Product 360 Software as a Service (SaaS)

Benefits

- Improve product mastering with the benefit of a trusted, single product information view
- Realize rapid time to value for product data management with minimal cost and effort
- Meet evolving needs with the flexibility, elastic scalability and agility of a cloud-native solution
- Deploy with confidence backed by award-winning services, partnerships and certifications
- Quicker time to market with a turnkey, configurable, easy-to-use native cloud solution

Cleanse, Consolidate, Relate and Synchronize Product Master Data in a Cloud-Native Solution

Mastering high-quality product data can be challenging due to incomplete, outdated, duplicated, and scattered data across multiple siloed source systems, including ERPs, PLMs or even departmental datasheets.

To share and reuse clean and up-to-date data and enable informed decisions and analytics, organizations need a trusted 360-degree view of their product information. Informatica® Product 360 SaaS is a modern, intelligent, all-in-one product mastering solution designed to create a single source of truth for all your product master data across the enterprise. The cloud-native solution enables organizations to cleanse, consolidate, relate and synchronize product data from multiple systems into a single and trusted data source and publish that data to consuming systems.

Leveraging the flexibility and agility of cloud technologies, Product 360 SaaS delivers product data that's trusted, complete, consistent and governed. The solution consists of:

- An easy-to-use, configurable, business-friendly user interface that makes it easy to explore, visualize and steward master data in a secure and appropriate manner
- The capability to set up custom content enrichment and approval workflows with human task interaction
- Out-of-the-box user interfaces for rapid application configuration to tailor the experience for any specific industry
- Built-in intelligence and orchestration with AI-driven data matching
- Embedded data integration at any latency with Informatica's best-in-class iPaaS capabilities
- Flexible and modular microservices architecture for seamless scalability and upgradeability

Key Features

Product 360 SaaS is a reimagined, efficient and modern MDM system, which is simple and intelligent from the data model up. Product 360 SaaS benefits from the Informatica Intelligent Data Management Cloud™ which provides everything to move data from source systems, process it and publish a version from a trusted master to downstream consuming systems. Product 360 SaaS offers several valuable features, including:

Easily extend the data model to your needs and onboard data in any latency
• Out-of-the-box product data model that's simple to extend in a user-friendly modeling canvas
• A purpose-built connector for cloud data integration that simplifies the underlying data model and makes it easy to map data moving in or out
• Built-in data integration using Informatica's enterprise iPaaS for serverless, streaming, real-time and batch onboarding

Capabilities to verify, standardize and enrich data
• Define Data Quality rules and assign as required to different attributes of the data model
• Data Quality rules guide users in real time when data does not meet defined conditions
• Data survivorship scores based on the results of validation rules — fields that fail validation rules are treated as less trustworthy than fields that pass
• Lookup code lists, descriptions and crosswalks through embedded Reference 360 capabilities
• A workflow designer canvas to create custom content enrichment or approval flows tailored to your individual processes across the lines of business and individual user roles within
• Provide the ability to choose custom page layouts to focus on attributes of interest during approval and content enrichment

Intelligence to match and consolidate product records
• High-accuracy AI-powered matching combined with best-of-breed match rules engine
• Continuous, active and supervised machine learning used to infer match rules
• AI-based learning to match textual, incomplete and 'unmastered data
• Confidence to merge, manage, search and explore
• A patented Trust Framework when merging and updating records determines the golden record at high confidence levels, considering the source, age and validity of data
• Cell-level survivorship rule definitions offer the most granular control of golden record accuracy
• Role-specific configurable filtered search results to provide fast, index searching, for improved productivity of your business users
• Management and visualization of hierarchies and exploration of network relationships via graph technologies

The ability to govern, steward and collaborate
• Simplified data stewardship through a single interface with a common workflow inbox across data mastering, data quality and data governance processes
• Embedded business events modeling framework and automated process orchestration for Informatica Cloud Application Integration
• Intelligent file import empowers non-technical users to directly upload and steward data for increased productivity with smart mapping suggestions
• Track and understand the history of changes for individual records or a whole hierarchy
• Deliver informed decisions based on visual insights aggregated across multiple records in a customizable dashboard

Security
• Adherence to the highest security standards for cloud setups, including ISO, SOC2, SOC3, Cloud Security Alliance, Privacy Shield Frameworks, GDPR and HIPAA
• Fine-grained access control with pre-defined roles, groups and users
• Industry-approved and commonly used algorithms to encrypt all sensitive information at rest or in motion

Key Benefits

Easy to deploy
We offer a simple configuration by applying intelligence to your data so you can get up and running in days versus months. With Informatica's market-proven Intelligent Data Management Cloud™ (IDMC), you can provision a product data management system without the worry of procuring and managing hardware or software.

Easy to use
Informatica's turnkey approach to product data management, AI-powered automation and configuration-driven, user-friendly UIs in Product 360 SaaS offer simplicity to business users, data analysts and stewards with self-service mastering, guided workflows, search and navigation of relationships.

Easy to scale
Extend and expand your product mastering solution as your business needs demand.
Product 360 SaaS is designed on a flexible and modular microservices architecture that supports elastic scalability and exponential data growth to quickly adapt to changing business needs.

Low cost of ownership

Subscription-based Product 360 SaaS is an all-in-one, best-of-breed data management solution with capabilities that include data quality, business process orchestration and reference data management. You gain solid returns on investment through a lower cost of ownership and faster time to value compared to other solutions available in the market.

Investment Protection

Informatica's focus on continuous innovation further protects your investment with monthly releases, versioned metadata for safe upgrades and rigorous automated testing. Informatica makes it easy to manage your product data by eliminating risk with always-on support backed by our award-winning services and partnerships as well as our externally validated certifications, assessments and security standards. This is our investnment to keep your data safe.

For more information, please visit https://www.informatica.com/products/master-data-management/product-information-management.html