MDM – Product 360 Certified for Salesforce Commerce Cloud

Key Features
- Compliance checks to ensure the data feed to Commerce Cloud adheres to specified standards
- Data quality checks to ensure high-quality product content feeds into Commerce Cloud
- Full catalog ingestion
- Delta catalog ingestion
- Update of items that are obsolete or deleted
- Update of obsolete or deleted items

Fueling Omnichannel Product Experience With Governed, Rich, Relevant Content

Successful e-commerce with high conversion rates and world-class customer experience relies on governed, rich, relevant product content. Inconsistent or missing product information can lead to missed sales opportunities, bad ratings, or disappointed customers.
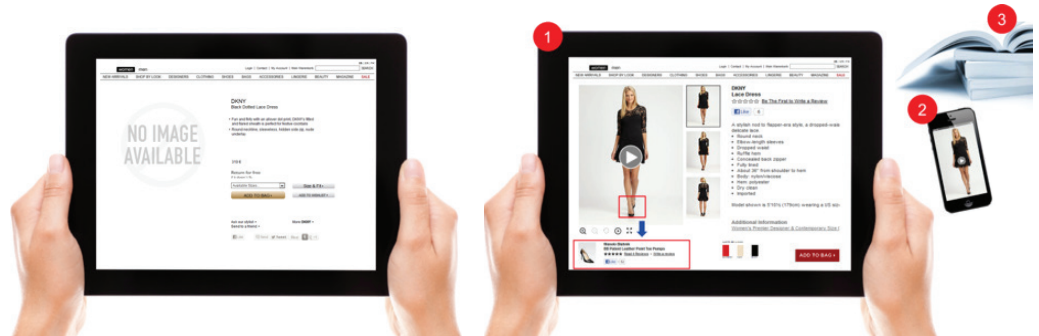
Figure 1: E-commerce websites without product information management (PIM) technology often results in missing product information, which degrades online shopping experiences.

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 remain competitive, successful omnichannel strategies rely on master-data-fueled Product Information Management (PIM). Building an essential foundation for digital commerce, Informatica® MDM – Product 360 serves as a central repository to efficiently and successfully collaborate on and manage product content.

Certified for Salesforce Commerce Cloud

As a certified accelerator for Salesforce Commerce Cloud, Informatica MDM – Product 360 provides a software platform framework for e-commerce that allows the greatest flexibility. Users can choose to do business directly (with consumers and business), indirectly (through channel partners), or all of these options simultaneously.

The Informatica Accelerator enables Product 360 users to syndicate information to Salesforce Commerce Cloud from within the Product 360 user interface and helps easily deliver a consistent digital product experience to consumers.

Users can access a 360-degree product view and leverage a single-vendor solution to access commerce-related product data from multiple sources within a Salesforce environment.
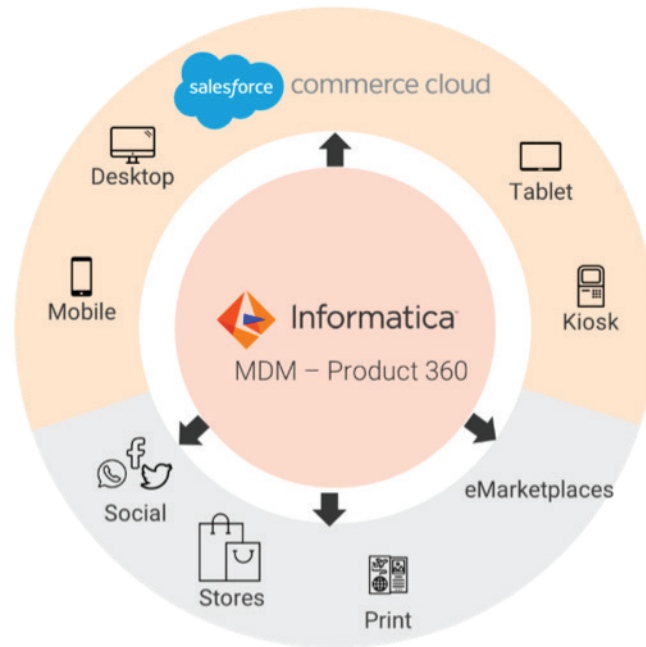

Figure 3: Informatica MDM – Product 360 enables access to commerce-related product data from multiple sources within a Salesforce environment.

The MDM – Product 360 Accelerator for Salesforce Commerce Cloud
• Product data is enriched, completed, and quality checked in MDM – Product 360
• The golden record (i.e., master record) remains in Product 360 and Salesforce Commerce Cloud is fueled with trusted and governed product information
• Retailers improve customer experience, increase online shop conversions, and support cross-sell and upsell with better data
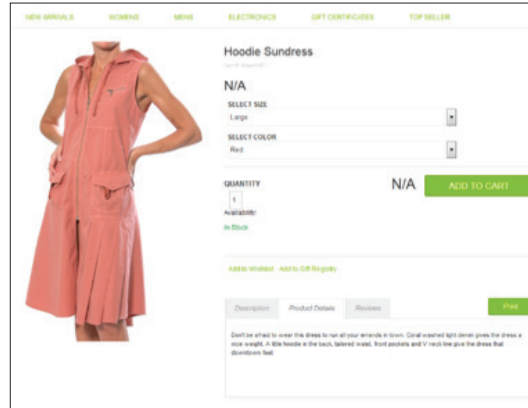
Figure 4: Example of an e-commerce website without PIM, displaying incomplete product information.

PUMA: Successful Online Redesign With MDM – Product 360 and Salesforce Commerce Cloud

PUMA, one of the world's leading sports brands, is running most of its e-commerce sites on Salesforce Commerce Cloud. Using the certified Salesforce Commerce Cloud Accelerator for MDM – Product 360, PUMA can easily feed its e-commerce systems with rich high-quality product information, providing a unified customer shopping experience at puma.com. Read Puma's success story.

Learn more

Get more details about Informatica MDM – Product 360 at www.informatica.com/Product360.