

SAS® Marketing Operations Management – Product Information Management

Maintain a centralized repository of product information

What if you could...

Manage your system your way

What if you could customize hierarchies, terminology and product-level settings based on your requirements?

Define your own hierarchies

What if you could easily set a hierarchy for a product or SKU and then place related package and product component information where you want it rather than where the system forces you to put it?

Use terms that are meaningful to your business

What if you could define product information terminology to match your company's nomenclature rather than choosing from a list of generic options?

You can. SAS gives you The Power to Know®.

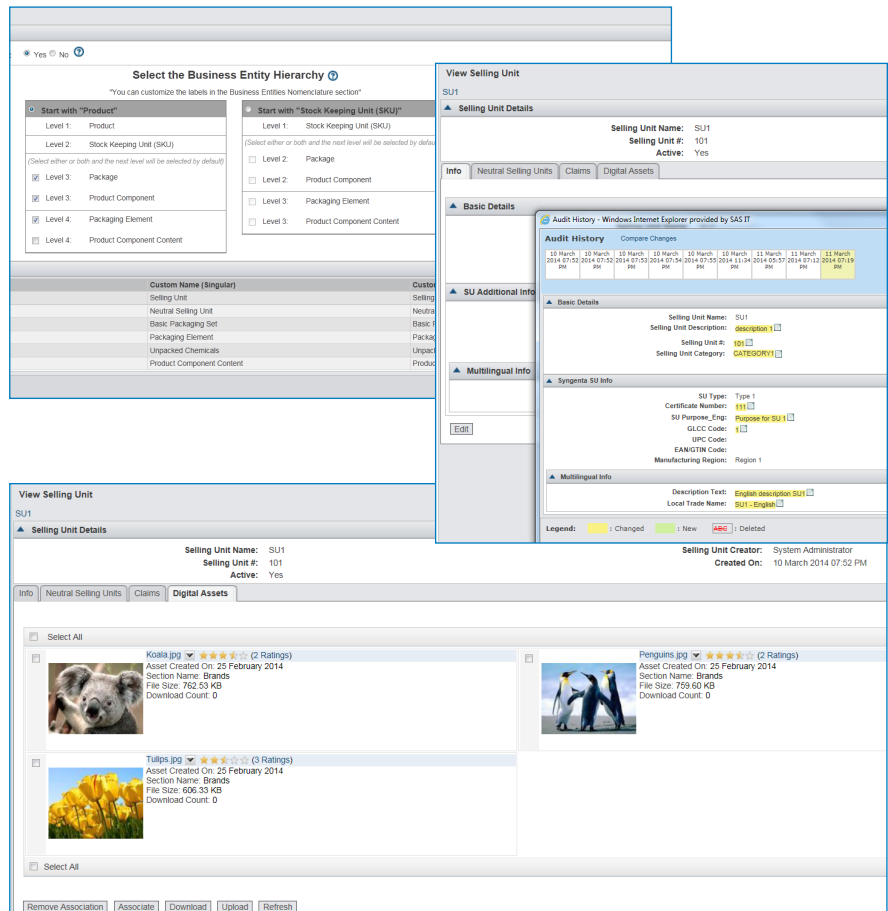
How SAS® Can Help

With the Product Information Management module of SAS Marketing Operations Management, marketing departments in product-based businesses can maintain a centralized product information repository that can feed multichannel marketing content.

You can supplement standard product metadata stored in your corporate master data systems with information that is specifically applicable to your marketing activities – and be confident that information in the repository is always in sync with your corporate systems.

In addition, this module enables you to:

- Maintain a detailed hierarchy of information and custom metadata for products in multiple languages.
- Associate product information with assets in your digital library or claims in your claims management repository.
- Track changes to product information over time via an audit history capability, and generate ad hoc reports.
- Configure product approval jobs to enable review and approval of product information by various stakeholders.
- Update or modify multiple product items from list pages in batch or bulk, and confirm changes via the interface.
- Grant users and groups access to view or edit product information.



The screenshot displays the SAS Marketing Operations Management interface, divided into several key sections:

- Select the Business Entity Hierarchy:** A configuration screen where users can define product hierarchies. It offers two starting points: "Product" and "Stock Keeping Unit (SKU)". Each path allows selection of up to four levels (e.g., Level 1: Product, Level 2: Stock Keeping Unit, etc.). A table below shows custom names for each level, such as "Selling Unit" for Level 1 and "Selling Unit Details" for Level 2.
- View Selling Unit (SU1):** A detailed view of a specific selling unit. It includes:
 - Selling Unit Details:** Shows the name (SU1), ID (101), and active status (Yes).
 - Basic Details:** Lists attributes like SU Type (Type 1), Certificate Number (111), and SU Purpose (Purpose for SU 1).
 - Audit History:** A table showing changes over time, with columns for dates and user actions.
 - Multilingual Info:** Provides localized descriptions and trade names for different languages.
- Digital Assets:** A gallery of product images associated with the selling unit. Assets include:
 - Koalas.jpg:** Asset Created On: 25 February 2014, File Size: 762.53 KB.
 - Tulips.jpg:** Asset Created On: 25 February 2014, File Size: 606.33 KB.
 - Penguins.jpg:** Asset Created On: 25 February 2014, File Size: 769.60 KB.

Learn more

To learn more about SAS Marketing Operations Management, visit us online at: sas.com/marketingoperations

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