Informatica | Wireless Technology Leader

Wireless Technology Leader Helps Small Businesses Thrive with Unified Product Information

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Senior Software Engineer
Wireless Technology Leader

Goals	Solution	Results
Reach small businesses more effectively and enable them to self-serve online with more targeted product information	Informatica MDM – Product 360 on cloud provides a central repository of product data to help deliver a more targeted website experience for small businesses	Increases sales leads from small businesses by providing a relevant, self-serve website experience
Give product managers insights into product performance, so they can optimize offerings for smaller customers	Rich visualization of product data allows product managers to monitor and learn from customer behavior	Provides valuable insights into what small businesses need, helping product managers improve messaging and packaging
Make it easier for sales and marketing teams to update product details on their website	Data quality rules and enrichment capabilities streamline the process of publishing descriptions and images online	Reduces the amount of time marketers spend on data enrichment and accelerates time to market for product information

Informatica Success Story: Wireless Technology Leader

Their wireless capabilities power everything from mobile and Bluetooth devices to navigation systems in cars to smart home appliances. In fact, consumers worldwide interact with their components billions or even trillions of times per day.

However, the company doesn't sell directly to consumers. Instead, its customers are device makers, developers, and content creators, who use their wireless technology to make their own products faster and smarter. Appealing to these companies is key to expanding their market share and growing its revenue.

In the past, they've focused on selling to large technology companies. Recognizing that the market is ever evolving, they wanted to increase their reach to support smaller customers—agile, innovative companies that could benefit from their technology as they build consumer electronics such as drones, cameras, and wireless earbuds. That meant making product information on the website clearer and more targeted to small businesses.

"We undertook a major initiative to reach smaller customers," says the Senior Software Engineer. "We wanted to provide all the product information customers need on our website, making it easy for them to order online without having to engage a salesperson or a marketing representative."

The Senior Software Engineer's role is to help ensure the company selects the right software tools for the task at hand. In this case, they needed a product information management (PIM) system to unify product data, which was distributed across multiple homegrown and third-party systems. With the right solution, they could empower sales, product management, and product marketing teams to execute on the small business strategy and drive sales—making it easier to put the right product information online to meet the needs of smaller manufacturers.

Informatica Helps Manage Complex Product Information to Reach Small Businesses

As a technology leader, the company is no stranger to building its own advanced solutions from the ground up, and it considered tapping its own engineers to build a product information management (PIM) system. But maintaining a solution in-house can be expensive and time-consuming, and they wanted to avoid putting an extra burden on engineering resources. That's why they looked for a comprehensive third-party solution—one that would require minimal maintenance while keeping up with an ever-evolving and expanding product catalog.

About Wireless Technology Leader

A world leader in wireless technologies, from mobile devices and components to the networks that connect them. The company has long been a pioneer in the field, developing breakthrough technologies that change the way people connect, compute, and communicate.

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"We'd rather keep our engineering teams focused on innovation instead of building a PIM system that would require ongoing customizations," says the Senior Software Engineer. "We wanted to reduce our operational expenses, not increase them. And we needed a solution we could grow into, with the flexibility to address challenges we haven't even realized yet."

Based on past success using Informatica PowerCenter—which reduced data integration time by up to 70 percent and shortened product development cycles—the Wireless Technology Leader decided to use Informatica MDM – Product 360 on cloud to manage its complex product content.

"Informatica provides a broad suite of tools that we use to provide a unique synergy between all our data silos," says the Senior Software Engineer. "So, although we did evaluate other PIM solutions, it seemed like a natural extension to use Informatica MDM – Product 360 on cloud."

The team worked with Informatica Professional Services on the implementation, relying on Informatica's expertise to quickly realize the value of Informatica MDM – Product 360 on cloud. The Informatica team recommended using a two-tier approach to data classification, which enabled them to assign SKUs to both individual products such as mobile chipsets and product kits combining hardware, software, tools, and documentation.

"Doing PIM right requires a deep understanding of both the business processes and the capabilities of the tool itself," says the Senior Software Engineer. "Informatica Professional Services came in and partnered with us. They didn't try to force anything on us. They listened to what we wanted to achieve, and their knowledge was critical to the success of our project."

Easy Access to Unified Product Data Helps Customers Bring New Solutions to Market

With Informatica MDM – Product 360 on cloud, embedded, automated quality checks help ensure that all product data is standardized. Their sales and marketing teams can now add complete product information to the website much faster. And updates to descriptions and images are a cinch.

Meanwhile, product managers use Informatica to visualize product information and understand which solutions are selling well and garnering online views—and which ones aren't. They can use these insights to restructure and optimize offerings to best reach the desired audience.

Inside The Solution:

- Informatica MDM – Product 360 on cloud

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Moreover, customers can now self-serve. With 24/7 access to accurate and complete product information on their website, small-business owners can get immediate answers to questions and clearly see how the Wireless Technology Leader can help drive their own product innovation.

"With Informatica MDM – Product 360 on cloud, we can easily give our smaller customers the information they need to use our products to build new applications and bring new electronic devices to the consumer market," says the Senior Software Engineer.

Wireless Technology Leader Recognizes a Boost in Product Inquiries and Sales

Since implementing Informatica MDM – Product 360 on cloud, They've received more product inquiries and sales leads from small-business customers, unlocking new revenue streams for the business.

"It's extraordinary to see the kind of penetration into new markets and the reception that we've gotten from our smaller customers since we deployed Informatica MDM – Product 360 on cloud," says the Senior Software Engineer. "We've seen a jump in the number of sales leads and also in the number of sales for certain products in just six months."

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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