Moving Fashion Forward:

Major Apparel Company Drives Digital Retail Innovations with Product Experience Management

"We want to be recognized not only as a leading fashion company, but also as an innovative fashion technology company that moves the entire industry forward. Informatica is a tremendous partner in our success."

Master Data Office Lead
Analytics and Business Intelligence
Major Apparel Company

Goals	Solution	Results
Align product data with omnichannel business strategy by providing a single source of truth about products across business units and brands	Use Informatica MDM – Product 360 to integrate with legacy systems, publish new products, and manage product images and attributes	Facilitates omnichannel retail transformation, allowing this Major Apparel Company to create consumer-facing digital product experiences on a global scale
Increase revenue opportunities by supplying Store of the Future and Digital Showroom product experiences with rich and timely product information	Feed the data science workflows and machine learning models that support retail innovations with high-quality product master data	Supports higher than expected annual earnings and a Digital Showroom that paid for itself in one year by reducing the physical product samples needed
Improve the overall quality of product data, a critical information asset, to compete in the global retail marketplace	Run automated quality checks with Informatica Data Quality to standardize and verify product data before supplying it to the business	Helps position the Major Apparel Company to compete in a challenging and fast-changing industry by enabling new data-driven initiatives and insights

Informatica Success Story: Major Apparel Company

Just about every consumer is familiar with this Major Apparel Company's owned and licensed iconic fashion brands. As one of the world's largest and most respected fashion and lifestyle companies, the Major Apparel Company understands how important technology and data are to its evolving business strategy.

To create consumer-facing digital experiences in retail stores, the Major Apparel Company created a Store of the Future team, which introduced new innovations such as smart fitting room mirrors, "endless aisle" kiosks, digital magazine tables, product scanners, and shoppable walls. The company also built a Digital Showroom to enable wholesale customers to inspect products digitally instead of traveling to a physical facility to look at products and fabric swatches.

Innovations such as these represent major steps forward in digital retail, but they are only effective if they are fed with timely and accurate product data. Like many large companies experiencing fast growth through acquisitions, the Major Apparel Company faced challenges in assembling a single source of truth about its products across business units and brands. Multiple legacy systems and a lack of transparency made it difficult and time consuming for employees to manually correct the data, which could lead to an incorrect item being delivered to customers.

To support digital retail, improve customer experiences, and compete on a global scale, Major Apparel Company created a Master Data Management (MDM) Office with a mission to standardize and manage all the company's product data.

"We understand the pain that bad data can bring to a retail organization and its customers, and also the exciting new opportunities that trusted data makes possible," says Master Data Office Lead, Analytics and Business Intelligence at Major Apparel Company. "When we began expanding our omnichannel business strategy, we needed an MDM solution that could help us take product data management to the next level."

Supplying high-quality product data

Knowing it needed a true end-to-end solution, Major Apparel Company selected Informatica MDM – Product 360, a product information management (PIM) solution that includes embedded Informatica Data Quality for automated quality checks and dashboards. The solution integrates with Major Apparel Company's legacy systems to provide a golden record for each of 300,000 product SKUs across the company's entire brand portfolio. It also simplifies the publishing and management of product images and attributes, making it easy for employees to add approximately 50,000 new products each season.

"Informatica MDM – Product 360 is a great enabler for our omnichannel strategy," says Master Data Office Lead. "It gives us a single source of truth about our products, which is a challenge for so many retailers."

Inside The Solution:

- Informatica MDM – Product 360
- Informatica Data Quality

"Informatica MDM – Product 360 helps us make product data quality transparent, enabling our very successful Digital Showroom and Store of the Future innovations."

Master Data Office Lead

Product Data and Customer Insight

Major Apparel Company

Enabling new digital experiences

By feeding data science workflows and machine learning models with high-quality product master data, Major Apparel Company is making its digital innovations more effective. The company's Store of the Future technology is now deployed in a large number of stores around the world, helping to inspire customers and empower store staff to help them find exactly what they want. Busy wholesale customers prefer using Major Apparel Company's Digital Showroom over traveling to a facility, and the showroom paid for itself in just one year by reducing the number of physical product samples needed.

"Informatica MDM – Product 360 helps us make product data quality transparent, enabling our very successful Digital Showroom and Store of the Future innovations," says Master Data Office Lead, Product Data and Customer Insight at Major Apparel Company. "With Informatica MDM – Product 360, we can easily make product data available for advanced analytics, customer centricity, and personalization, and know that the information we're giving the business is high quality."

Making technology fashionable

Major Apparel Company had a great year, with higher than expected earnings driven in particular by greater demand for fashion products. Having consistent and high-quality product data helps the company drive customer demand, continue its omnichannel retail transformation, and create consumer-facing digital experiences on a global scale. As a result, this Major Apparel Company can more confidently compete in the challenging and fast-changing global apparel industry by continually enabling new data-driven initiatives and insights.

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Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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