

August 10, 2021

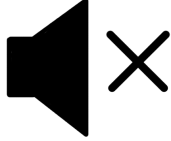
# Business Preparedness for embarking on the P360 PIM Journey

Anisha Kumaresh, Principal Consultant, IPS,  
Sejal Shah, Principal Consultant, IPS



Informatica™

# Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our **INFASupport YouTube channel** and **Success Portal** - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

# Feature Rich Success Portal

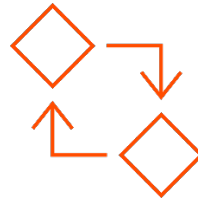
---



Bootstrap trial and  
POC Customers



Enriched Customer  
Onboarding  
experience



Product Learning  
Paths and Weekly  
Expert Sessions



Informatica  
Concierge



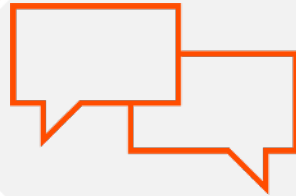
Tailored training and  
content  
recommendations

# More Information



## Success Portal

<https://success.informatica.com>



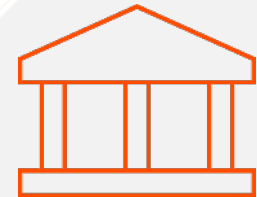
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

<https://www.informatica.com/in/services-and-training/informatica-university.html>



# Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

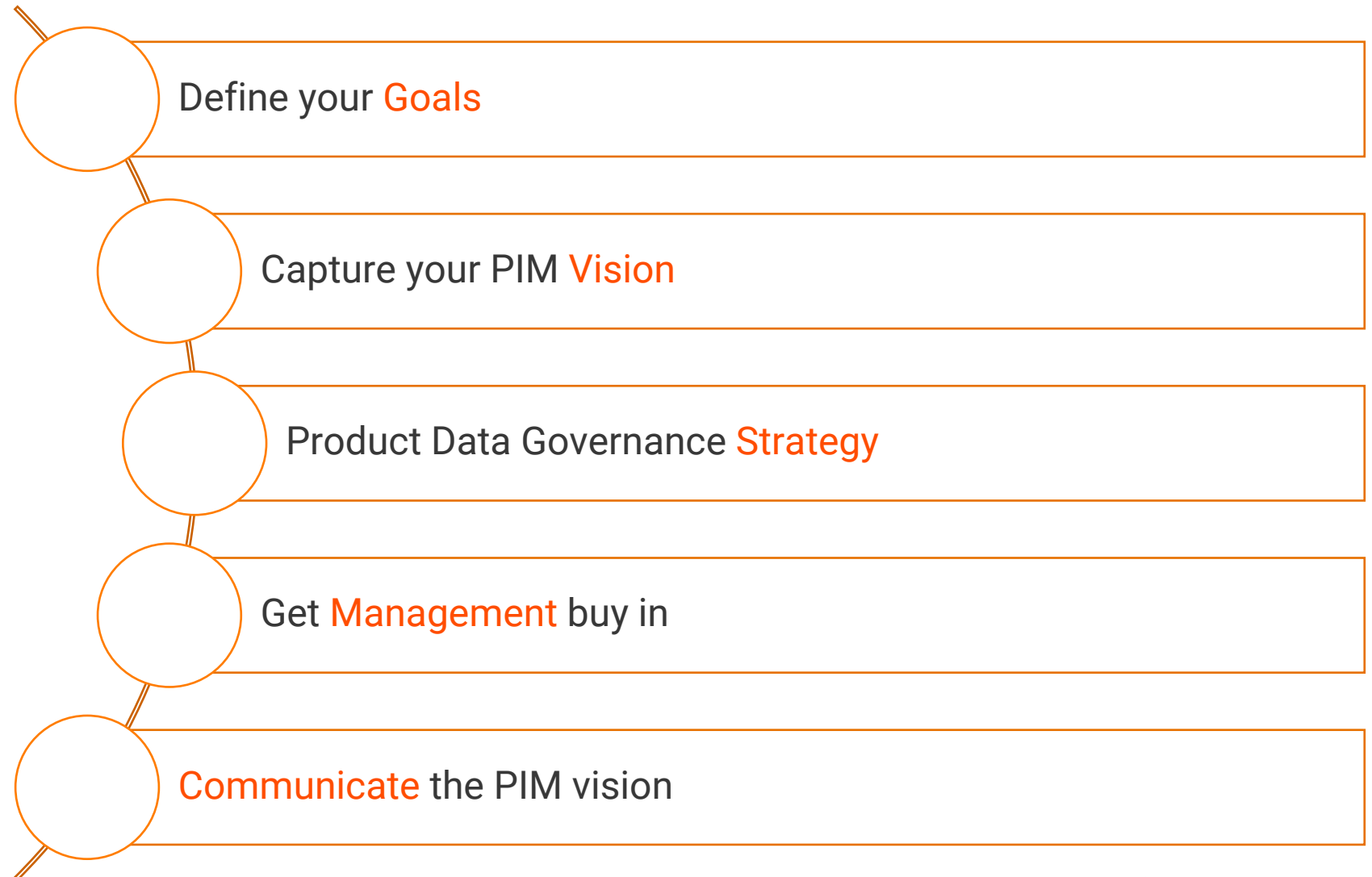
Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

# Introduction



# Objective

Understand what  
drives value for your  
organization



# Key Strategic Drivers



Deliver  
Engaging  
Omni-channel  
Product  
Experience

1



Improve  
Operational  
Efficiencies

2



Speed-up  
Time to  
Market /  
Value

3



Trusted 360  
View of  
Product Data

4



Ensure  
Regulatory  
Compliance

5



# Product Strategy

- Establish a P360 business model
- Assess your organization to identify your Product Data Governance Team(s)
- Identify Collaboration and Data Publication Process(s)
- Capture Enterprise Data Flow and Business Process Flow

# Project Team

- Experienced Project Manager
- Business Representative
- Strong & Enthusiastic Team
- Good Communication
- Executive Stakeholders





# Approach



## Traditional Approach

- Linear sequential phases



## Agile

- Iterative development and release



## Hybrid

- Perfect mix of traditional and agile methodologies

# Key Takeaways

Vision

What drives us?

Strategy

How will we achieve it?

Team

What are the ingredients of successful team?

Approach

How do we approach?





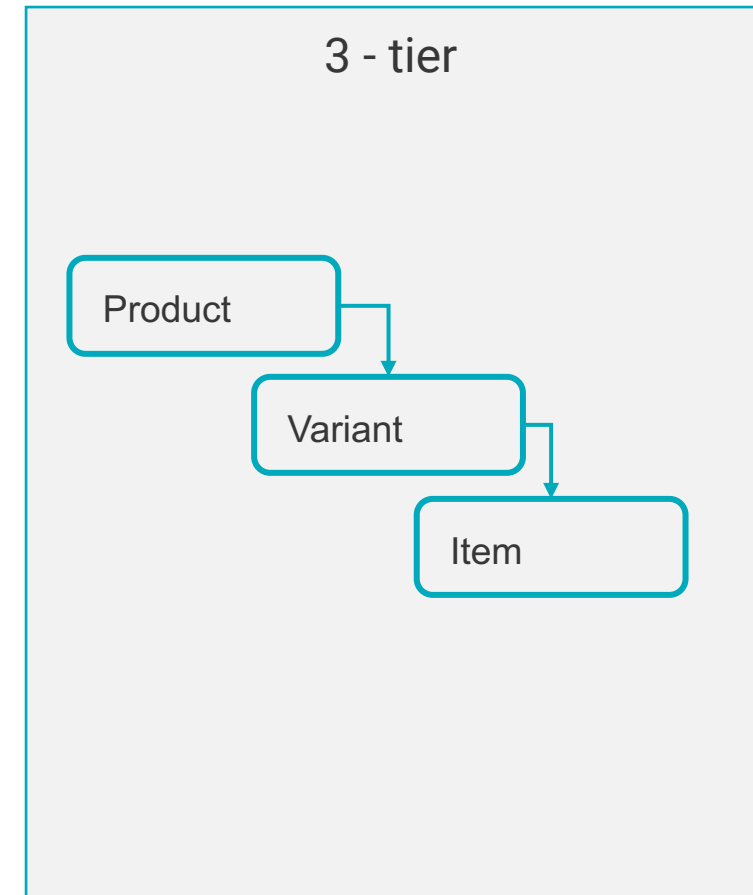
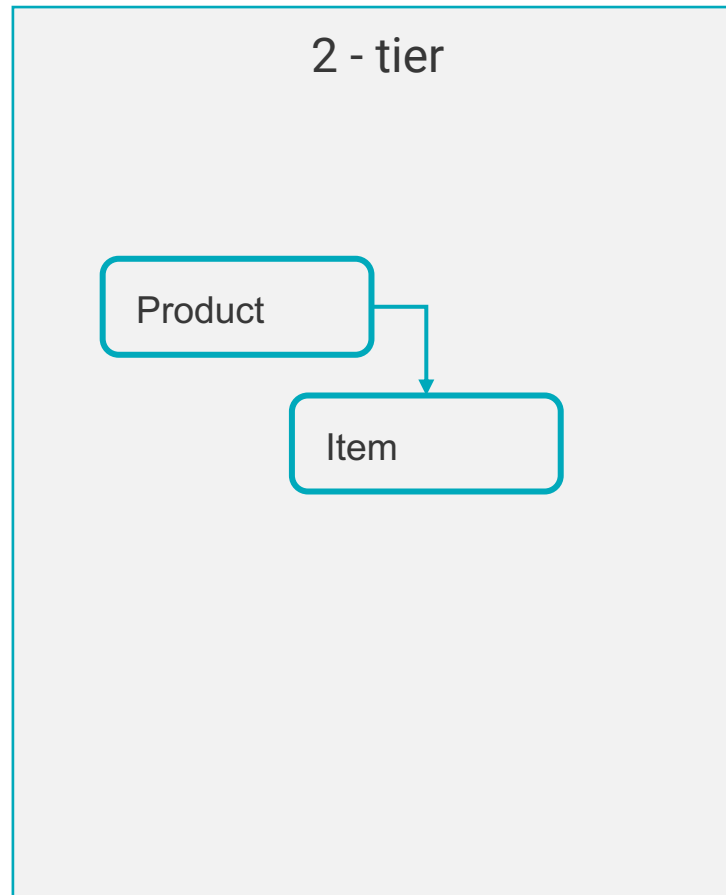
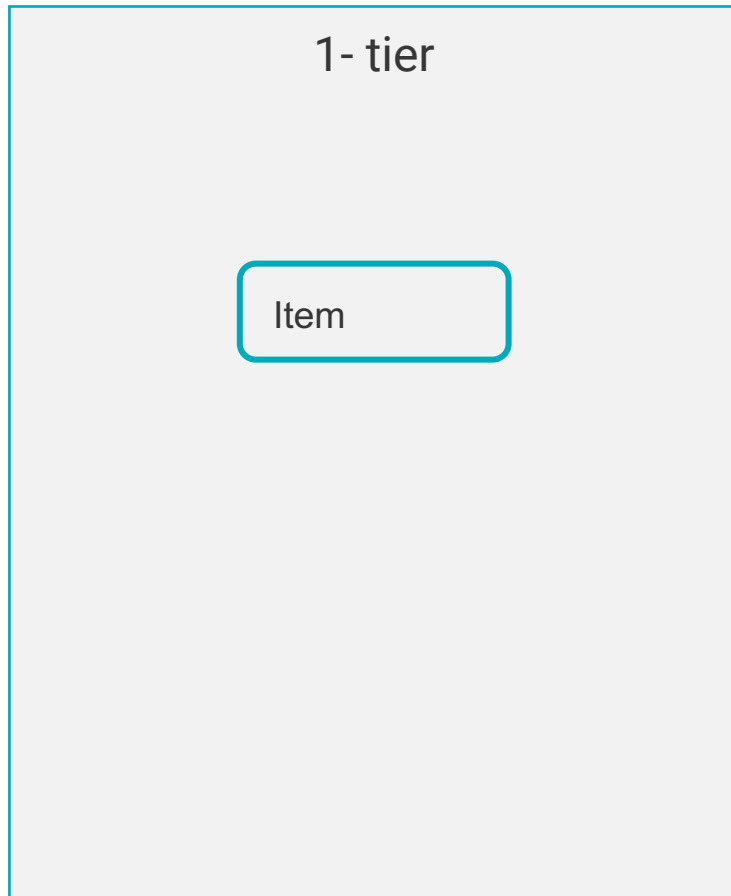


The background of the slide features a hand reaching out from the bottom left towards a wireframe globe. The globe is composed of a network of white lines and dots, representing a global network or data structure. The overall color scheme is dark blue with orange accents.

**Data Modeling** in P360 includes  
defining an entity model, its attributes  
and relationships

---

# Data Model Overview





---

Data Model

---

Data Attribution &  
Management

---

Taxonomy



# Electronics

## Product type

Ports  
Type  
Resolution



Functions  
Speed  
Paper size  
Toner

Memory  
Modes  
Pixels  
Display

## Specifications

Series	
Series	8000
Design	
Type	Plasma TV
Cabinet Color	Black
Swivel Stand (Left/Right)	Yes
Video	
Screen Size (in.)	64.01 Measured Diagonally
Native Resolution	1,920 x 1,080
Resolution	1080p
600Hz Subfield Motion	Yes
Audio	
Sound Effect System	DNSe
Sound Output (RMS)	10W x 2
Speaker Type	Down Firing + Full Range
Dolby Digital Plus/ Pulse	Yes
Wireless Connectivity	
Wi-Fi	Built-in

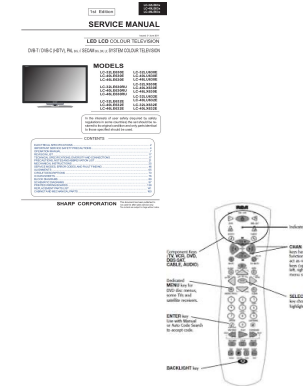
## Units

Pallet

Box

Unit

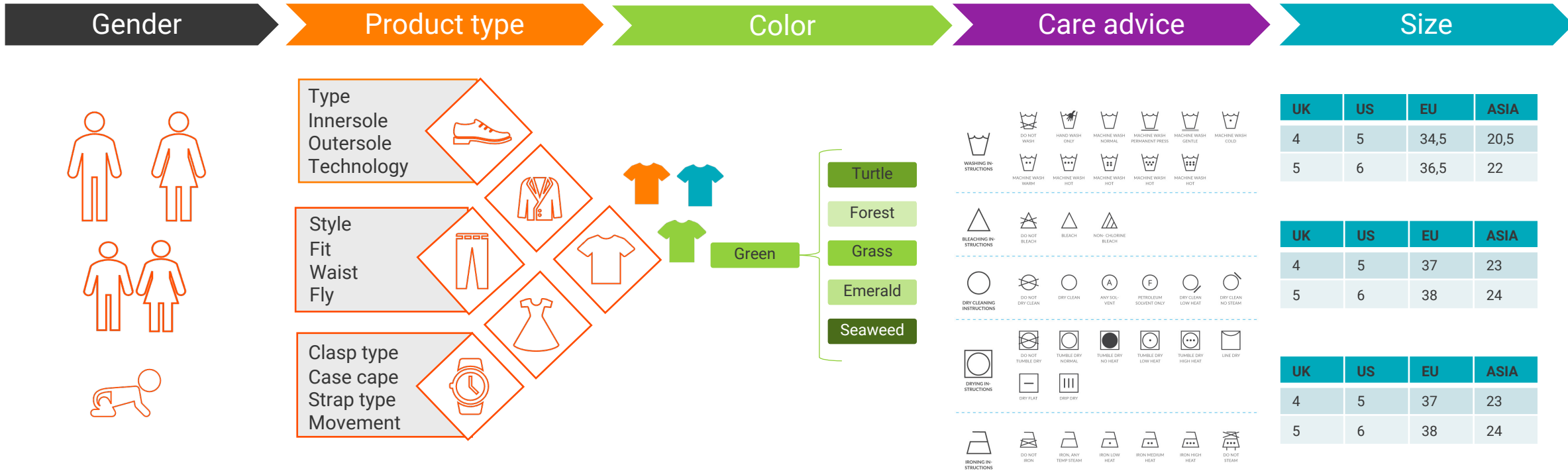
## Instructions



## Transport



# Fashion



# Key Takeaways

Business Entities

Capture all entities associated to product data

Data Mastering

What data is going to be mastered in P360

Relationships

Relationships among the data – Cross Sell / Up sell

Media Assets

Additional information to be maintained



---

Data Model

---

Data Attribution &  
Management

---

Taxonomy





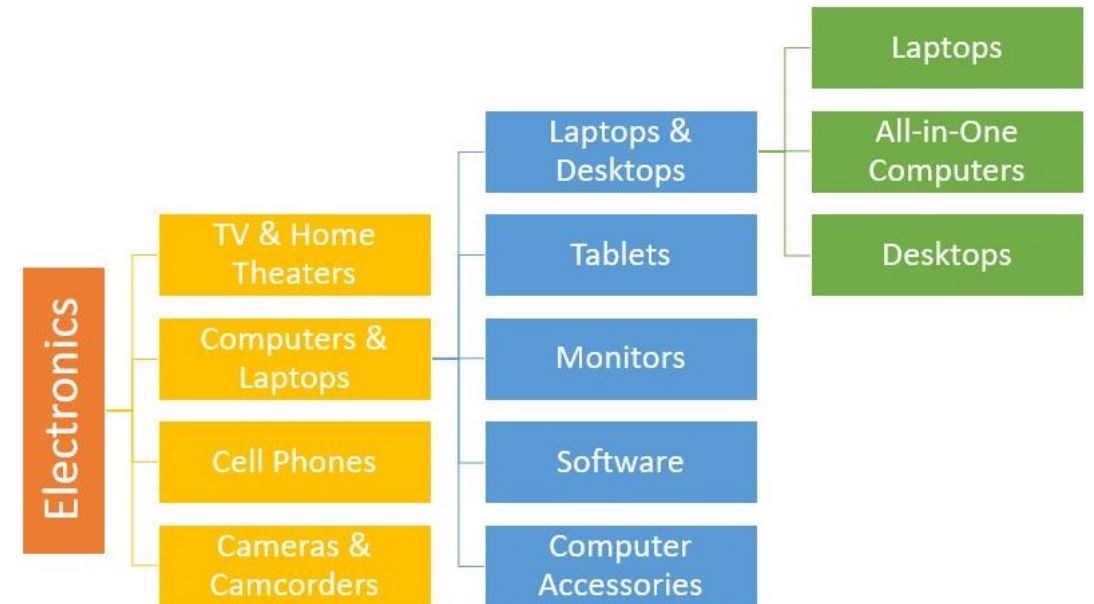
# Product Taxonomy

“A product taxonomy is a method of classifying your company’s products and services by their essential components into a logical structure”

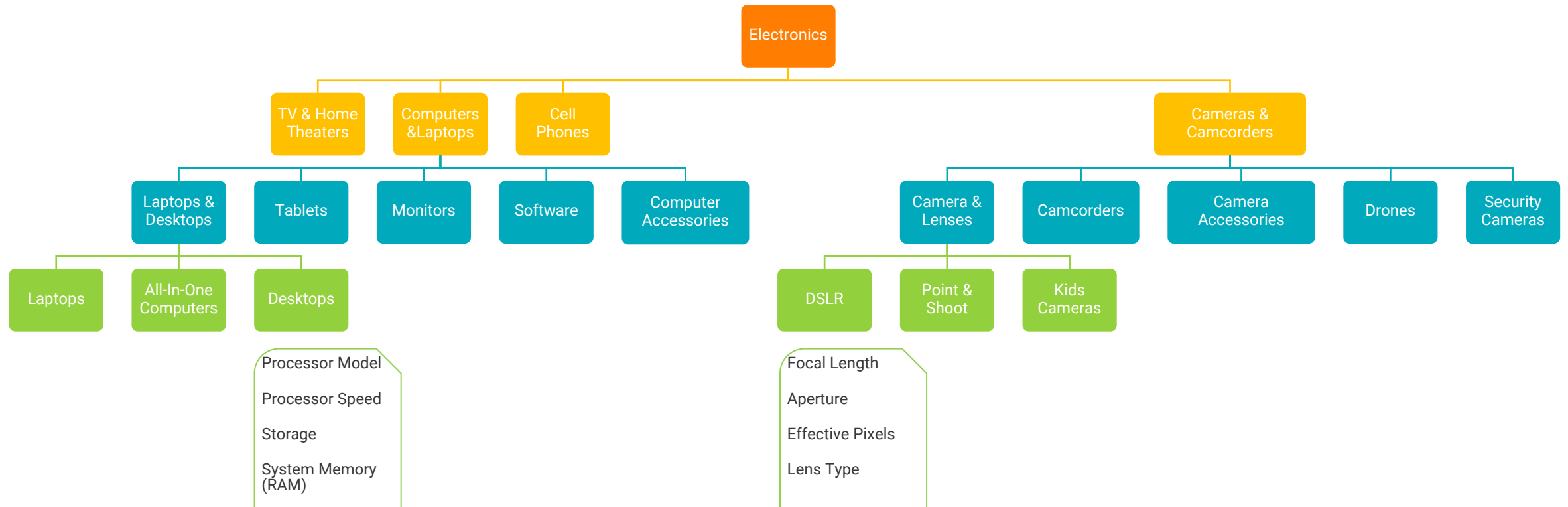
- A product category within a taxonomy is a type of product or service
- Classification helps marketers decide strategies and methods for promotion

# Product Taxonomy

- *Unambiguously* classify the products by their characteristics
- Should be based on product type
- Product category attributes definitions
- As the taxonomy goes deeper, the more and more alike the products/SKUs become



# Product Category Attributes



# Key Takeaways

Primary Taxonomy

Identify your main product taxonomy

Attribution

Review your attribution for the main product taxonomy

Additional Taxonomy

Identify any eCommerce / additional taxonomies

Data Governance

Who owns it / Who will maintain it

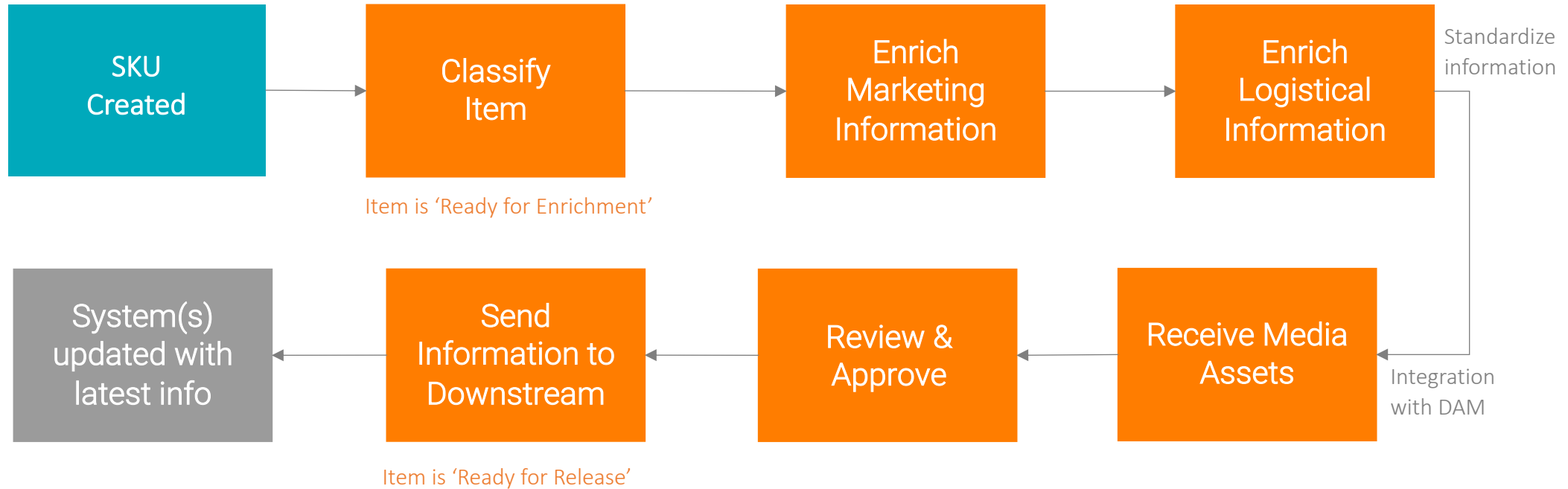




The background of the slide features a hand reaching out from the bottom left towards a glowing, wireframe-style globe on the right. The globe is composed of a network of interconnected nodes and lines, giving it a digital or data-driven appearance. The overall color palette is dark blue and teal, with an orange geometric shape in the bottom left corner.

**Data Governance** is a collection of processes, roles, standards and metrics that ensure an effective PIM strategy

# Day in the Life



# Common Use Cases

- Standardize Product Enrichment Processes
- Collaborate with users & vendors in information mastering
- Consolidate, Enrich, Master & Publish
- Enable better data quality
- Establish data governance across the organization
- Send consistent information to downstream channels





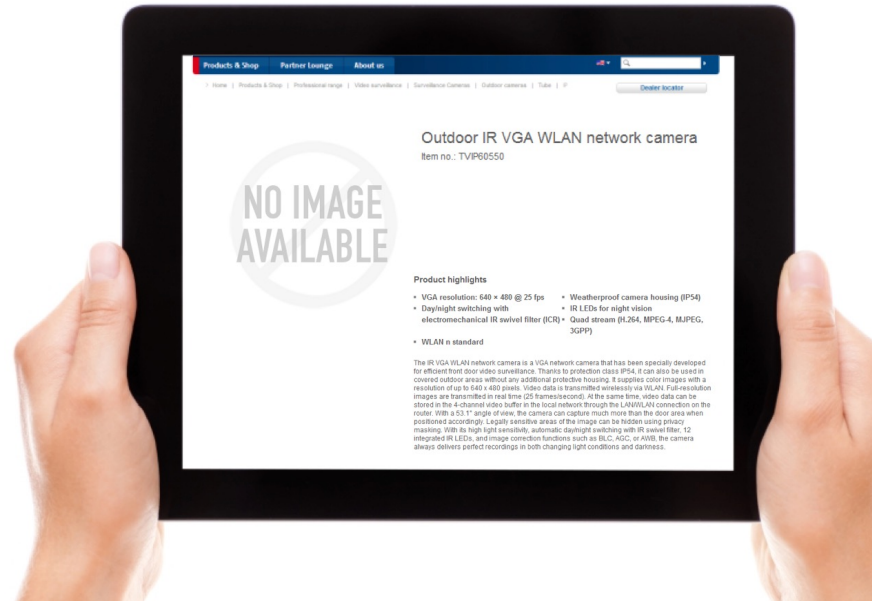
---

Process Flows

---

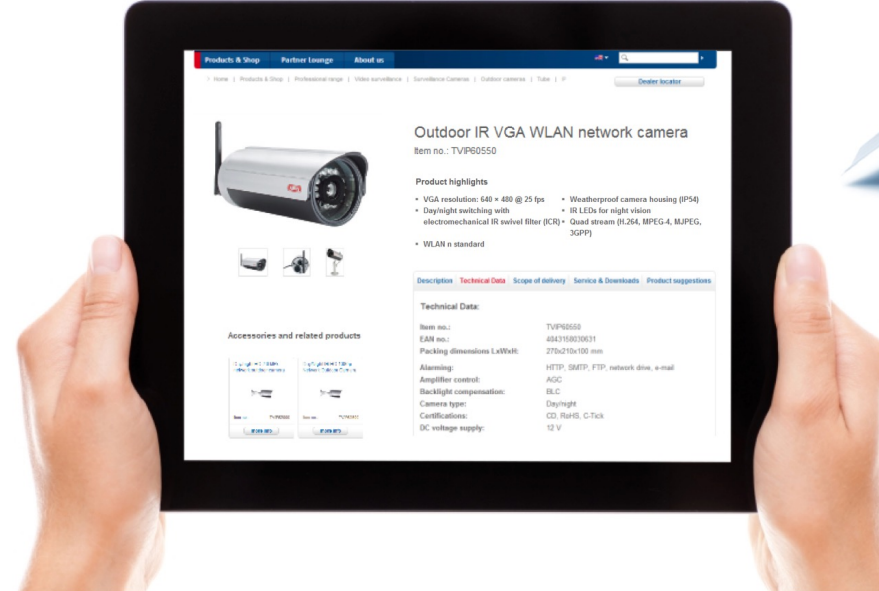
Dashboards & Data Quality

# Data Quality



Completeness

Accuracy



Conformity

Integrity

Consistency





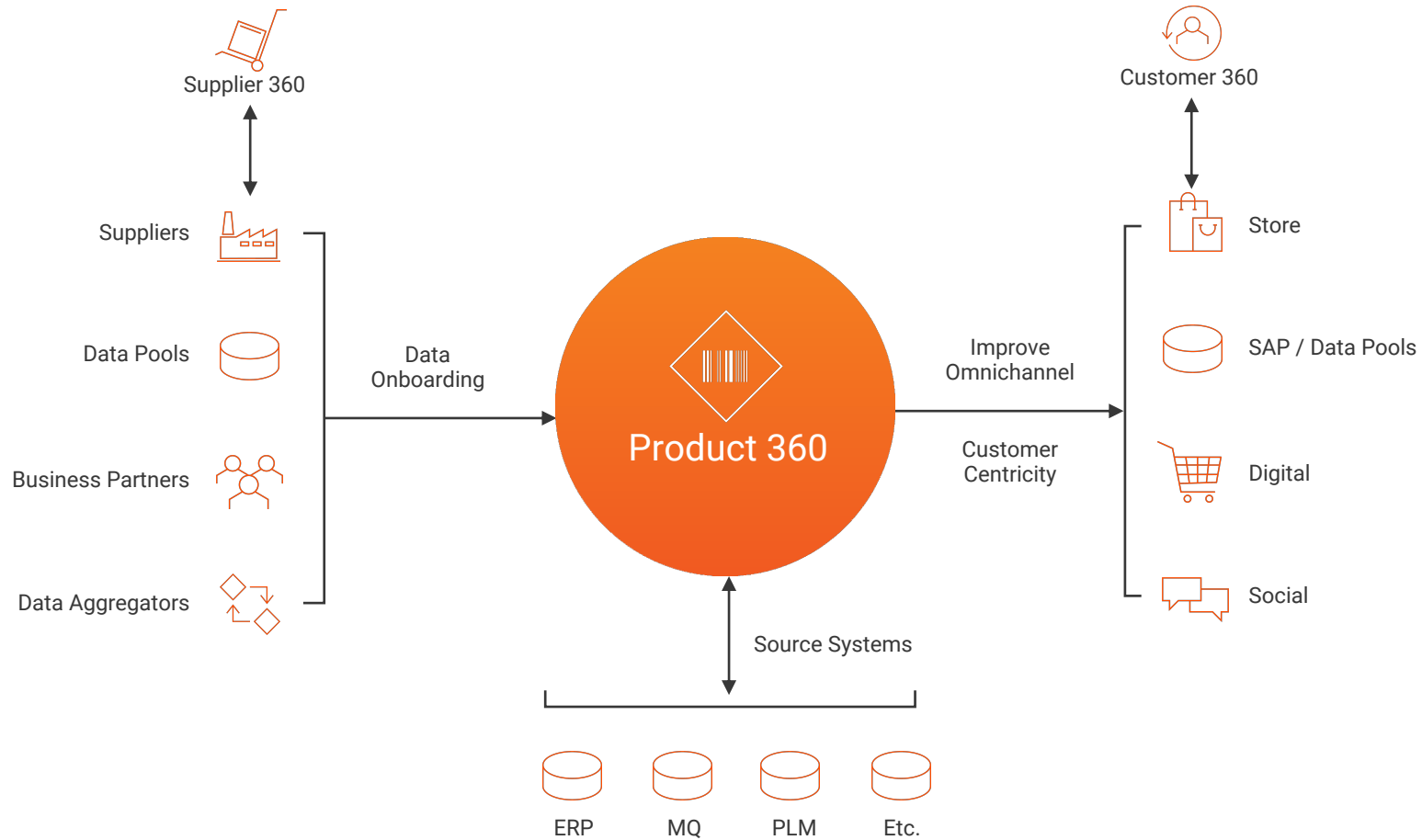
# Data Quality Strategy

- Applicable DQ Rules
- Stages where DQ rules will apply
  - Workflows
  - Inbound Ingestion
  - Outbound
- Different Dashboards
  - Managers
  - Data Stewards



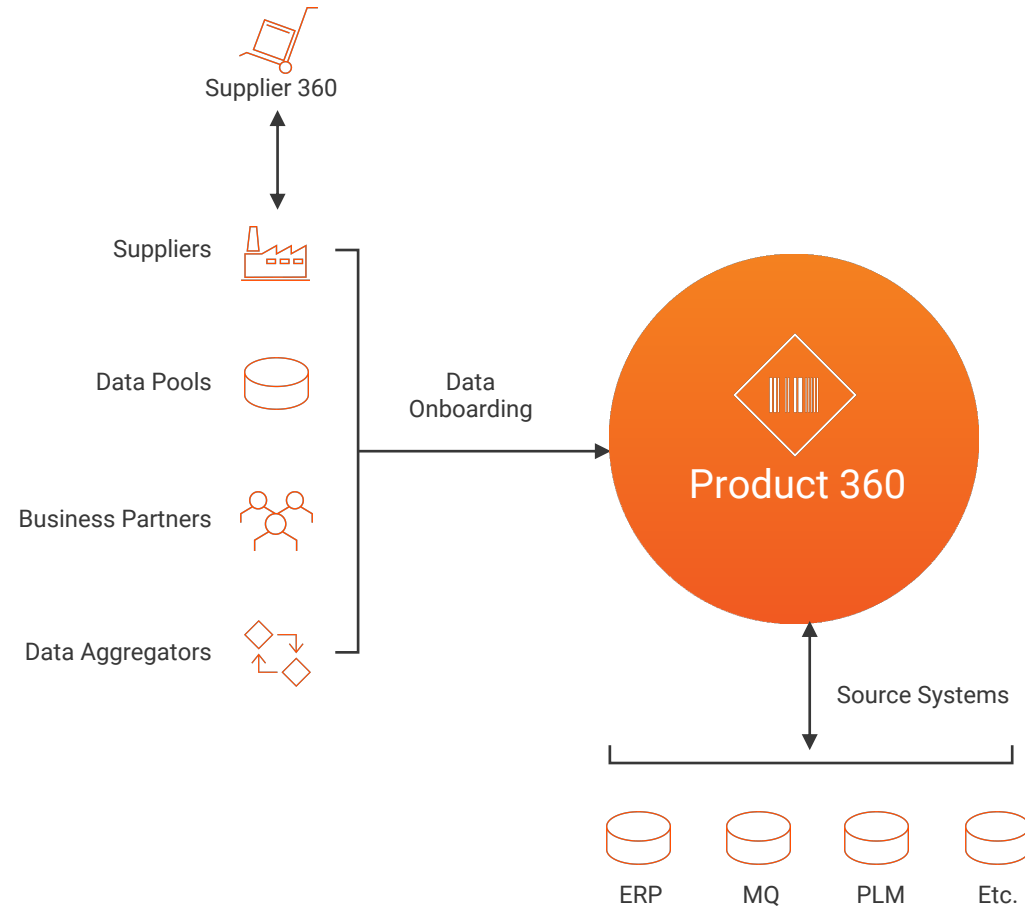


# Data Integration and Syndication



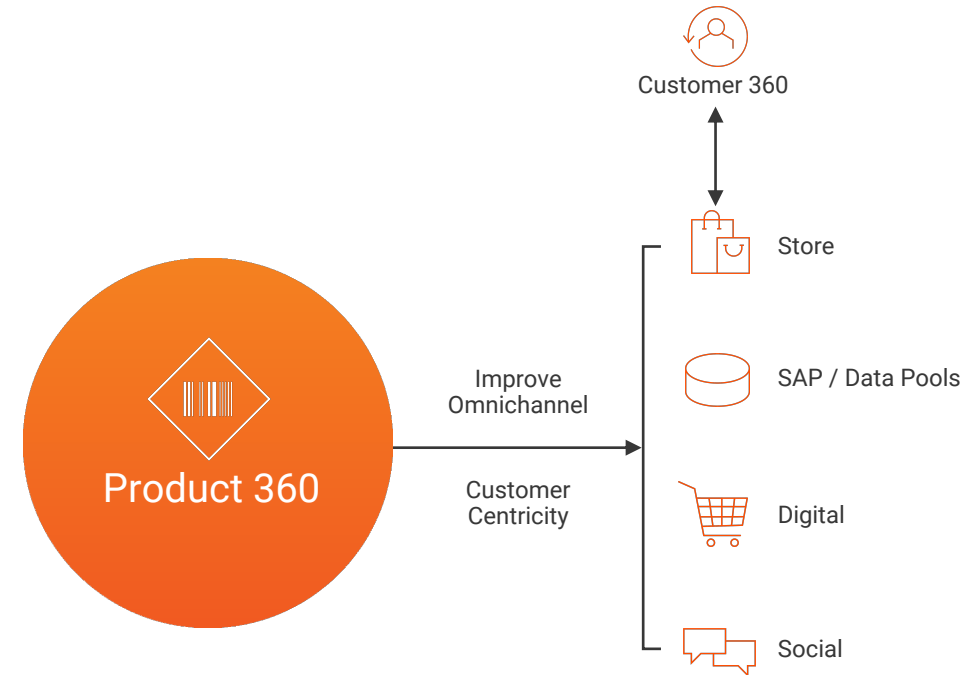
# Inbound Integrations

- Identify systems
  - Identify all the incoming feeds
- Supplier Onboarding Strategy
  - Pilot rollout
  - Supplier focus group
- Data Migration Strategy
  - Data clean up
  - Normalization
  - Standardization
  - Profiling



# Outbound Integrations

- Identify outbound channels
- How many different formats
  - Type (.csv, .txt, .json, .xml)
  - Design (Columns/Attribute/Fields)
- Method of transportation
- Transformations
- Points to Consider:
  - Frequency
  - Business rule validations



# Summary

## Discovery Workshop Preparation

Data Model/Dictionary

Integration – Inbound

Integration – Outbound

Product Data Governance Strategies

Infrastructure Adoption and Identification



Questions?



Thank You