

# MDM—Product 360 Accelerator for IBM Watson Commerce

## Key benefits

- Faster product launches across all channels
- Greater customer loyalty thanks to high-quality service and information
- Higher margins and conversion rates in e-commerce
- Increased sales through smart cross-selling and upselling

## Fueling Omnichannel Product Experience with Consistent, Rich, Governed Content

Successful e-commerce with high conversion rates and world-class customer experience relies on consistent, rich, governed product content. Inconsistent or missing product information can lead to missed sales opportunities, bad ratings, or disappointed customers.



Figure 1: E-commerce websites without product information management (PIM) technology often results in missing product information, which degrades online shopping experiences.

Figure 2: With product information management (PIM) technology, companies can meet customers' expectations for a seamless omnichannel shopping experience across 1. e-commerce websites, 2. mobile apps, and 3. catalogs.

In a world where new sales channels are emerging on an almost daily basis and where speed and agility are key to remaining competitive, successful omnichannel strategies rely on master-data-fueled Product Information Management (PIM). Informatica® MDM – Product 360 serves as a central repository to efficiently and successfully collaborate on product content and builds an essential foundation for managing digital commerce.

## Certified for IBM Watson Commerce

Informatica MDM – Product 360 provides interfaces, standard integrations, export templates, and flexible configurations, certified for IBM Watson Commerce. The software platform framework for e-commerce—also known as Watson Commerce Suite (WCS)—enables you to do business directly with consumers, with businesses, indirectly through channel partners, or all of these simultaneously.

## 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.

The IBM Watson Commerce Accelerator for MDM – Product 360 allows customers to access all capabilities and work with WCS within the Product 360 user interface. It helps easily deliver a seamless cross-channel shopping experience to customers based on the latest product and catalog management capabilities.

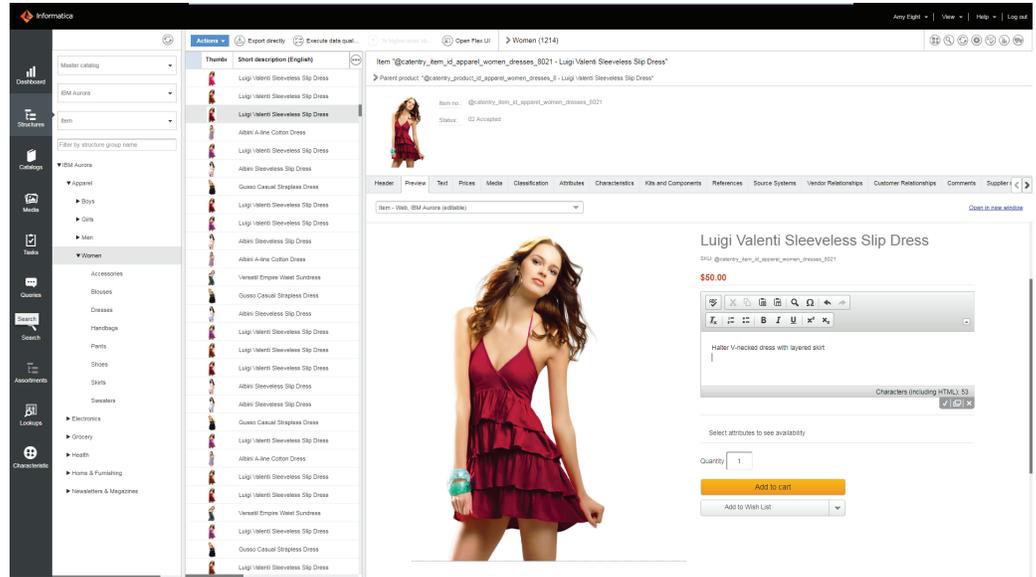


Figure 3: Informatica MDM – Product 360 Accelerator for IBM Watson Commerce multichannel preview panel

## Key features

- Supports the new IBM attribute dictionary model that enables reduced maintenance and reuse across multiple products
- Enables a commerce site to provide complex search, filter, and product comparison capabilities, which enhances service to the customer
- Supports different export scenarios pertaining to full catalog, delta, or the possibility to trigger the publication of selected products instantly, with just a click
- Reduces implementation and operating costs with preconfigured data templates for a successful e-commerce integration with IBM Watson Commerce

## Learn more

Get more details about Informatica MDM – Product 360 at [www.informatica.com/Product360](http://www.informatica.com/Product360).



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