

Addressing Data Management Needs With an All-in-One Solution for Retail

Master Data Management 360 for Retail Solutions

Introduction

As a retailer, the complexity of modern commerce presents a fundamental challenge: the integration and unification of vast data categories, including customer, product, supplier and location details. While you certainly collect extensive data in each of these domains, the real difficulty lies in integrating this information into a comprehensive, actionable viewpoint. This unified perspective is critical to driving profitability, crafting personalized customer experiences, enhancing supplier relationships and streamlining operations. Without it, you cannot fully leverage this data for strategic decision-making and effective supply chain management, which hinders your ability to innovate and excel in a competitive market.

Solution

Informatica Master Data Management (MDM) 360 for Retail provides your business with a unified and accurate source of customer, product, supplier and location data. The solution is powered by cloud data management and AI, enabling your business to offer personalized and engaging omnichannel experiences for your customers. It also helps optimize your supply chain, ensure ESG compliance and strengthen data privacy, which leads to improved customer loyalty, higher conversion rates and fewer returns.

This intelligent multi-domain MDM solution is designed specifically for retail and includes a comprehensive data model and BigQuery analytics.

Key Benefits

- Save weeks of design effort with a ready-to-use, multi-domain, industry data model for retail.
- Offer custom app layouts, rules and dashboards set up in minutes.
- Publish master data to Google BigQuery for enhanced analytics and AI applications.
- Enrich master data through third-party DaaS connectors.
- Allow starting small with easy expansion to more domains as needed.

The key benefits of deploying this solution include:

- **Minimized implementation risk**, ensuring a successful start
- **Accelerated time-to-value** by eliminating weeks/months of design and implementation efforts
- **Easy deployment** of assets such as data models, relationships, hierarchies, reference data, DQ rules, customized business UI and BigQuery publishing
- **Business user interface** with custom layouts for ease of use
- **Complimentary add-on** to your MDM SaaS Solution

As an out-of-the-box (OOTB) industry solution, you can help reduce time-to-value for your business use cases. It jumpstarts your data management implementation with purpose-built industry data models, integrations, hierarchies, data enrichment capabilities and standards. With the pre-designed domain-specific solution, you can accelerate your data and AI initiatives, making your business more efficient than ever before.

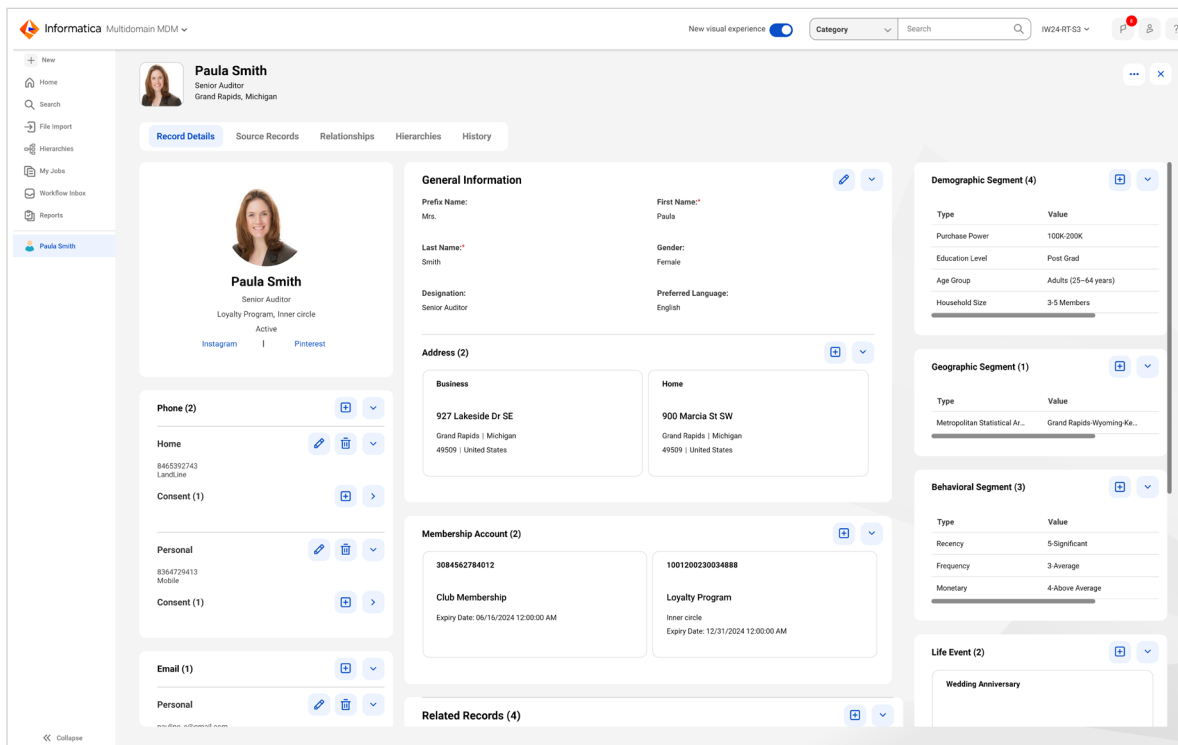


Figure 1: Example of Customer 360 – Access a 360° view of customers with segmentation, preferences, life events and contact information along with customer consent.

Informatica MDM 360 for Retail addresses your data management needs with an all-in-one solution, including:

1. Intelligent Multi-Domain MDM Solution for Retail

- Intelligent MDM for customer, supplier, product and location master data.
- Reference data management and robust data quality and match rules.
- Connectors for data enrichment, including a D&B integration for supplier insights.
- User-friendly interface for governance, with reports and dashboards.
- OOTB support simplifies managing complex data relationships and hierarchies.

2. Comprehensive Data Model Tailored for Retail

- Covers essential retail domains: customer, supplier, product and location.
- Extended and optimized specifically for the retail industry.
- Includes industry-specific reference data.

3. BigQuery Analytics With Master Data

- Publish multi-domain master data to BigQuery for enhanced analytics.
- Utilize high-quality master and reference data for analytics and AI use cases.
- Implement standard staging schema.
- Establish data integration mappings.
- Leverage sample analytics for insight demonstration.

Business Use Case	Business Benefits	Features of MDM 360 for Retail
Improve Customer Loyalty	<ul style="list-style-type: none">• Consolidate and standardize customer data.• Publish high-quality customer and reference data to analytics.• Derive accurate customer segmentation, loyalty and lifetime value.	<ul style="list-style-type: none">• Retail customer model with segments, contact/product preferences, accounts, life events and more.• OOTB reference data assets such as classifications, segment type/values, preference types/values, account types.• Ready to use integration with Google BigQuery for analytics and AI applications.

Business Use Case	Business Benefits	Features of MDM 360 for Retail
Streamline Supplier Information Management	<ul style="list-style-type: none"> • Consolidate supplier records for trusted visibility. • Enhance profiles with third-party risk, rating and ownership info. • Supply analytics with high-quality data for risk analysis and optimization. • Connect suppliers to products, locations and sub-suppliers. • Standardize records with data quality rules and managed reference data. 	<ul style="list-style-type: none"> • Retail supplier and location data model with contacts, financials, ESG rating, emissions data and more. • Reference data assets such as standard industry classifications. • Ready-to-use integration with Google BigQuery for analytics and AI applications. • OOTB supplier analytics, e.g., supplier spend • D&B connector to enrich supplier financials, risks, ownership classifications, etc. (licensed and distributed by Dun & Bradstreet).
Improve ESG and Sustainability	<ul style="list-style-type: none"> • Enrich supplier data with third-party ESG risk and ratings. • Maintain emissions data for suppliers • Publish updated supplier information to analytics systems. • Run analytics to identify high-risk suppliers and calculate Scope 3 emissions. 	<ul style="list-style-type: none"> • Supplier with extension for ESG ratings (D&B and Sustainalytics) and emissions data. • OOTB reference data assets for sustainable industry classifications and ESG ratings. • D&B connector to enrich supplier ESG ratings with detailed breakdown. *Licensed and distributed by Dun & Bradstreet. • Google BigQuery staging and analytics schema for master data and content metadata with integration assets to publish data to Google BigQuery. • Sample ESG analytics.
Enhance Digital Commerce Capabilities	<ul style="list-style-type: none"> • Consolidate product records from multiple systems for a trusted enterprise view. • Maintain association between product and product category hierarchies. • Keep up product-to-supplier associations. • Enhance the accessibility of product data for analytics and reporting systems. 	<ul style="list-style-type: none"> • Product model with subtypes, identifiers, brands, pricing, dimensions and other characteristics. • Key relationships such as product to category, product/category to supplier, etc. • Integration to load GPC, UNSPSC classification hierarchies. • DQ rules for validating product identifiers such as GDSN, EAN. • Ready to use integration with Google BigQuery for analytics and AI applications.

Informatica MDM 360 for Retail offers an advanced, AI-powered cloud data management solution specifically designed to unify retail business data across customer, product, supplier and location domains. Aimed at retailers grappling with the complexities of modern commerce, it provides a single, accurate source of information to facilitate personalized customer experiences, optimize supply chain operations and meet ESG data compliance. The solution significantly reduces implementation risks and accelerates the realization of value, thanks to its out-of-the-box, retail-specific data models, analytics and user interfaces. Retailers can thus make faster, more informed decisions, enhance customer loyalty, achieve higher conversion rates and reduce returns, positioning themselves strongly in a competitive marketplace and paving the way for efficient, data-driven innovation.

Where data & AI come to



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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

IN17-4994-0724

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