

# Product 360 Agentic AI PIM for Commerce

## Why This Matters Now

The formula for winning in digital commerce has changed. Success is no longer just about the product, but about the quality of the product experience you deliver across every channel. As customers demand rich, accurate and personalized information on every device and marketplace, delivering a flawless product experience has become the ultimate competitive advantage.

However, the systems created to manage this critical information often struggle to keep up. Rigid, siloed product data solutions struggle with the speed of modern commerce – from rapidly changing assortments to the constant demand for channel-specific content. This creates a cycle of manual rework, slow product launches, and inconsistent customer experiences that ultimately erode trust and impact revenue.

To break this cycle and build a true competitive advantage, businesses must move beyond simple data management. The future belongs to those who can transform their product information into an intelligent, automated and connected strategic asset.

This requires a new approach: **an intelligent commerce hub built on an Agentic AI Product Information Management (PIM)** solution that delivers trusted data to every channel, automates the content lifecycle and provides a unified view of the entire product value chain.

## Key Benefits

- **AI-Powered Product Experiences:** Go beyond simple automation. CLAIRE<sup>®</sup> agents autonomously transform raw data into channel-ready content and deliver actionable insights that empower your teams to continuously optimize product experiences and drive engagement.
- **Faster Omnichannel Launches:** Deliver superior, tailored product content across all customer touchpoints. Intelligent syndication and pre-configured templates ensure your data is always in the right format, accelerating time-to-market and ensuring consistency.
- **One Trusted Hub for Richer Context:** Enhance every product story by connecting it to your wider business data. Informatica's unified MDM and PIM platform links product information with customer, supplier and location data to create the rich context needed for true personalization and enterprise-wide governance.

## Resulting Business Challenges

Fragmented product information creates predictable business drag: slower launches, operational inefficiencies, lost sales, higher returns and compliance risks.

Here are the core challenges modern businesses face:

- **Incomplete and Inconsistent Product Records:** Shoppers abandon carts or lose trust when specifications, images, or descriptions are missing or conflicting.
- **Manual Operations and Collaboration Friction:** Teams spend critical hours on spreadsheets and email threads, or wrestling with inadequate data tools, instead of focusing on strategy and growth.
- **Slow Time-to-Market:** Missed launches, lost digital shelf space and delayed campaigns directly reduce revenue opportunities.
- **Channel Mismatch and Syndication Failures:** Marketplaces and social channels reject feeds or display poor content, shrinking reach, relevance and revenue.
- **Rising Compliance and Supply Chain Risk:** A lack of visibility into the supply chain makes it difficult to meet ESG reporting mandates or trace product issues back to their source.
- **Generic Customer Experiences That Don't Convert:** Irrelevant recommendations and one-size-fits-all marketing fail to engage shoppers, leading to lower conversion and lifetime value.

## The Solution: Informatica Product 360 – Agentic AI PIM for Commerce

Informatica Product 360 is an autonomous, AI-driven engine for commerce that redefines product information management. As a key component of the **Informatica Intelligent Data Management Cloud™ (IDMC)**, it serves as the central hub for transforming your product data into a strategic asset that drives revenue.

At its core is the **CLAIRE® Product Experience Agent**, an AI agent that works for your team. It autonomously ingests raw data, extracts critical attributes and enriches content for brand consistency, optimizing it for every customer touchpoint. This empowers your teams with actionable insights to improve product experiences, allowing them to shift their focus from tedious data stewardship to high-value strategic work.

Product 360 is a **cloud-native, multi-tenant SaaS application** built for the cloud and delivered as a service, operating on IDMC. With the latest AI-powered innovations, you can scale elastically to handle any data volume, while benefiting from a lower total cost of ownership – ensuring you focus resources on driving business value, not on IT overhead.

Unlike standalone PIM tools that create yet another data silo, Product 360 is an integral part of Informatica's industry-leading multi-domain MDM platform. This unified approach provides a single source of truth and unlocks powerful capabilities:

## 1. Fuel Digital Commerce and AI with Trusted Data

Create a single, reliable source of product truth to power every digital initiative. By mastering product data, you provide the clean, contextualized and governed foundation required for modern digital experiences.

- **Trusted Data for AI:** Fuel your generative AI and machine learning models with high-quality product data to get reliable, on-brand outputs for marketing copy, personalization engines and customer service bots.
- **Omnichannel Syndication:** Feed optimized and consistent product content to your e-commerce platforms, key marketplaces and digital storefronts using pre-configured templates that accelerate product launches and updates.
- **360-Degree Product Experiences:** Go beyond basic specs by connecting product data to other key business domains. Linking products to customer preferences, supplier details and location data provides the rich context required to power truly personalized and relevant experiences.
- **Intelligent Data Unification:** Let AI handle the heavy lifting of consolidating product information from various sources like supplier files and internal systems. Product 360 intelligently matches and merges data to create a single, reliable "golden record" for every product, saving time and eliminating errors.

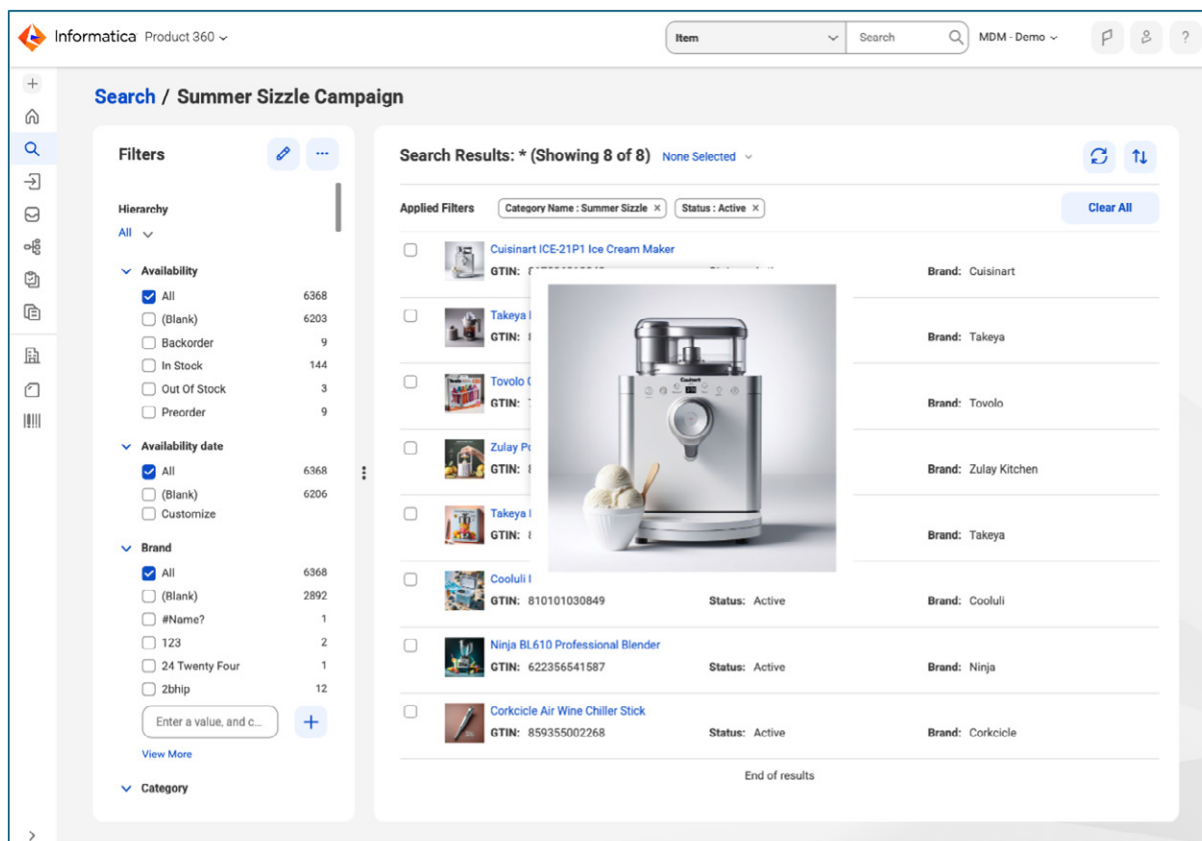


Figure 1: Product 360 User Interface

## 2. Automate and Govern the Product Content Lifecycle

Streamline the entire process from data ingestion to publication with enterprise-grade governance. Product 360 embeds intelligent automation and data quality directly into your workflows.

- **Industry-Leading Data Quality:** Apply automated validation and content enrichment rules, standardization and insightful dashboards to ensure all product information is complete, accurate and trustworthy.
- **Smarter Collaboration:** Use intuitive, role-based workflows to route tasks and approvals, streamlining collaboration between stakeholders.
- **External Media Asset Connectivity:** Maintain a holistic product view by easily connecting to your existing Digital Asset Management (DAM) solutions to link images, videos and documents to product records.

## 3. Prepare for the Future of Commerce and Compliance

Build a resilient and forward-looking product data strategy. Product 360 is designed to handle future complexity and scale with your business.

- **Foundation for Digital Product Passports (DPP):** Master data on product origin, materials and lifecycle to establish the traceability required for upcoming DPP regulations, which mandate transparency from raw materials to recyclability.
- **Unmatched Scalability:** Confidently manage millions of products — and billions of attributes — across multiple hierarchies and classifications without impacting performance.
- **Extensible and Industry-Specific Solutions:** Deploy pre-built extensions like **Informatica MDM 360 for Retail**, which provides an industry-specific multi-domain data model and workflows to accelerate time-to-value.

## 4. Go Beyond PIM with a Unified Enterprise MDM Platform

Product data becomes exponentially more valuable when it's connected to your core business processes. Informatica's unified multi-domain platform serves as your strategic foundation for the future, enabling you to link trusted product information with customer, supplier and location data to drive enterprise-wide initiatives on a single, scalable solution.

- **Improve Supply Chain Agility:** Connect product master data with supplier information to streamline onboarding, improve collaboration and gain the deep visibility needed for better ESG reporting and risk management.
- **Power Strategic Personalization:** Go beyond simple recommendations. By connecting rich product data with complete customer profiles from Customer 360, you can design and execute highly targeted marketing campaigns that increase customer lifetime value.

## Where data & AI come to



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### About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

### About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](https://www.salesforce.com).

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