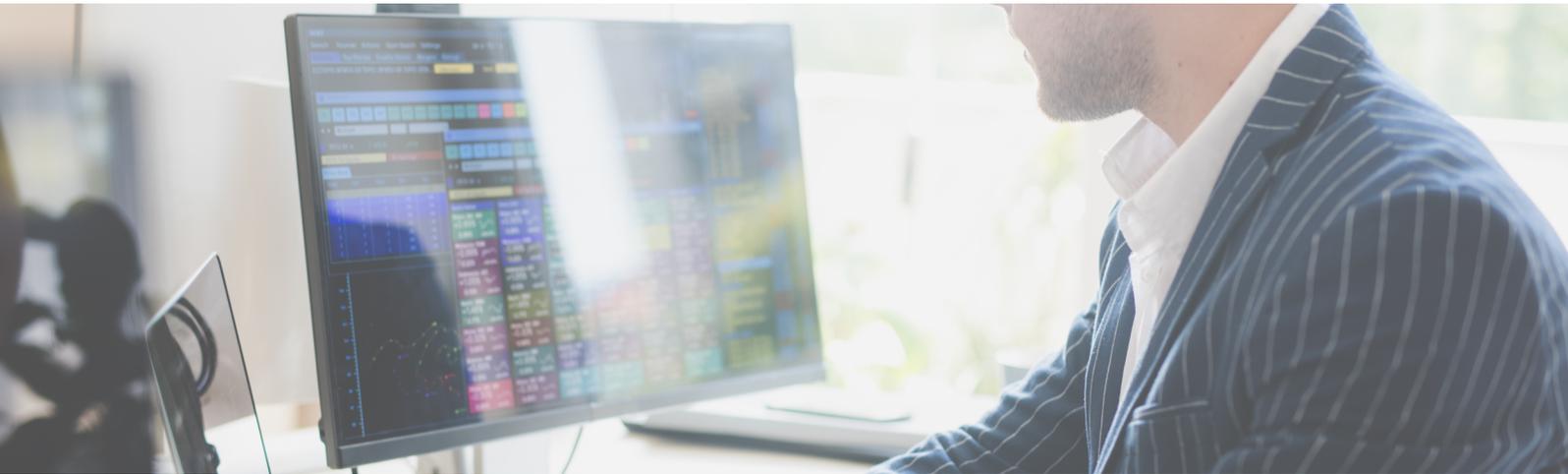
Gain global reach with more than 190 million unique items

Reduce processing time and maintenance costs through paperless item setup

Improve efficiency in merchandise planning, ordering and materials handling

Integrate into key enterprise applications for efficient supply chain communications

Success in retail depends on collaborative product catalogue information management. Merchandise selection, planning, purchasing, inventory management and logistics all rely on accurate initial item setup, as well as ongoing updates to item data. But, ensuring data accuracy is becoming increasingly challenging, as the global nature of retail has given rise to a variety of data standards and means of synchronizing product catalogue information. With mass merchants driving a new wave of industry standards for managing and relaying product information, data accuracy and accessibility is even more important.

Product catalogue management is the effective synchronization of product information between retailers and suppliers to improve collaboration. Tools that share item and price information automatically and efficiently eliminate manual processes. OpenText™ Active Catalogue is the retail industry's leading product data synchronization application, allowing marketers, manufacturers and suppliers to share the latest product information, such as price, style, color, size and product attributes and images, with retailers.

Increase revenue and productivity

With Active Catalogue, organizations can automate supply chain processes, such as item setup and maintenance, promotional price management and product marketing content management, for increased revenue and greater productivity.

Gain easy access to product information and images

A centralized, single source of information across the retail supply chain increases efficiency. For retailers, having a single source for high quality and current product information is key to selling products.

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Get products ready to sell faster

Active Catalogue helps accelerate product sales with automated setup, multiple ways to access and enter information and the flexibility to support a wide range of product information. These steps each play a critical role in how fast products can be taken to market for retailers and vendors.

Improved data quality and access management

Organizations can ensure complete and accurate information with data quality validation on product information and images to reduce lead times and expedite time to market. They can control retailer access to specific supplier product information to control the brand through consistent dissemination of product information.

Integrate with third-party data pools

The GS1 US Solution Partner Program has certified Active Catalogue as compliant for 1WorldSync users. Active Catalogue customers can register Global Trade Identification Numbers (GTINs) with 1WorldSync and publish Active Catalogue data to the retailers that subscribe.

## Suppliers: From data quality to security

For suppliers, Active Catalogue provides:

- Extended data attributes to enable them to hold all product content and share it with retail customers.
- Support for web services, inbound EDI 832 and flat file (CSV) documents, as well as web-based data entry, to ensure implementation options match a variety of business processes.
- Inbound data quality assurance via checks, including GTIN uniqueness, check-digit validity, data-field integrity and other standards-based business rule validations.
- Fast notification and easy correction when data problems are found allows the correct information to get back to the trading community within hours.
- Data security allows them to grant retailers access to their product information and to manage their own trading partner profiles.
- Integration to publish product information to retailers that subscribe to 1WorldSync.
- Expert assistance from OpenText through the data loading process.
- Support for image exchange to send media files to retailers.

Retailers: Easy access to current product information

For retailers, Active Catalogue provides:

- Multiple access options, including a web-based user interface, EDI and realtime application integration.
- Attribute flexibility to support a wide range of products, including grocery, pharmacy, do-it-yourself and pet food, as well as others that can be flexibly included as retailers add departments.
- Automatic updates allow retailers to subscribe to the product information they want and receive additions and changes automatically.
- Support for image content, in addition to extensive product attributes, to meet data needs for in-store, print catalogue and website applications.
- Support for image exchange to receive media files from suppliers.

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Collect

Vendor

Distributor

Manufacturer

Web UI

Batch

Flat file

Publish

Active Catalogue

Web UI

Batch

Real time

Synchronize

Retailer

Retailer

Retailer
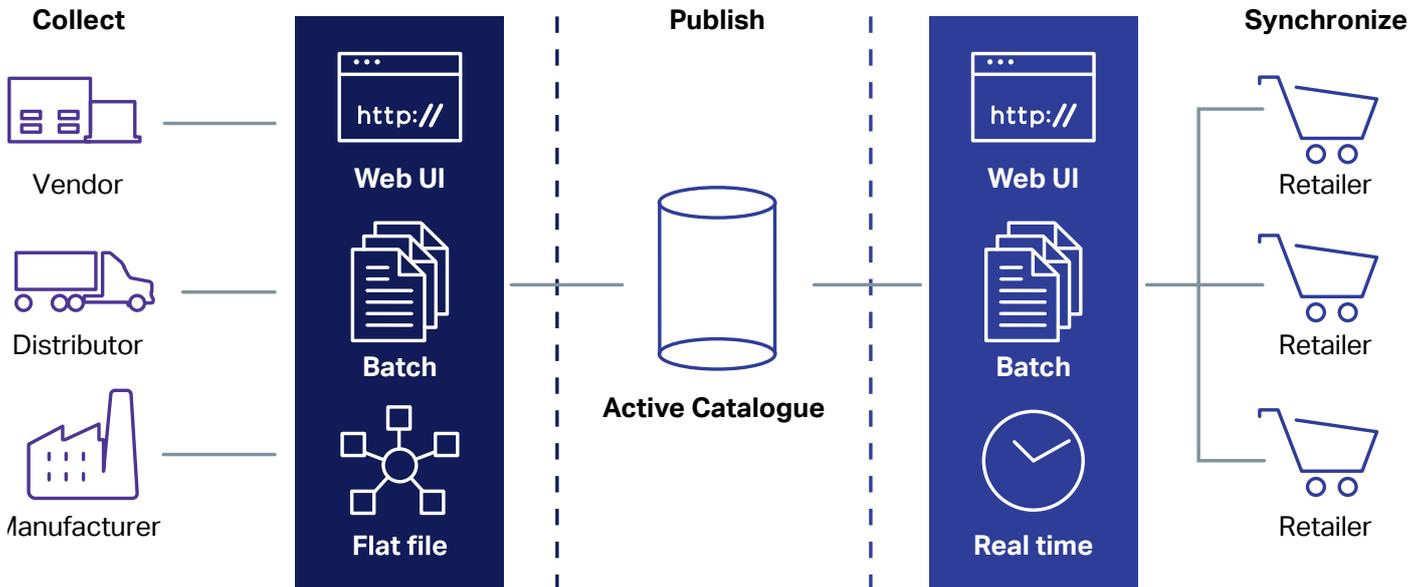
Associated service options available

- OpenText™ B2B Managed Services
- OpenText™ Active Orders

Active Catalogue offers a complete solution for item setup and synchronization, supporting the latest GS1 System global standards and initiatives so companies can move forward with confidence in a standards-based technology. Home to more than 190 million current and unique items from more than 5,500 vendors, manufacturers, suppliers and their retail customers, Active Catalogue has the retail industry's largest database of product information.

With its unsurpassed breadth and reliability, Active Catalogue is the cornerstone for global retail product synchronization. With a proven track record for enabling retail supply chain automation, OpenText ensures fast, reliable product catalogue setup and support to reduce time to market and drive increased sales immediately.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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