

Streamlining Supplier Management and Omnichannel Commerce

“About three out of every four executives think their supply chain and sales & marketing functions are misaligned when it comes to responding to market needs.”¹

How Competing on Customer Experience Impacts Supply Chain Leaders

According to Accenture¹, 76 percent of supply chain executives are not satisfied with their overall supply chain performance. A lack of supply chain visibility is often the reason for poor supply chain performance, which often leads to bad decision making, missed market opportunities, high costs, slow time-to-market, and increased manual workloads. But more importantly, it frequently results in a bad customer experience.

How does this impact supply chain leaders? If there is one thing analysts agree on, it's that customer experience is the competitive battlefield of the future. Customers expect great customer experiences and want:

- A seamless, consistent, and integrated shopping experience across channels
- An easy purchase journey that includes highly searchable, accurate, and complete product and supplier information
- Call center staff to be able to quickly and easily help them with their issues

Supply chain leaders recognize that great customer experiences start with great supplier, product, and customer data. This means they need to arm their teams with the data management solutions they need to strategically manage supplier and product data. They need to automate the process of capturing, updating, and sharing accurate, complete, consistent, and up-to-date supplier and product information across supply chain and merchandising systems and processes.

Don't Get Derailed by Siloed Systems and Poor Quality Supplier and Product Data

Typically, organizations manage information about their suppliers, products, and services in multiple siloed systems across regions, departments, or business units. Adding, changing, or correcting the information in one system doesn't automatically update all the other systems that need that information. In fact, many of those updates never reach critical systems which distribute product content on channels.

As a result, the information required for processing, distributing, or selling products and services is inaccurate, inconsistent, incomplete, and fragmented. This disjointed way of managing business-critical data blocks a single trusted view of all supplier and product data. In order to meet their customer needs, reduce operational inefficiencies, and speed up time-to-market, retailers, manufacturers, and distributors need a better way to manage their product and supplier data across functions, processes, and systems.

¹ “Driving growth and competitiveness: Eliminating the disconnect between sales and supply chain”, Accenture Strategy

Use MDM to Fuel Supply Chain and Merchandising Applications with Great Data

What are “master data-fueled apps”?

- Purpose-built for specific industries, business roles, data models, and use cases
- Designed to strategically and securely manage, enrich, and collaborate on the master data needed for a particular business process
- Tailored user interface, business logic, and workflows

To overcome this problem of fragmented and inconsistent data, many supply chain and product management leaders have turned to master data management (MDM). They use MDM to fuel their supply chain and merchandising systems with a Supplier 360 and Product 360 view and streamline their processes. Leaders in supply chain management are 73% more likely to use multidomain MDM, according to a recent report from the Aberdeen Group.²

Better Together: Informatica MDM – Supplier 360 and MDM – Product 360

Used together, Informatica MDM – Supplier 360 and MDM – Product 360 perfectly support multiple departments, teams, and suppliers of an organization with the capabilities to jointly manage their supplier and product data and omnichannel tasks with one single platform. The solutions help retailers, manufacturers, and distributors connect their supply chain and go-to-market strategies and improve end-to-end visibility.

Sourcing, procurement, finance, and supply chain executives leverage MDM – Supplier 360 to manage supplier lifecycles, monitor supplier risk, and collaborate with vendors. Merchandisers, product managers, procurement, and marketing managers can collaborate on making products ready for sales and marketing with MDM – Product 360.

Embedded data quality rules, which are at the core of the Informatica MDM applications, ensure that the data coming in and going out to trading partners is always consistent and complete. That way you can ensure high-quality product information is used across all sales channels and can deliver the best customer experiences across all touch points. No one wants to create a bad customer experience because inaccurate information was presented to a customer.

The solution provides:

- Two integrated business applications to support processes from strategic sourcing to omnichannel management based on one horizontal platform, shared processes and meta data
- Built on top of Informatica’s Intelligent Data Platform, including industry-leading proactive Data Quality and end-to-end Data Integration products, as well as Informatica’s holistic Data Governance solution
- One supplier portal for all interaction and improved supplier relationship management

² [“The Value of Strategic Supplier Data Management”](#), The Aberdeen Group

MDM – Supplier 360

Successful supply chain management starts with great supplier data

With MDM – Supplier 360, Informatica provides a master data-fueled solution for a next-gen supplier 360 view across the enterprise that simplifies supplier collaboration and enables centralized management of suppliers and their lifecycles.

Supplier 360 features a configurable business process-driven workflow for supply chain, sourcing, and buying teams to manage the full supplier lifecycle and the product they supply.

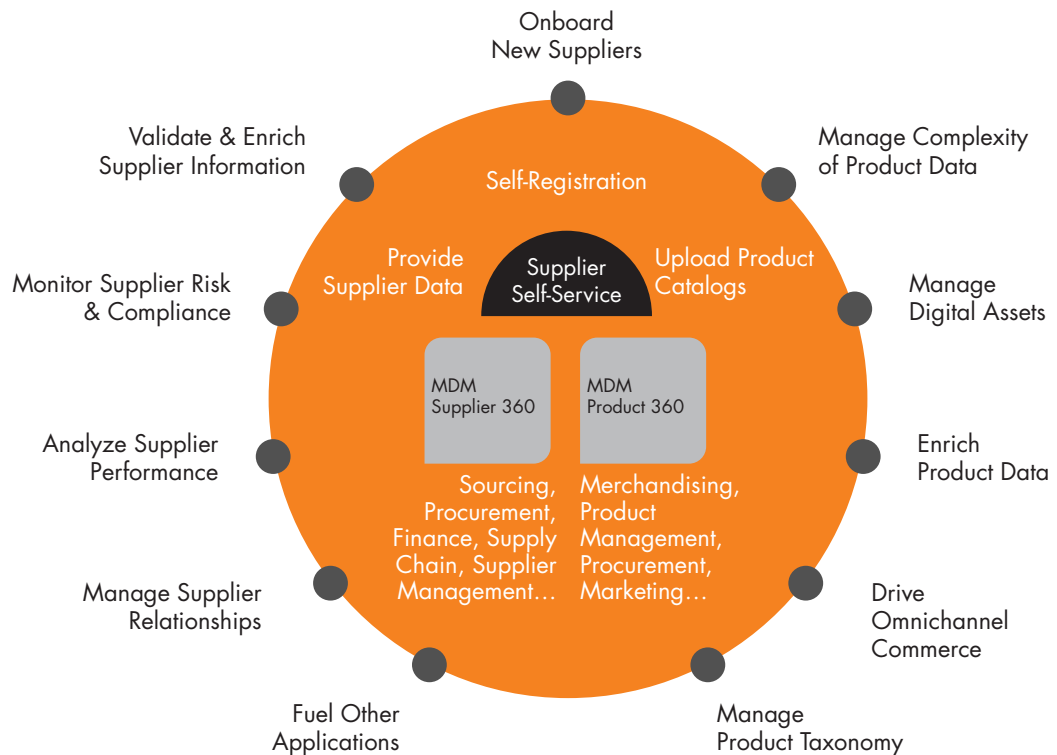
MDM – Product 360

Successful omnichannel commerce starts with perfect product data

Informatica MDM – Product 360 allows distributors, retailers, or manufacturers to successfully manage the complexity of product data and digital assets in order to publish consistent product data for omnichannel commerce.

Product 360 streamlines the processes and collaboration on product content. It helps the business to easily and accurately create new products, enrich them for marketing and finally publish them to any customer touch point.

Manage Your Information Supply Chain Based on One Platform



Give Your Suppliers Self-Service

The supplier self-service portal allows your suppliers to register with an easy-to-use interface. It makes it easy for them to share all the information you require, including financial, tax, or compliance documents.

Streamline Your Supplier Qualification and Onboarding

Replace the typically disjointed approach used to manage the full lifecycle of suppliers across regions and business units. Through a process-driven workflow, key stakeholders, like finance, procurement, or legal can easily verify information and documents provided by a potential new supplier, qualify it for onboarding, or reject it for reasons such as non-compliance.

Business Process Integrity

- **Embedded Data Quality:**
Automated data validation as well as rules and dashboards for data stewards for making important decisions.
- **Embedded Business Process Management:** Product 360 ensures that all groups and divisions in an organization adhere to the same or similar process for product authoring and maintenance thereby improving operation efficiencies.



Informatica has been awarded TOP Supplier Retail 2016.

For more information on the two applications and all features, please visit:

www.informatica.com/Supplier360

www.informatica.com/Product360

One Supplier Portal for Your Suppliers

Once onboarded, suppliers can use one and the same supplier portal for all interactions with your company. Suppliers can update and share company and contact information or upload new product catalogs to MDM-Product 360.

Validate and Enrich Supplier Information

Use Informatica's Data as a Service (DaaS) Contact Record Verification Suite to verify or validate contact data (address, e-mail, and phone) and to enrich your supplier profiles with third party information.

Easily Manage the Complexity of Product Data

Suppliers often provide product data in a range of different formats. Product 360 enables you to process different data formats and add even large volumes of product data to your assortments, automatically using data driven review mechanisms.

Manage Digital Assets

Using the Digital Asset Management (DAM), you can easily manage unstructured product data like images, graphics, documents, audio, and video centrally. Automatically locate and format assets for a specific publication channel.

Enrich Product Information

For product data enrichment, it is crucial to send the right product information to the right employees and the right departments. Product 360 streamlines and facilitates the process of enriching product information with intuitive and role-based specific input fields.

Publish Consistent Product Data for Omnichannel Commerce

Whether you're marketing your products online, via mobile devices, in-store, through social media, or in your catalog, Product 360 provides a unified shopping experience across all channels. You'll get an omnichannel solution ready to face the challenges of international markets and all sales and marketing channels of tomorrow.

Make it Easy to Monitor and Analyze Your Suppliers

Configurable, role-based dashboards, combined with an intuitive user interface designed for the business, help you monitor and analyze suppliers. You can easily assess compliance, supply chain, and procurement risk management based on locations, products supplied, delivery performance, or invoice status. Alerts inform your teams about expiring certificates or any other requested information.

Actively Manage Supplier Relationships

The application provides a 360-degree view of clean, consistent, and connected supplier information as well as all supplier relationships across the business. It allows supply chain teams to quickly and easily access, manage, and analyze business-critical vendor data and relationships.

Fuel Your Applications with Great Supplier Data

Using Supplier 360, all supplier information and documents are managed in one central location. Use this clean, consistent, and connected supplier information to fuel other business and analytical applications, including enterprise resource planning (ERP), bidding, quotation, accounts payable, invoicing, and Informatica Product 360.

Time to market reduced by up to 60% by decreasing time to onboard new online product information from several hours to only a few minutes.*

20% less duplicate or inaccurate products caused by data quality issues online.*

*The Nordic Retailer Elkjøp is the largest consumer electronics retailer in the Nordic countries. Elkjøp had selected Informatica to shift from an organization focused on selling products to one that is focused on providing the best customer shopping experience.

About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.



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Solution Benefits

Provide Great Usability

- One supplier self-service portal to fuel both, Supplier 360 and Product 360
- Intuitive user interface and dashboards designed for the business
- Streamlined and connected supply chain processes and workflows

Boost Sales & ROI

- Higher margins & conversion rates in e-commerce
- Increased productivity and efficiency of supplier collaboration management
- Reduced business overhead and manual work typically required for managing data

Increase Agility and Responsiveness

- Up-to 4 times faster time-to-market across all channels
- Reduced supplier onboarding process from weeks to days
- Improved ability to quickly react to changing customer demands or volatile markets

Ensure Data Quality, Completeness and Consistency

- Solutions underpinned by top-ranked MDM platform
- One trusted 360 view of all suppliers, products or services for improved supply chain compliance and visibility
- Ingrained Data Governance capabilities when handling data and processes

Great Customer Experience

- Arming call centers with high quality supplier and product information leads to improved customer experience and greater customer loyalty
- Accurate and detailed product information across all sales channels for an informed customer purchase journey



"Informatica's solutions make it very simple to automate and validate product data from suppliers and get products to market much faster with better quality data. This in turn enhances the customer experience across various channels, including online, catalogs, brochures and in stores."

– Thomas Thykjaer,
Master Data Architect, Elkjøp