

# Informatica

## MDM – Product 360

### Key Benefits

- Proven long-term customer success with a global, active customer community
- Broadest global PIM/MDM partner ecosystem from big System Integrators to boutique partners
- Worldwide company presence
- Deepest PIM product functionality with enterprise scalability
- Build on Informatica's Intelligent Data Platform
- Can host in the cloud or on premises
- CLAIRE AI offering designed to automate PIM-specific use cases

### Why You Need the Right Product Information Strategy

No matter whether you are selling B2B or B2C, delivering engaging product experiences is a key success factor for your business. Your customers expect rich, relevant and trusted product information across channels and digital touchpoints to make an informed purchase decision. But quite often, product information is incomplete, fragmented, and inconsistent across different applications, siloed systems, business units, or channels. This happens across industries to brand owners, manufacturers, distributors, or retailers. Teams like digital marketing, merchandising, product management, or e-commerce, cannot access a single trusted 360-degree view of all product information. They spend too much time manually managing product data or exchanging emails about product content, both internally and with external partners like suppliers or creative agencies.

Companies that are not able to manage and collaborate on their product information effectively miss opportunities, lose revenue and market share, but more importantly, they struggle to deliver engaging product experiences that are required to build brand loyalty. Without the right Product Information Management (PIM) strategy, collaboration on product content across the organization often results in slow workflows, long time to market, product data quality issues, missed market opportunities, and ultimately a negative customer experience.

### Fueling the Next-Generation Omnichannel Product Experience

MDM – Product 360 is an Informatica® product information management solution built on the Intelligent Data Platform™ and underpinned by the industry-leading Master Data Management platform. Designed for the enterprise, it helps deliver engaging product experiences and publish trusted, rich and relevant information that closes the sale across channels and digital touchpoints.

Based on a 360-degree view of all product content and automated workflows, business users can manage product content much more efficiently. The intuitive task- and role-based user interface makes collaboration on product data smarter and more agile, both internally and in collaboration with business partners.

With Product 360, companies of any size or market can significantly increase performance for handling even complex and large volumes of product data and media assets. User-friendly and result-driven, MDM – Product 360 helps increase sales performance, marketing conversations, and boost cross- and up-selling. No matter which industry, customers speed time to value with up to 10 times faster time to market. Embedded industry-leading data quality and governance features care for highest-quality product data.

Use Product 360 to fuel next-generation omnichannel product experiences, increase productivity, boost brand loyalty, and streamline compliance.

## Discover Key Features of MDM – Product 360

### Deliver an Engaging Omnichannel Product Experience

With Product 360 as the central omnichannel platform, you can successfully publish trusted rich and relevant product data to provide an engaging omnichannel product experience. Access editable channel previews to better envision the customers' shopping experience, ensuring consistent branding and leading to higher conversion rates. Easily feed key sales and marketing channels, e-commerce systems, eMarketplaces, catalogs, mobile devices, or data pools. Speed up time to value with dynamic data models and intelligent classification.

### Best-in-Class Business Workflow Management and Automation for Smarter Collaboration

Streamline collaboration, workflows, and processes, both internally and externally to create and enrich great product content based on intuitive task- and role-based user interface, automation, and insightful dashboards.

Product 360 is designed for the enterprise and ensures that the right information is shared with the right employees, channels, and departments, helping business users focus on what matters most.



The Supplier Self-Service Portal lets suppliers easily upload their product data into Product 360, edit product attributes, and update the information at any given time. A simple, fast, and powerful web-based search lets users easily find all product information.

### **Benefit From Industry-Leading Product Data Quality and Ensure Compliance**

Product 360 comes with Informatica's industry-leading data quality and data governance capabilities, ensuring all product data is standardized. Data stewards can use automated data validation rules and dashboards to make the right business decisions. Companies can also rely on its data governance features to define clear rules for handling their data, processes, and exceptions.

### **Easily Exchange Product Data Via Data Pools**

Streamline and automate the synchronization of product information through data pools, such as the Global Data Synchronization Network (GDSN). Within the Product 360 user interface, relevant product attributes can be shared with trading partners for data consistency, high data quality, and compliance. Product 360 is certified by 1WorldSync and atrify, and Informatica is a partner of GS1.

### **Scalability: Manage Complex and Large Volumes of Data More Efficiently**

Product 360 has a mature platform that can handle high volume and complex product data scenarios with billions of attributes. It can master and maintain multiple hierarchies, classifications, products, items, and variants ranging into the millions without impacting performance. Speed up processes and workflows for optimal efficiency. Product 360 lets you easily and efficiently handle complex product data in the format provided by suppliers, such as images, graphics, documents, audio files, or videos. Large collections of media assets can be managed centrally through a fully-embedded digital asset management (DAM) system or accessed through connectivity to external DAM solutions.

### **The Only End-to-End MDM and Best of Breed Integration Capabilities**

MDM – Product 360, a component of the industry's only true end-to-end modular MDM solution, covers all key functional areas in master data management. The solution includes data integration, data quality, match and merge, relationship discovery, and other MDM 360 applications.

Product 360 provides many integration capabilities to meet any corporate system architecture standards, including certified interfaces and strategic partnerships, connectivity to e-commerce solutions, like HCL Commerce, Oracle ATG Commerce, Salesforce Commerce Cloud, Google, Amazon, Intershop Commerce Suite, and many more.

### **Strategic Partner for Next-Gen Product Management Connecting Supplier 360 and Customer 360**

The Informatica Intelligent Data Platform allows users to work autonomously, integrate with third-party solutions, and leverage the broader Informatica portfolio. Informatica is your strategic partner to match product information with supplier and/or customer master data across the end-to-end value chain for next-gen product experience management. Supplier 360 is designed to streamline workflows around supplier information and lifecycle management, including supplier onboarding, performance, compliance or risk management and a better understanding of where your products are sourced from.

## 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.

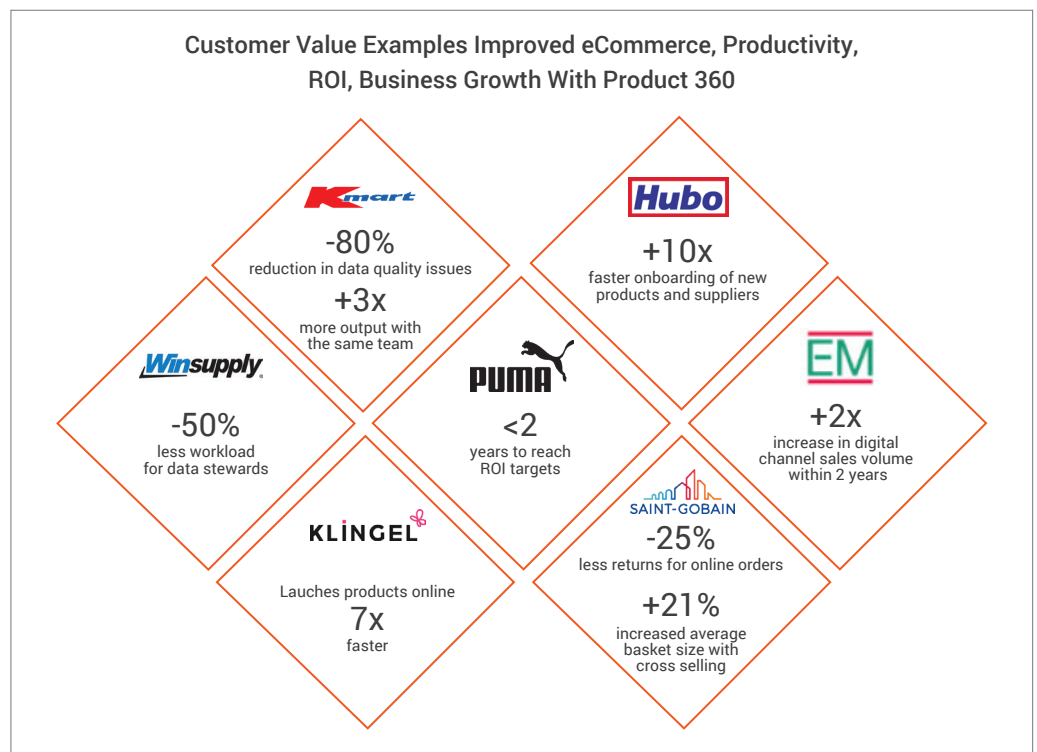
We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Matching product information with a customer 360 view delivers important insights into customer purchase patterns and preferences allowing a more targeted, relevant and contextualized product experience.

The master data-fueled applications are seamlessly integrated allowing smart syndication between customer, supplier and product domain.

## The ROI of Product 360

Customers using MDM – Product 360 achieve great measurable business value and return on investment (ROI), ranging from improved e-commerce success, growing sales numbers, improved measurable data quality as well as faster time to value.



MDM – Product 360 Customer ROI examples

## Why do Customers Choose Informatica for Their PIM Project?

Customers select MDM – Product 360 because it is a scalable, enterprise PIM solution with a long track record in the market, proven customer success across regions, a flexible business model, a broad global PIM/MDM ecosystem, and with local 24/7 support. Built on the Informatica Intelligent Data Platform, with embedded industry-leading data quality, Informatica MDM – Product 360 is the solution to choose for a long-term strategic partnership.

For more information, please visit [www.informatica.com/Product360](http://www.informatica.com/Product360).



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN17\_1120\_03305