Informatica
MDM — Product 360

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

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Overview - Informatica MDM – Product 360

MDM – Product 360 is the Informatica® product information management (PIM) solution fueled by master data. Designed for business users, it enables intuitive and effective management of product content by streamlining workflows and collaboration. Product 360 supports unique omnichannel product experience and customer engagement by delivering trusted, rich, and relevant product data across all channels. Empowering data-driven digital transformation, it has been instrumental in increasing efficiencies, agility, and time to market for hundreds of organizations across industries, markets, and regions.

As a market-leading, end-to-end modular MDM solution, Product 360 covers all key functional areas of master data management. Designed to work seamlessly together with other data management tools, the Product 360 solution includes modules for data integration, data quality, business process management (BPM), as well as match and merge. For organizations requiring additional business-friendly applications for supplier and customer data, Supplier 360, Customer 360, and many others complement Product 360 to give you holistic views of all your data.
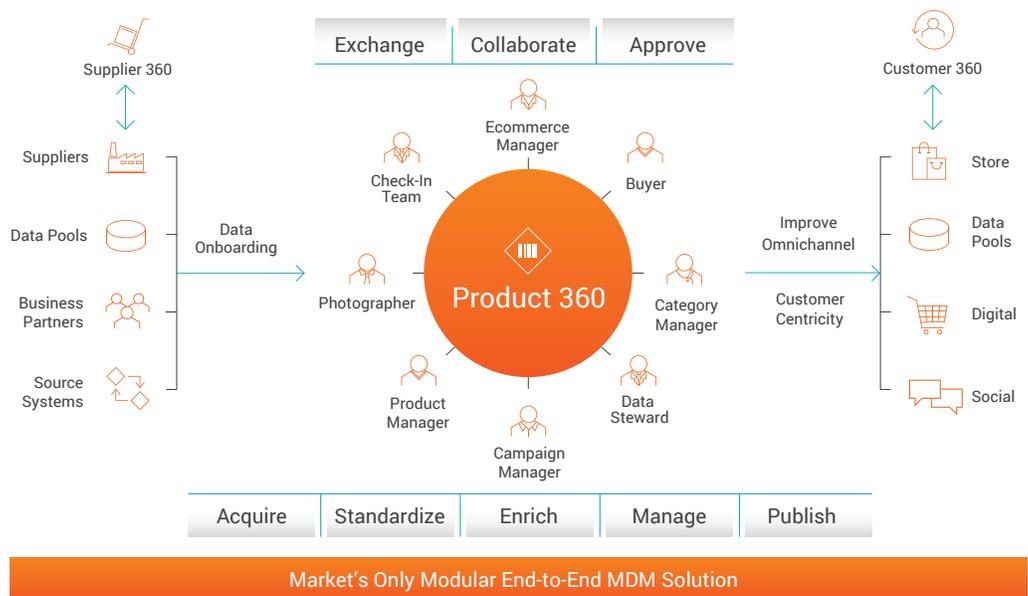

Figure 1: Informatica MDM – Product 360 Overview

Features
• Available for on-premises or cloud deployments
• Provides a multitude of integration capabilities to meet any corporate system architecture standards
• Masters and maintains multiple hierarchies, classifications, products, items, and variants ranging into the millions without any impact on performance
• Integrates with other master data-fueled applications for collaborating with suppliers and maintaining a more complete picture of customers

Informatica customers using Product 360 report impressive results, including increased agility and efficiency[1]:

• "We tripled our output with the same team."
• "We sped up the new product introduction process by 4 times."
• "We saved 40 minutes of time for creating customer quotes."
• "We reduced number of steps to enrich products online from 15 to 6."
• "We reduced number of days to translate product information from 10 to 3."
• "We reduced number of email exchanges to share and collect media data from 25 to 0."
• "We reduced returns for online orders by 25% thanks to rich product information."
• "We reduced time it takes to integrate systems of a new subsidiary acquisition from 3 months to 5 days."
• "We reduced workload for data stewards by 50%."

Collaboration on Product Content

Intuitive Task- and Role-Driven User Interfaces

Creating rich, and high-quality product content becomes an easy job thanks to intuitive task- and role-based user interfaces (UI) and dashboards that are designed for the business.

Product 360 helps users focus on what is relevant for their role and responsibilities within the workflow of product data onboarding, enrichment, or publishing. The application's ease of use is a tremendous benefit, especially for nontechnical users.

It ensures that the right information is shared with the right employees, channels, and departments. It streamlines collaboration, workflows, and processes, internally among different departments and regions, as well as externally with partners and suppliers.

This leads to more effective workflows and a great user experience and adoption for a variety of reasons:

• Highly simplified user interfaces so that both experienced power users and nontechnical users can effectively accomplish their tasks
• Flexible configuration for adjusting existing templates or designing enterprise-specific versions
• Templates that are designed to match a specific task within the product enrichment process
• Task-driven UIs that can be used to support tasks as well as general data mastering activities
• A variety of pre-packaged UI templates based on XML-definitions that can be adjusted as desired for a specific process within the enterprise

User Dashboards Designed for the Business

Business-friendly user dashboards enable quick access to an aggregated view of data quality, workflows and tasks, and KPI information in a visual representation. This supports the various roles (e.g., data stewards, campaign managers, management, and buyers) in the product mastering process. The dashboards can be set up individually. While the structure of the dashboards offers a holistic view on the data inside the system, it also contributes to the daily work of individual users.
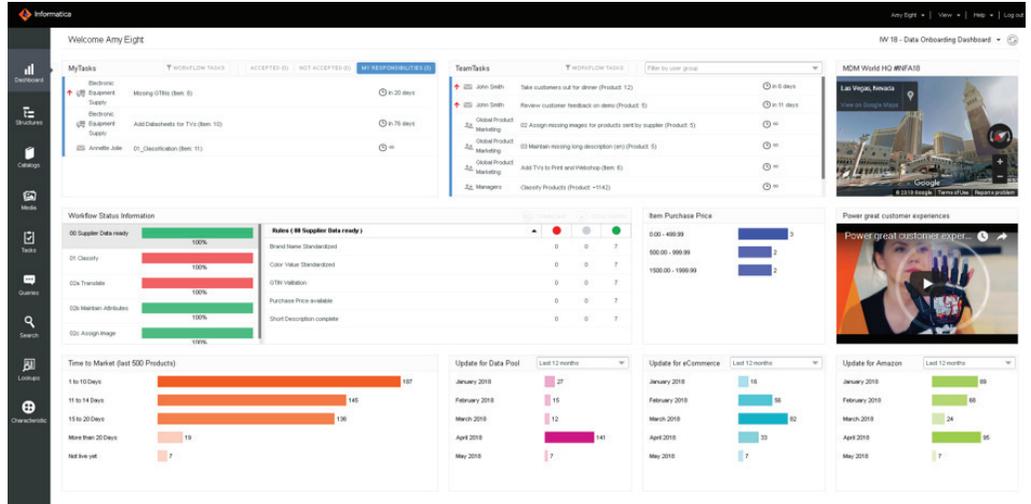
[1] Informatica Perspectives Blog

Figure 2: Informatica MDM – Product 360 Sample Dashboard

Supported by Informatica Business Process Management (BPM), Product 360 ensures that all groups and divisions in an organization adhere to the same or similar process for product authoring and maintenance, further improving operational efficiencies.

Due to the large group of potential users, including product managers, sales and marketing staff, text creators and translators, and graphic designers, the user interface facilitates a collaborative approach as part of an integrated and company-wide involvement in the product information management process. The focus is on simplicity and intuitive operation.

Business Process Insights

Product 360 helps improve operational efficiencies and visibility thanks to business process insight dashboards. This feature provides an improved overview of workflow throughputs, such as a KPI to measure time to market.
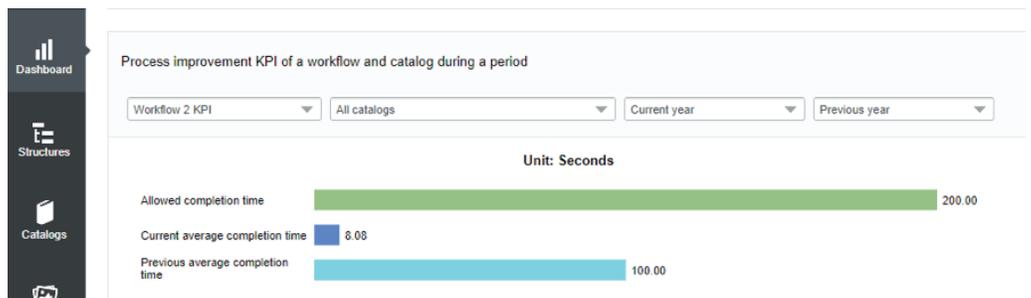

Figure 3: Informatica MDM – Product 360 Insights Dashboard

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Task Management

Product 360 offers strong task management capabilities, such as creating and assigning tasks, as well as monitoring their progress and managing responsibilities of the different users or user groups. In this context, a task is not just a simple description of a planned action, but may also contain nearly any items or query results of the application. Some examples:

- **Text Mastering**
  Provides an overview of all marketing relevant text information. It is also possible to compare and edit text values for different languages or target markets directly.
- **Attribute Mastering**
  Focuses on attribute values of objects of a task. The detail view gives an overview of all attributes and the values of an object so that a user can easily update or approve them.
- **Classification**
  Enables an effective way to classify product data. The user may select one or more objects assigned to the task and simply drag and drop them onto the structure group to which they should be assigned.
- **Approval**
  Allows users to check the details of a list of objects to approve them in context of a specific work step very quickly.
- **Tasks for Suppliers**
  Assign standalone or business-process-based tasks to suppliers in the Supplier Portal.

Collaboration and Exchange with Suppliers and Partners

Product 360 Supplier Portal

Product 360 includes a self-service supplier portal that lets suppliers comfortably upload product data into Product 360, edit product attributes, and make updates at any time.

- **Onboarding**
  Suppliers may either register on the portal independently or be invited via email. Once suppliers log in to the system, they can immediately create additional users in the self-service area. For example, each employee in the supplier's product management department can be granted access to the portal.
- **Management**
  All administrative tasks for the supplier portal can be performed online. For example, the administrator can invite new suppliers and define the upload templates available to them. Individual data import tasks can be checked and approved as well. A dashboard also provides statistics about the individual import processes of the various data suppliers.
- **Communication**
  All communication with suppliers takes place in the supplier portal. Users can exchange messages with each other that include links or file attachments.
- **Task Management for External Parties**
  Suppliers can receive guidance for product data management workflows, such as product data onboarding, and you can make them accountable for specific tasks.

- **Item Request Process**
  You can select items directly in a catalog and send them to a particular supplier's timeline as file attachments, along with a text message. The item request process for suppliers drives the direct involvement of suppliers in workflows and targeted inquiries about individual products (e.g., updating the purchase price) stored in the system.
- **Online Access to Catalog Content**
  You can specify online security and control policies that allow a supplier to add or update data that pertains directly to them.
- **Data Quality Policies for New Data Uploads**
  Individual data quality rules can be defined for products as well as media assets as part of the onboarding process. This results in automated control over things like the minimum resolution of pictures, allowed value ranges of attributes, or validity checking of product code numbers.
- **Standardized Upload of Product Data and Images**
  Your company can define and provide descriptions, format definitions, validation rules, and sample data. This enables suppliers to upload their product data and corresponding media assets into your product information management system on their own. Once suppliers have uploaded product data into the system, it's automatically checked against the data quality rules you have defined for the process. The Supplier Portal then provides a report on the quality of the data allowing suppliers to have the opportunity to make corrections themselves. After corrections have been made, suppliers can check the data again before it's transferred to the server.
- **Supplier Broker Model**
  With Product 360, a broker who handles multiple supplier organizations can upload and edit catalogs on their behalf and easily switch among the assigned organizations.

Embedded Supplier Relationship Management
For enhanced supplier relationship and life cycle management capabilities, MDM – Supplier 360 can complete existing supplier portal capabilities of Product 360.

Depending on your supplier relationship management needs, you can choose between the standard Supplier Portal of Product 360 or the MDM – Supplier 360 app that can be seamlessly embedded with Product 360 and also comes with extended functionality. This master data-fueled business application streamlines supplier collaboration and enables centralized management of all suppliers and their life cycles.

Download the MDM - Supplier 360 Solution Brief

Exchanging Product Data with Trading Partners via Data Pools
Product 360 allows data recipients (e.g., retailers) as well as data providers (e.g., manufacturers and brand owners) to streamline and automate the way they synchronize product information via data pools, such as the Global Data Synchronization Network (GDSN). Within the Product 360 user interface, relevant product attributes can be shared with trading partners for data consistency, high data quality, and compliance.

- **Classifications and Standards**: Whether you use GS1 (GPC), eCl@ss, ETIM, UNSPSC, or your own internal taxonomies and naming conventions for items, features, and references, Informatica offers a flexible solution to fit your needs.

1WorldSync-Certified GDSN Accelerator

The GDSN is a network of interoperable data pools and a global registry. It is used by companies around the globe to exchange product data with their trading partners in a standardized way. Informatica' s GDSN Accelerator is seamlessly embedded in Product 360. This means you can comfortably exchange product information with trading partners via GDSN without leaving the Product 360 interface.

Key Features of Informatica GDSN Accelerator for MDM − Product 360

- Embedded seamlessly with Product 360
- Allows flexible mapping of item attributes to the GS1/ GDSN standard and handling of different data formats
- Provides prebuilt workflows to orchestrate the data choreography
- Delivers end-to-end visibility of item publications, notifications, and confirmations
- Complies with 1WorldSync-certified and Major Release 3
- Enables access to the 1WorldSync Item Management or Data Sync Engine data pool

Download the GDSN-Accelerator Solution Brief

One Centralized Platform for Omnichannel Customer Experience

As a centralized platform for delivering a consistent omnichannel customer experience, Product 360 helps your customers make informed decisions, whether they research or buy products online, through mobile apps, on social media, from catalogs, or in stores.

With its certified interfaces, standard integration, export templates, and flexible configuration, Product 360 is better suited to omnichannel commerce than any other enterprise solution. You can easily connect to all key channels, e-commerce systems, e-procurement systems, catalogs, mobile devices, or data synchronization solutions.

Key Benefits:

- Faster product launches across all channels
- Greater customer loyalty due to high-quality service and accurate information
- Higher margins and conversion rates in e-commerce
- Increased sales through smart cross-selling and upselling
- Rich and consistent information across all touch points

The extensive export functions of Product 360 allow formatted product data to be adapted to all individual publication channels (i.e., omnichannel), and thus to various target systems. As a result, Product 360 provides a centralized platform for managing and maintaining product information and for formatting the data for output in various target systems, including online shops, print catalogs, flyers, and procurement systems.

Long tail strategies and shadow assortment strategies are supported, as data can be exported from both the master catalog and supplier catalogs.

Omnichannel Export Features
- **Central Cockpit** for managing all channels via export templates and profiles.
- **Data Quality Rules** can be combined to provide a channel-specific quality status.
- **Data Validations** are defined at field level for all export format templates and export channels.
- **Export Editor** for creating new export format templates (including CSV, XML, and HTML).
- **Export Functions** enable process-based manipulations and transformation of data.
- **Execute Single or Recurring Exports** as well as immediate exports or scheduled exports.
- **Channel Specific Delta Exports**: When exporting data to specific channels, Product 360 improves efficiencies by defining the context of channel-specific data field groups, optimizing data volume, and enhancing performance (e.g., only updating data that has been changed for a specific export channel, like the French web shop).
- **Data Exchange Channel**: This feature ensures a secure exchange of data between Product 360 and connected company software, such as ERP or CRM solutions. As a result, Product 360 fits seamlessly into your company network as the main system for managing your product information data.
- **E-Catalogs Channel**: You can create file-based outputs of product data for distribution to your industry customers. With this channel, it's easy to supply your customers' data systems with valuable product information in formats, such as BMEcat, XML, or CSV.
- **Channel Envision**: Multichannel previews enable comfortable editing of product copy and visuals as presented in various channels.
- **E-Procurement**: Direct integration with the e-procurement systems of large customers with individual assortments and prices.
- **Print Channel**: As a master data platform for omnichannel commerce, Product 360 supports various print publishing solutions and provides direct connection of print solutions for creative and standardized catalogs, including priint:comet by Werk II or Xactuell by Codeware.

Editable Multichannel Previews
The editable multichannel preview functionality of Product 360 enables users to envision the customer shopping experience by previewing their products, items, and structure groups in the context of a particular output channel (e.g., web shop or mobile) even before publishing it. This assists in ensuring consistent branding and leads to higher conversion rates.

With this feature, data maintenance and management users can easily adjust, correct, or approve workflows. The responsible product manager can change descriptions, attributes, prices, and so forth—directly in the context of a visualized target channel.
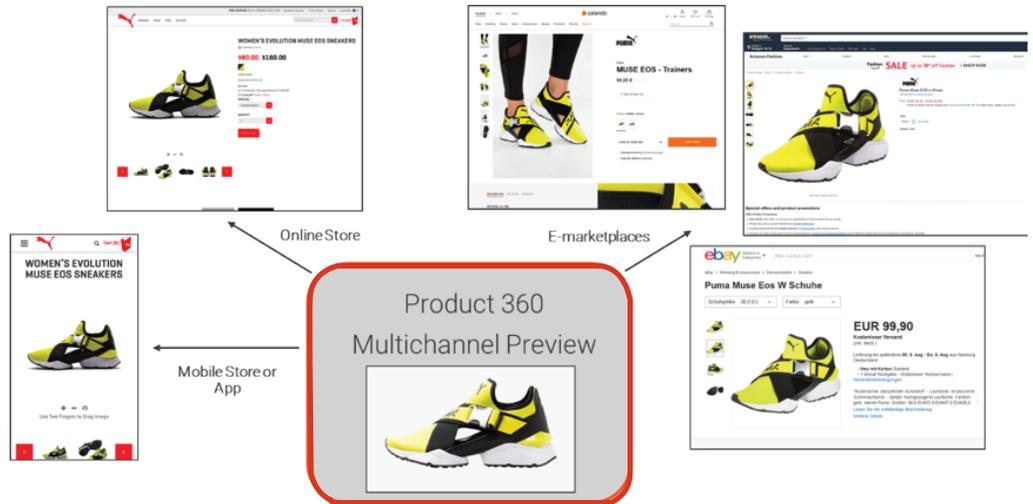
Figure 4: Informatica MDM – Product 360 Multichannel Preview

Embedded Digital Asset Management
Product 360 includes embedded digital asset management for marketing users, with fully automated data processing capabilities. Digital media assets like images, graphics, documents, audio, and video are managed centrally and even in large assortments with fully embedded Digital Asset Management (DAM). They can be located and formatted automatically for a specific publication channel or to connect with an external DAM solution.

Key Capabilities:

- **Media Assignment**: Makes assigning media assets to objects of a task easier. The template combines a list of objects with the document categories tree and allows the user to drag and drop media assets directly on each of the objects from the list.
- **Media Management**: All types of multimedia assets can easily be managed through the user interface. The user can search for specific media files, upload or download files, and assign them to products or items. The usage list gives a good overview about all dependencies of each media file.
- **Multimedia Information**: Manage and categorize digital assets and assign them to items, products, and structure groups.
- **Add External Data as Multimedia Information**: Add images, data sheets, or technical drawings, and assign these to items, products, or structure groups.
- **Pipeline for Conversion**: Pipelines can be defined to convert files from a source format to a new target format. For example, the pipeline definitions can be used to create a proxy object (FLV) from video files (e.g., AVI, MOV, and MPG) automatically.
- **Order Updates via Pipeline**: A pipeline can be used to trigger the update of a production order.
- **Management of Multimedia Information**: Product images or data sheets, for example, can be placed in folders so that specific documents can be quickly retrieved.
- **Usage List for Multimedia Documents**: Information about where documents are used is presented before they can be deleted.
- **Derivatives**: Items derived from a master asset can be created and downloaded automatically.

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- **The Workflow Engine**: The built-in workflow engine offers a range of automation options for flexible control of individual workflows, including file processing, conversions, program controls, status and event monitoring, notification of participants, and media restoration and retrieval.
- **Search**: With a drag-and-drop interface, users can assign results from the hit list directly to a product, item, or structure group.
- **Change Notification for Media Objects**: To ensure efficient delta updates of products and items, the relevant data objects must be identified as having been changed. The same applies even if you only make changes to reference objects, such as images or document attachments.
- **Automatic Resolution of File References**: When catalog data and corresponding documents are imported into Media Manager, a fully automated synchronization of document references is performed.
- **Automatic Assignment of Digital Assets to Data Objects**: The Product 360 Media Manager supports a collaborative approach to formatting and editing media objects uploaded directly by the media service. Documents provided to the data objects are automatically assigned, saving you time and manual effort. The automatic assignment of a digital asset to a data object simultaneously triggers the creation of the relevant derivatives (i.e., different sizes, quality, or formats).
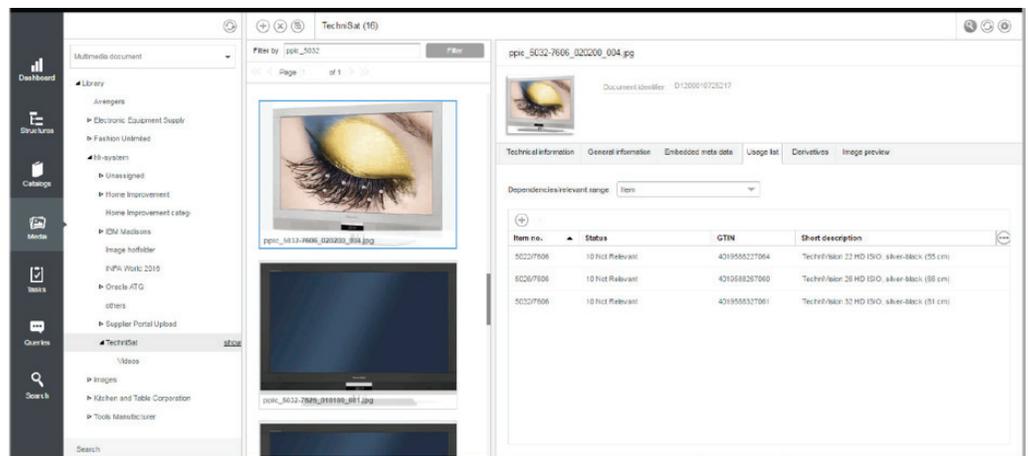

Figure 5: Informatica MDM – Product 360 Digital Asset Management

- **External Collaboration**: Marketing employees, agencies, external photographers, or service providers can make professional images, film, and other media files available for product communication via the web portal. Product 360 displays a preview of the images used. The usage list of a digital asset can be displayed within the user interfaces. Customers can also use external DAM systems as Informatica partners with many market-leading third-party solution providers.

Strong Channel Partner Ecosystem for E-commerce Success

Product 360 serves as the master source for product data providing the necessary trusted and governed product content for an informed customer purchase journey across e-commerce sites.

Partnering with leading solution providers, Product 360 connects seamlessly with the third-party solutions that are relevant to your e-commerce success, including:
• Content- or product-information sharing platforms
• E-commerce solutions / platforms
• Content management systems (CMS)
• E-marketplaces
• External DAM solutions
• Data enrichment and classification offerings
• Analytical tools

Product 360 customers benefit from high flexibility in terms of their international e-commerce strategy, with reduced implementation time and operating costs thanks to pre-configured data templates, certified connectors, and out-of-the-box accelerators, including, but not limited to:
• IBM Watson Commerce
• Salesforce Commerce Cloud
• Oracle ATG
• Google Merchant and Manufacturing Center

Match Product Data with Customer Data

Within Product 360, sales and marketing teams can access the customer information they need to be successful. MDM - Customer 360 is seamlessly embedded in Product 360, providing a single, trusted source of customer data. It provides a Customer 360 view for trusted information, and visibility into customer purchase patterns or to match the right customer profile with a specific product description.

Organizations using Product 360 can leverage the embedded Product 360 functionality in Customer 360 to access a full 360-degree view of customers' purchase patterns and see which products have been bought by specific customers. Both master data-fueled applications are seamlessly embedded, allowing a smart synchronization between the customer and product domains. The business-friendly, configurable dashboard shows the synced data between Product and Customer 360 and lets you gain insights for the best next actions to take with a customer. For example, you can match the right customer profile with a specific product description for high-quality service, generate personalized offers, easily cross-sell and upsell, enhance the customer experience, and improve loyalty by offering answers to questions like "Which product would be complementary?" or "What's the next product this customer might like to buy?" You can fuel other analytical or operational systems and applications, like your web shop, with trusted, relevant, and enriched product and customer data.

Industry-Leading Data Quality and Governance

Automated Data Quality Checks and Data Governance Functions

Product 360 comes with industry-leading* data quality (DQ) capabilities ensuring that all product data is standardized. Automated data validation rules and dashboards for data stewards deliver a solid foundation for making the right business decisions. It also provides data governance functions that enable companies to define clear rules for handling their data, processes, and exceptions.

Has your company invested significant resources in managing your product data? To maximize your return on this investment and to drive additional revenue, make sure that you make the most complete, accurate, consistent, and timely data available to your customers.

Data quality and data integration are the core challenges in managing the product data life cycle within the enterprise and across partner and supplier ecosystems. Data quality delivers an integrated solution, designed for managing data quality of product and supplier data, including the support for data integration, data profiling, and data governance. It enables companies to implement consistent, reusable, automated data quality processes for product data, throughout the entire data life cycle.

Data quality is powered by industry-leading Informatica technology and designed to empower data stewardship and data governance programs. Informatica Data Quality enables companies to rapidly assess and visualize the quality of their data, so they can trust in their results. Centralized data quality rules and data quality levels offer the possibility of consistent data quality management for target systems, data sources, and data inputs.

Key Features:

• **Data Quality Rules**
  Build powerful, reusable data quality assessment, cleansing, validation, and enrichment rules with an easy-to-use design environment.
• **Standardization Dictionaries**
  Centralize management of synonym and correction values for data quality rules to realize consistent data standards for your product data.
• **Supplier Data Quality Firewall**
  Ensure that data from suppliers meets your compliance requirements.
• **Natural Language Processing**
  Use NLP technology to identify and parse product attributes from unstructured text.
  Classify products and map them to your product-classification hierarchies.
• **Spelling Checker**
  Based on configurable dictionaries, texts are checked centrally on the server so that a standard database is maintained across the company to ensure that texts are recorded identically. Words can be added to the dictionary, while it is also possible to suggest words which may only be used after approval.

Automated and Assured Data Quality Along All Product Information Processes

Data
Integration

Product
360

Omnichannel

Status Driven
Merge
Data Quality Profile
Data Quality Firewall
Data Cleansing & Enrichment

Channel Specific
Validations
Data Quality Profile
Data Quality Firewall

Quality Driven
Onboarding
Data Quality Profile
Data Quality Firewall

Continuous
Quality Profiling
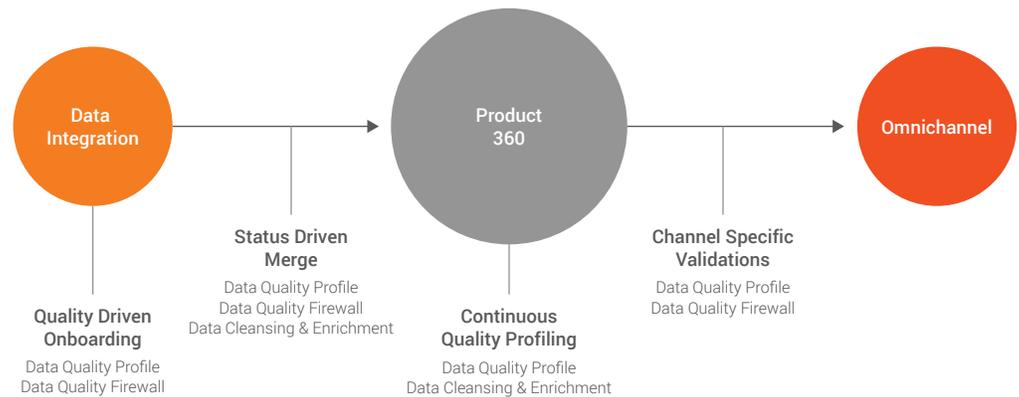Data Quality Profile
Data Cleansing & Enrichment

Figure 6: Sample product information workflow process

Best Practices: Use prebuilt templates to get started quickly, including attribute completeness checks, allowed value checks, terminology checks, field value standardizations, and more.
• **Event-Driven Processing**
  Automated triggering of data quality checks to cleanse, standardize, and enrich data during workflow steps.
• **Channel Specific Processing**
  Adapt data quality rules to specific output channels such as print catalog and e-commerce.
• **Profile and Scorecard**
  Easily identify data anomalies and track improvements in your product master and channel specific assortments.

Management of Complex Data with High-Efficiency and World-Class Performance

Speed up processes and workflows with the highest efficiency. Product 360 easily and efficiently handles different formats of complex product data provided by suppliers, such as images, graphics, documents, audio files or videos. Product 360 data management capabilities let you master and maintain multiple hierarchies, classifications, products, items, and variants ranging into the millions without impairing performance.

Key Features:

• **Data Upload**
  To import data, simply upload CSV, Excel, or XML files. Media asset files can be uploaded and assigned to products and items in one step.
• **Data Maintenance**
  Edit item and product data in tables and forms with a rich text editor for entering text formatting. The maintenance status provides information about how complete the items are. The server also allows text markups to be used in structure group descriptions.

- **Clone Existing Items**

  The cloning option enables a noticeable increase in efficiency and enhanced data quality.
- **Mass Data Update**

  Similar to a "Search and Replace" operation, the "Set" function enables a mass update of previously selected entries in a table.
- **Immediate Export**

  The immediate export functionality allows for export of single, multiple, or selected data sets in various file formats (e.g., CSV, XML, etc.). If several files were created with the immediate export, the user can download all files at once.
- **Search and Find**

  A powerful full text product search provides quick and easy access to products—in call centers, sales, internally within Product 360, or integrated into other systems. It supports both full text searches and guided searches by product attribute, as well as targeted navigation within the search results. The search result can be refined via facets and attributes.

Data Integration Features

Product 360 provides a multitude of integration capabilities to meet any corporate system architecture standards. Multiple integration options, such as a flexible Service API, enable intelligent integration into your enterprise applications, enterprise service, or enterprise bus to meet any corporate need.

Service API

The Service API is an interface that allows read- and write-access to Product 360 data. It can also be used to create new data objects and delete them. Communication happens via http(s) and the communication protocol is based on REST (Representational State Transfer) architecture.

The Service API is divided into several functional areas:
- **The List API** provides the actual access to data objects.
- **The Media API** provides access to all kinds of media.
- **The Meta API** supplies meta information about the different data entities in the system, their data fields and sub-data types, and—in conjunction with the Enumeration API—provides access to the enumeration types and lookup tables in the system.
- **The Management API** provides access to trigger actions like scheduling imports or accepting tasks.

Preview of Source File Contents

A preview of the contents of the source files and information about the frequency of recurring data provide a quick overview and help map the source data to internal data structures.

View of Detailed Repository Information

The import perspective displays useful details about individual data fields, including name, description, type, maximum length, default values, number of decimal places, etc. This information helps with choosing the correct field for mapping during the import.

Test Run: Test the Import without Importing Data

A "test run" is used to simulate an import. This feature ensures that your subsequent data imports will be successful. When incomplete data occurs, a detailed log provides error or warning messages, which may occur due to incomplete data. The test run also provides information about new and modified data.

Automated Imports with a Hotfolder

Not only can Product 360 be configured to read directly from a message bus, but it can also be configured as a Hotfolder to handle automated data imports (e.g., synchronization with third-party systems). A file name template serves to identify the incoming data file and to link it with a corresponding, pre-prepared import mapping. It can also ensure data can be imported from multiple files and entries can be combined in groups to ensure the correct import sequence is followed.

Numerous Import Functions

Import functions enable the transformation of the data source prior to import. The many functions provided include: text concatenation, enhanced replace functions, translation of IDs, GTIN lookups, and retrieval of default values for specific data types.

Saving Import Mappings to the Server

To increase efficiency when onboarding data, users can make import mappings available to or share them with other users. The created import mappings are saved on the servers and can be kept private or shared with other users by setting the appropriate object permissions. Additional indicators can also be used to flag them for special purposes (e.g., for use in the Supplier Portal or Hotfolder).

Intelligent Mapping Selection

The dialog for import mappings provides intelligent algorithms to help select the correct import mappings for the selected source data files. These can be distinguished between different file types, such as Excel, CSV, or XML. In the case of CSV files, a perfect match is ensured in terms of the number of columns to be mapped and their names.

Data Model

Product Paradigm

A product is a group of items as characterized by their versions. Enhanced capabilities for product and item relationships are available. The product serves exclusively as an information carrier for attribute values that are shared by all similar items that are assigned to that product. In e-commerce systems, products are very important in the presentation of assortments (e.g., clothing). The product specification then refers to the product version, also known as an item, which is added to the cart and can ultimately be ordered.

Authorizations at the field level can be assigned separately, allowing for different authorizations to be assigned for products and items. A wide range of marketing references including cross-selling, upselling, and accessories can be set up to establish links between different products or items.

- **Three-Tier Product Paradigm**
  An additional tier for maintenance of product data is available as an option. This hierarchical arrangement allows information that is identical for all objects at subsequent levels to be maintained only once, dramatically reducing the maintenance work and improving consistency and data quality.
- **Customer-Specific Fields**
  These are used to maintain customer-specific information, such as prices.
- **Price Management**
  Maintain prices, discounts, ordering information, price tiers, price surcharges, and validity periods.
- **Units**
  The server enables the user to create and manage several systems of quantity measurement, such as Datanorm, ISO, and UN/ECE.
- **Assortments**
  Create, edit, and maintain item and product assortments including explicit and dynamic assortments. With explicit assortments, one can select individual items to assign to the assortment. Dynamic assortments are based on search or selection rules.
- **Reference-Based Cross-selling and Upselling**
  Creating a link between items and their accessories or replacement parts is the most important strategy to generate more sales in e-commerce, enabling Internet-based cross-selling and upselling opportunities.
- **Versioning Engine**
  Create and save different versions of objects, including items, products, or structure groups. All objects that are connected with the versioned element are also versioned (e.g., a structure group), including all parent groups, media asset mappings, and references to other items and products. The Versioning Engine is 100 percent export safe. In other words, data maintenance can continue uninterrupted in the working version, while the version for export or publication remains unaltered in the defined status. A detailed comparison view showing versions at the object and field level indicates the differences between them. Versions can be marked as closed at any stage so they are 100 percent revision-proof. Meanwhile, open versions can simply be reactivated from the working session.
- **Characteristics**
  Characteristics is an entity in the Product 360 data model and allows grouping of data fields by business purpose, including data quality status tracking on group level and dynamic enumerations. The value dependency model allows grouping values that are dependent upon each other (e.g., create if-then logic, such as "if product contains electronic parts, then recycling information needed"). The setup and modification of values, grouping, and dependency definitions can be fully handled by business users. User access can be defined dependent on role, responsibilities, and tasks.

Kits and Bundles
Product 360 provides the functionality to model and create static or dynamic kits to meet more comprehensive requirements across verticals. A kit is a group of products that are ordered as a unit. A kit is represented by an SKU with its own price which is typically different than the sum of the component prices.

A static kit contains a fixed collection of items and offers no choice in the composition of the kit during a business transaction. Static kits may be vendor-defined or may be defined by merchandisers.

A variable kit consists of components where, at least for one component, multiple choices are specified (variable component). Variable kits are usually defined by merchandisers only. When the group of products is not a unique SKU just used for bundling the components together, it is considered a bundle.

Combine the Power of MDM – Product 360 with the Speed and Agility of Informatica Cloud

Cloud Services
Product 360 Cloud Services Edition is provided by Informatica Cloud Hosted Services (ICHS). It allows customers to benefit from full Product 360 capabilities, while securely outsourcing IT management efforts, such as hardware or software migrations, installations, provisioning, alerts, monitoring, or upgrades.

Informatica MDM – Product 360 Cloud Services Edition accelerates the speed of deployment of PIM and leverages the simple, pay-as-you-go pricing approach of ICHS, thus removing an upfront investment in infrastructure. Whether you're a large enterprise, a small or medium business, this pricing model helps you access all the benefits of Product 360. Additionally, ICHS provides a massive global cloud infrastructure that allows you to be agile and innovative, while paying only for the capacity you use.

Key Features:
- **Auto-upgrade to Leverage Latest Features**
  With Product 360 Cloud Edition, organizations get all the features of Product 360 along with automated upgrades and fixes. This means you don't have to worry about upgrading the software, thus freeing up your time to focus on driving business value. With security updates included, you can leverage the latest and greatest enhancements, features, and functionality that Informatica delivers with each release.
- **Lower Maintenance Costs and IT Expenses**
  With Product 360 Cloud Edition, IT management is Informatica's responsibility. Eliminate infrastructure staffing costs for a small monthly fee. This is the most cost-efficient method to use, maintain, and upgrade your MDM system, significantly lowering your company's IT expenses.
- **Enjoy Product 360 Capabilities**
  Product 360 Cloud Services Edition offers capabilities similar to an on-premises installation. It embeds Informatica's market-leading data quality, data integration, and business process management solutions. Informatica's award-winning data security combined with Amazon Web Services' multilayer operational and physical security ensure the integrity and safety of your data in the cloud.

Key Benefits:

- Reap the full benefits and capabilities of Informatica MDM – Product 360, including embedded data integration, data quality, and business process management options that are built on top of industry-leading multidomain Master Data Management (MDM)
- Focus on your business—leave IT management to our experts, including software migrations, installations, and upgrades, and enjoy the latest features, enhancements, and security updates with each new release
- Reduce costs for infrastructure, staffing, and maintenance; leverage Informatica's installation and configuration service for a low monthly fee
- Speed up installation and configuration of Product 360 to help you achieve faster time to value
- Benefit from award-winning data security to ensure your business-critical data is safe in the cloud
- Leverage best-in-class service from the company that is number one in customer loyalty[2]

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[5] Informatica is the #1 in Customer Loyalty for Data integration for 11th Consecutive Year