

Digital Commerce Calls for a New Approach

[30%]

Number of online consumers who prefer curbside/in-store pickup to standard delivery options.¹

In a recent study, more than 40% of organizations surveyed said PIM technology can help eliminate data errors, improve cross-sell and upsell opportunities, and enhance the customer experience through consistent product information.²

In the last decade, innovative new technologies have spurred the digital transformation of the consumer packaged goods (CPG) industry. Not long ago a non-integrated vertical controlled by manual processes, the industry has evolved to become increasingly reliant on digital tools and automation. Yet that change pales in comparison to the radical shifts experienced by both companies and consumers since 2020.

The global COVID-19 pandemic changed the landscape of shopping and the business of CPG companies. Instead of working exclusively through a middleman—such as a retailer—to reach consumers, many of today's leading CPG companies now have embraced a direct-to-consumer (D2C) model.

This shift requires a change in the processes they must use to meet consumer expectations. From in-store to online and from home shipment to buy-online-pickup-in-store (BOPIS), consumers are using more diverse channels to make purchases. And they expect to have a seamless, exceptional customer experience no matter where they interact with a brand. To meet these expectations, CPG companies must think more creatively.

Keeping up with an accelerated pace of change demands a new approach to digital transformation. CPG companies need cloud-native data management and governance capabilities powered by artificial intelligence (AI). They must modernize their infrastructure and applications while leveraging advanced analytics to gain insights. By making these changes, CPG companies can better capitalize on emerging opportunities and overcome today's business challenges—and those to come.

Deliver Seamless Digital Commerce and Omnichannel Experiences

As e-commerce and other new channels mature, CPG companies can benefit from deploying an omnichannel model that supports e-commerce retailers, brick-and-mortar online sales, and direct-to-consumer businesses. A plan for organizing, cleansing, integrating, protecting, and using their data in the cloud can help CPG companies gain a 360-degree view of consumers, suppliers, and inventory for strategic decision-making and innovation.

¹ Adobe Blog, [Adobe Digital Economy Index: Covid-19 Report](#)

² [2021 Ventana Research Value Index for Product Information Management](#)

Using the 1WorldSync™-certified Informatica® GDSN Accelerator for MDM–Product 360, pet food manufacturer Vitakraft can exchange GS1® product data through the GDSN data pool. This feature helps Vitakraft’s retailers, distribution partners, and consumers get access to the most current product information.

About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That’s why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it’s the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you’re driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

With an omnichannel model, centralized product information management (PIM) can help streamline and automate the process of managing and collaborating on trusted, rich, up-to-date product content—everything from product descriptions and identification to media assets, packaging, and labelling.

Companies can share accurate, consistent, and complete PIM data across all channels and consumer touchpoints. Advanced teams can use augmented reality technology to further enrich the digital commerce experience. They can also use voice commerce for even greater shopping convenience. PIM technologies can also support social media commerce and SEO strategies.

Using PIM, CPG companies can also automate the process of sharing standardized product information, such as nutrition facts and allergens with their partner network via the Global Data Synchronization Network™ (GDSN) to help ensure compliance.

Embracing Digital Transformation With Informatica

Each year brings a host of new uncertainties to the CPG industry. Volatility is expected to increase, driven by changing consumer demand, rapidly emerging technologies, increased global interconnectedness, evolving economic and regulatory factors, and rising competition.

To overcome their most critical challenges, CPG companies need high-quality, trusted data that is actionable at scale. By ensuring this data is ready to be used by people, applications, and AI and machine learning solutions, companies can support their top business imperatives and realize their critical business outcomes.

Next Steps

To learn more about Informatica solutions for CPG, visit www.informatica.com/retail.



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