



Inside the Solution

- Informatica MDM – Product 360

Summary

Murdoch's is an upscale, modern-day mercantile that delivers a unique retail experience with well-known brands, quality products and friendly service for folks who live, work and play out West.

Business Need

- Align marketing and IT to create a more efficient operating structure across online and offline retail properties, streamline processes, and enhance the value and operations of the entire supply chain.
- Incorporate new data collection and management systems to support customer nurturing initiatives and develop product hierarchies to make the purchase experience more compelling.

Challenge

- Accommodate 20-30% product churn each year and integrate new fashion brands and seasonal products.
- Build a dynamic data infrastructure to gather, organize, enrich, and leverage product data for more than 200,000 SKUs that unify both brick-and-mortar stores and the online store for a seamless multi-channel customer experience.
- Develop systems to capture structured and unstructured consumer behavior data for analytics to produce actionable intelligence to optimize ecommerce operations and on and off-line marketing campaigns.
- Establish data governance guidelines to protect sensitive customer information such as credit card numbers, tokens, and contact information to balance data accessibility with security.
- Replace spreadsheet-based data models with automated product data management that provides departments and supply chain partners with self-service tools to deliver better profit-making opportunities.

Solution and Results

- Increased sales by enabling faster “go live” product availability—both online and in-store.
- Produced a complete multi-channel picture of customer behaviors and preferences to simplify and standardize merchandising, ordering, and answering customer questions to create an exceptional user experience.
- Created a single source data repository that aggregated information across ecommerce, learning management, digital signage, and other operations for consistency and efficiency.
- Developed a consistent product, process language and hierarchy to standardize operations across all enterprise teams to improve cross-functional collaboration.
- Fast-tracked onboarding and training new eMerchandising staff.
- Empowered in-store employees and e-commerce associates to better cater to customer needs with easier access to information and faster delivery of product search results in online and offline endpoints.

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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