

# Simplify Item Mastering with Oracle Product Hub Cloud

You depend on reliable data to digitize your modern business. But today's voyage to the cloud is exposing limitations in traditional item mastering processes. Blast away complexity with a simplified approach to ensure product information is always accurate and ready to fuel new growth.

## Mission Critical

As you move critical systems to the cloud, maintaining a true Item Master at the core becomes astronomically challenging without standardized controls.

**50x**

Data growth is expected to explode cosmically: 50x by the year 2020!

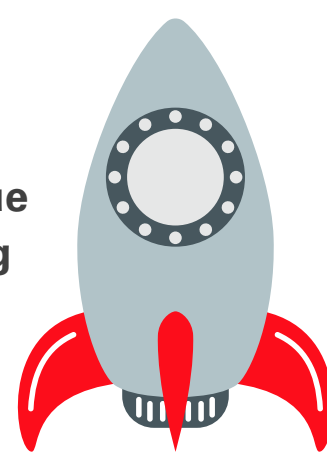


Products and services are becoming more complex



Cloud adoption rates are skyrocketing

It's time to reimagine how a modern item mastering process can power your **ERP, SCM, and CX** journey to the cloud

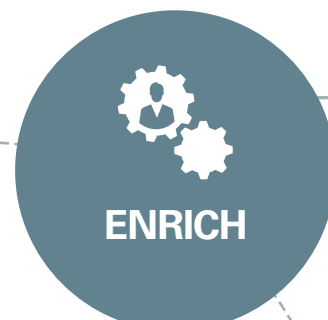


## Item Mastering Made Simple

Scope out these four best practices to digitize and integrate your product information with Oracle Product Hub Cloud - a purpose-built Item Mastering solution for your modern business.

### Streamline Item Uploads

Fast item upload to the cloud with ability to review and remediate errors

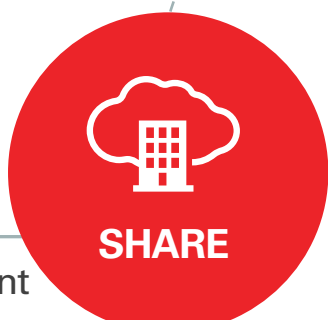


### Accelerate Item Setup

Rich product definition with collaborative workflow

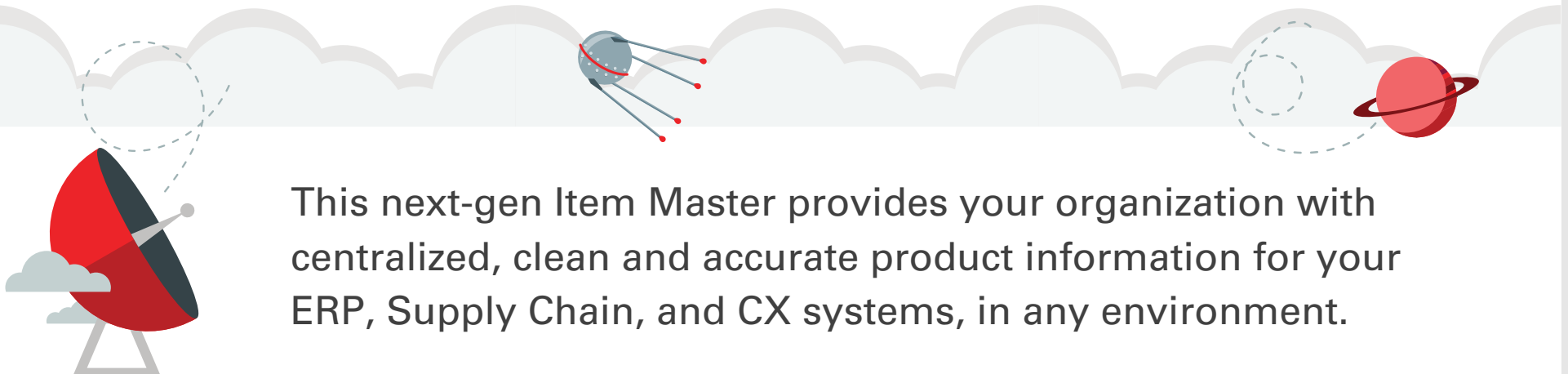
### Automate Data Sharing

Complete and consistent item data across cloud and on-premise deployments



### Enforce Change Control and Governance

Real-time validations, security, change control and audit trail

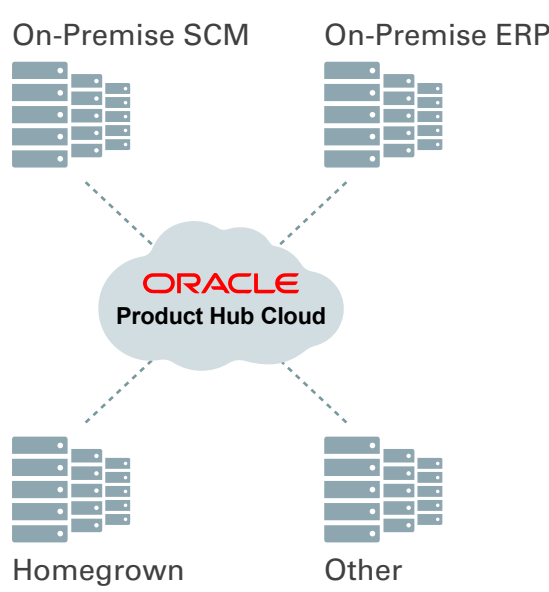


This next-gen Item Master provides your organization with centralized, clean and accurate product information for your ERP, Supply Chain, and CX systems, in any environment.

## Worlds of Possibilities

Whether just starting or well into the cloud, a simplified Item Master will drive business transformation no matter what the make-up of your world.

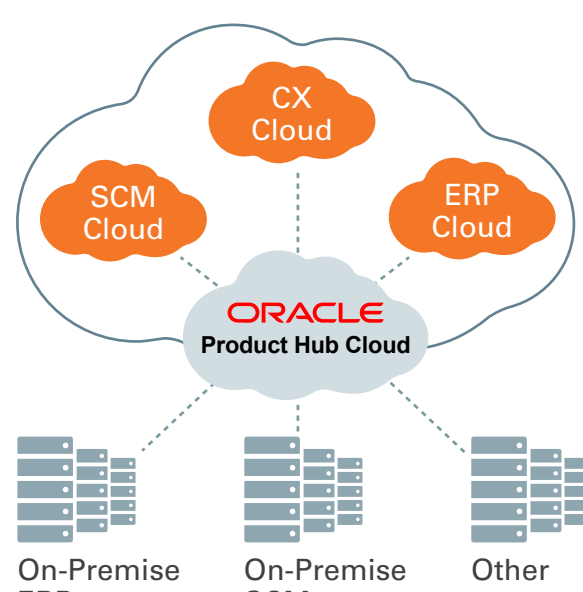
### ON-PREMISE APPLICATIONS



Share Item Data with On-Premise Applications

OR

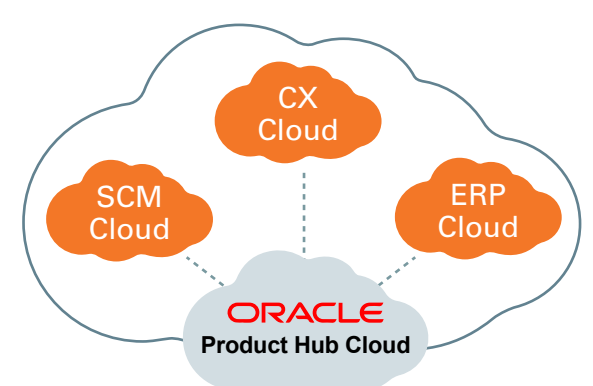
### HYBRID ENVIRONMENTS



Synchronize Item Data in Hybrid Deployments

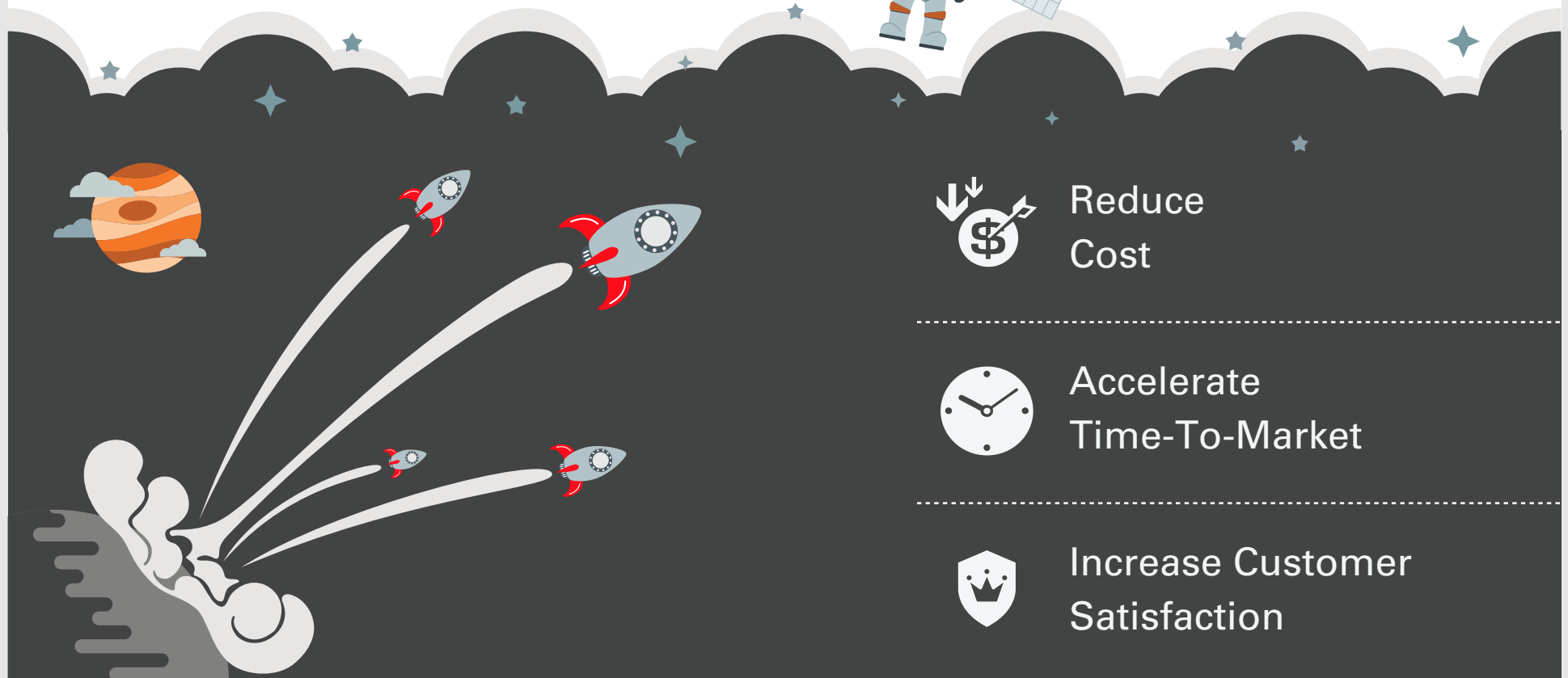
OR

### CLOUD-ONLY DEPLOYMENTS



Establish a Single and Pre-Integrated Item Master on the Cloud

Chart Your Course to Cloud Today



Reduce Cost



Accelerate Time-To-Market



Increase Customer Satisfaction

**INNOVATE. CONNECT. SIMPLIFY.**

Discover why simplifying your Item Master is now more critical, yet achievable, than ever. Power your journey to the cloud with trusted product information.

Learn more at [cloud.oracle.com/scm](http://cloud.oracle.com/scm)