

# Product master data with Oracle Cloud PLM


You depend on reliable data to keep your business running smoothly. But today's challenges are exposing limitations in traditional product master data management processes. Blast away complexity with a simplified approach to ensure product information is always accurate and ready to fuel new growth.

## Mission critical

As the need to drive faster innovation grows, maintaining accurate product information becomes astronomically challenging without standardized controls.

Data is set to explode cosmically:  
**60%**  
 more by the year 2025!!

Products and services are becoming more complex







Business models are changing fast



It's time to reimagine how a modern product information management (PIM) process can power up your **ERP**, **SCM**, and **CX** processes.

## Product information made simple

Scope out these four best practices to digitize and integrate your product information with Oracle Cloud PLM—a purpose build PMDM solution for your business.

-  **Share**  
 Automate data sharing  
 Complete and consistent item data across cloud and on-premises deployments
-  **Consolidate**  
 Streamline item uploads  
 Fast item upload to the cloud with ability to review and remediate errors
-  **Enrich**  
 Accelerate item setup  
 Rich product definition with collaborative workflow
-  **Govern**  
 Enforce change control and governance  
 Real-time validations, security, change control and audit trail

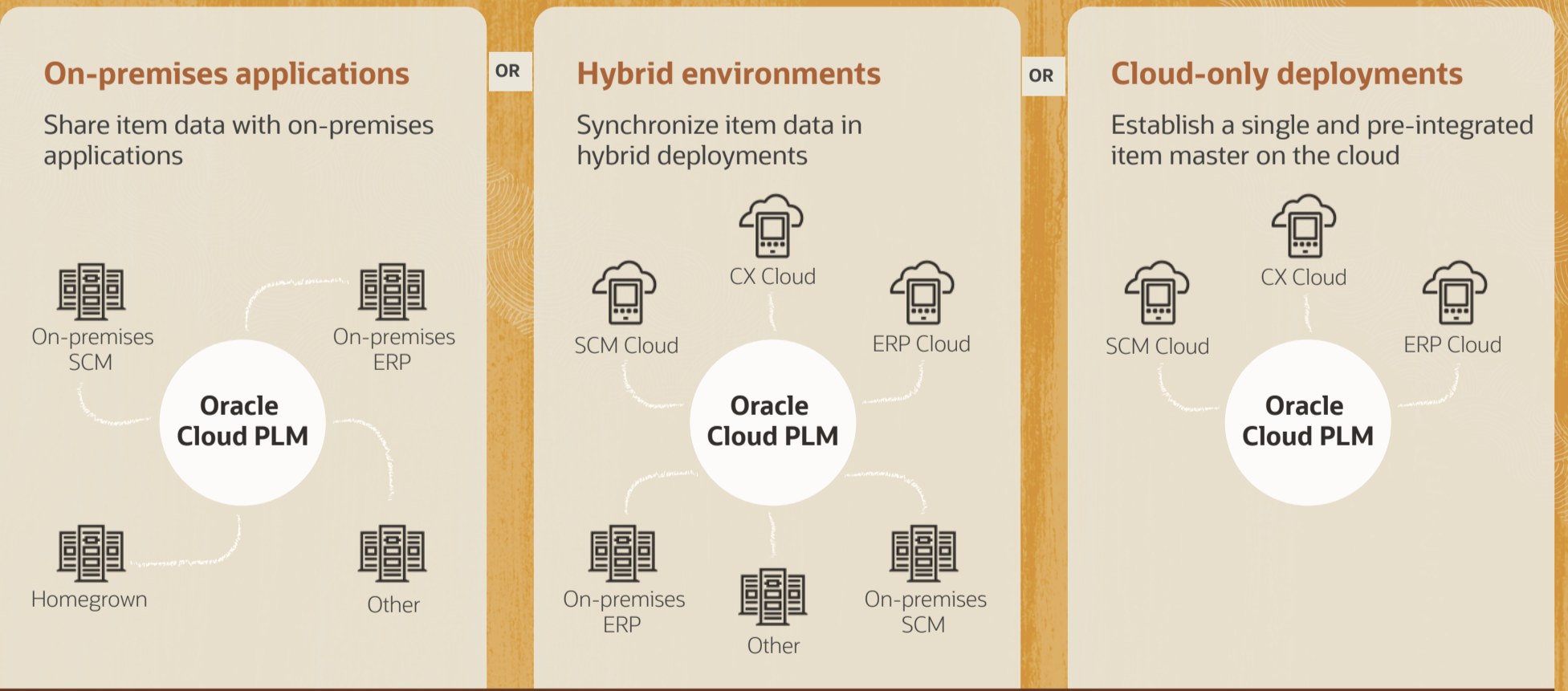
**ORACLE**  
 Product Lifecycle Management Cloud

*Your simplified product data in the cloud*

**This modern solution provides your organization with centralized, clean and accurate product information for your business**

## Worlds of possibilities

A simplified product master data management process will drive business transformation no matter the make-up of your world



**Chart your course to cloud today**

- Reduce cost
- Accelerate time-to-market
- Increase customer satisfaction

## Innovate. Connect. Simplify.

Discover why simplifying product information management is more critical, yet achievable, than ever. Power your journey to business transformation with trusted product data.

[Learn more](#)

