

# Product information management

Create and maintain product master data by housing a centralized data-repository where the enterprise's product catalog resides.

## Control product master data

Product information is the backbone of supply chain and retail applications, supplying the various modules of a business solution with the product-specific information required to manage distinct business processes.

Businesses are challenged to create a singular view of the products they manufacture that is stable, comprehensive, and correct to support operational processes and analytics. Product information management is the critical enabler that allows organizations to support product content and master data management.

## Dynamics 365 Supply Chain Management

Dynamics 365 Supply Chain Management's product information management solution provides organizations a shared and singular version of truth for all item master data. From product definitions and configurations to the distribution, export, and import of product data to maintaining and measuring master data accuracy, it brings together the tools you need to efficiently and effectively manage and administer product master data.

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## Benefits

### **Improve time-to-market**

Eliminate time-wasting confusion and improve time-to-market through the creation of shared product definitions, documentation, attributes, and identifiers.

### **Defy data silos**

Avoid losing time searching through data silos by consolidating all product information in a centralized data repository.

### **Drive positive customer experiences**

Elevate data and analytic leaders with the often complicated responsibility of delivering the product data required to support positive customer experiences in a complex multi-channel environment.

### **Improve product quality across all customer touchpoints**

Establish consistent and comprehensive product master data, enabling your business to standardize product quality based on a single version of truth and improve customer experiences at every touchpoint.

## Key features

### **Share product information**

Define, standardize, and distribute product definitions, product masters, and variants across the enterprise.

### **Work with master data**

Distribute, export, and import product master data.

### **Product catalog**

Digitize and optimize the creation, maintenance, and easy shared access to the product catalog.

### **Control authorization and release**

Support and control the release of authorized products to specific legal entities.

Dynamics 365 gives you the tools you need to create, maintain, and distribute standard and accurate product information across the organization so you can delight customers at every opportunity.

