

# Informatica GDSN Accelerator for MDM – Product 360

## Benefits

- Seamlessly embedded with Product 360
- Flexible mapping of item attributes to the GS1/GDSN standard and handling of different data formats
- Prebuilt workflows to orchestrate the choreography
- End-to-end visibility of item publications, notifications, and confirmations



- 1WorldSync certified and GDSN Major Release 3 compliant
- Access to the 1WorldSync Item Management or Data Sync Engine data pool



Informatica is a partner of GS1.

## Exchange Product Data with Trading Partners in Real Time

Managing an exploding number of product attributes and creating an engaging consumer experience with trusted, timely, and complete product information across all sales channels, while ensuring regulatory compliance, is a constant challenge for manufacturers, retailers, wholesalers, and brands.

Across the information value chain, product data is needed, managed, enriched, and exchanged by many different parties. Manufacturers and brands must constantly create and update product content and share relevant product data with their distributors, retailers, and operators. Similarly, retailers need product content from manufacturers for their own internal and external channels.

However, siloed systems and applications spread across different teams and regions, as well as manual processes and missing data-quality checks, result in excessive costs, compliance issues, bad customer experience, and operational inefficiencies.

High-quality product data is a prerequisite for compliance with public regulations, such as the European Food Information Regulation EU 1169/2011 or industry-specific U.S. Food and Drug Administration (FDA) rules. But it's also significant to have efficient and secure processes and workflows in place to exchange product information with trading partners.

With a product information management (PIM) solution in place, business users can more effectively collaborate to create and manage rich product content with a transparent end-to-end process along the product information value chain. Recognized as market leading by independent analysts, MDM – Product 360 is Informatica's master-data-fueled PIM solution. It fuels omnichannel commerce with trusted, governed, and relevant product data, increases agility and operational efficiencies, and creates a much better customer experience.

## 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.

## Easily Share Product Data via Global Data Synchronization Network

The Global Data Synchronization Network (GDSN) is a network of interoperable data pools and a global registry. Companies use it to exchange product data with their trading partners in a standardized way. Informatica's GDSN Accelerator is seamlessly embedded with Product 360 and allows the exchange of product information with trading partners via the GDSN, without even leaving the Product 360 interface.

### Automated, Real-Time Exchange with Trading Partners

Thanks to automated data exchange between data sources and data recipients, users can streamline and accelerate the way they access the data pool (1WorldSync). You can securely and continuously exchange, update, and synchronize product data in real time according to the standards defined by Global Standards One (GS1). You can share information with a specific trading partner or with all recipients of a target market. The solution supports faster time-to-market and time-to-shelf for new products or modified products, such as those with new ingredients or package sizes, and minimizes the number of duplicate processes.

### Data Governance Processes for Regulatory Compliance

Embedded industry-leading data governance capabilities help ensure that only items complying with GDSN data quality rules will be transferred to the pool. Improved ability to analyze GDSN data and fix data quality issues ensures that only data that is accurate and of highest standards is shared with trading partners. This helps comply with regulations and globally supported standards to maintain uniqueness, classification, and identification along the entire information value chain.

### Consistent and Informed Omnichannel Customer Experience

Retailers can more easily fulfill their consumer demands for consistent, current, and rich product information and labelling across all sales channels. This is a critical success factor for an informed and engaging customer experience.

### Tailored to Specific Needs

The solution offers high flexibility to map item attributes to the GDSN standards and can be tailored to customer specific needs, such as providing industry-specific (e.g., food and beverage) or optional fields. The accelerator provides out-of-the-box validations and error handling, which also cuts down the cost of building point-to-point integrations.

For more information, visit [Informatica's GDSN Solution page](#).



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