

Oct 26, 2021

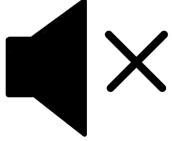
Solve Product Data Challenges with Informatica P360 MDM

Sourya Dass – Solutions Architect

Dilip Yeluguri - Principal Customer Success Technologist



Housekeeping Tips



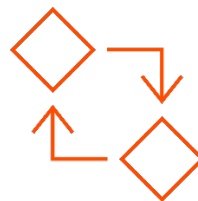
- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" 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.



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge



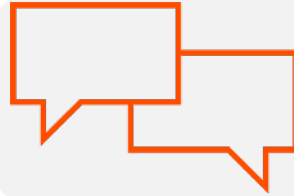
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



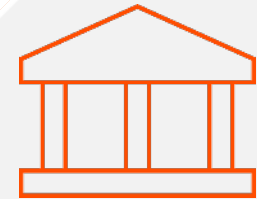
Communities & Support

<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.

MDM - Product 360

Introduction to Product Information Management

Sourya Dass – Solutions Architect

Dilip Yeluguri - Principal Customer Success Technologist



Informatica™

Challenges Faced by Companies

Common Product Data Challenges

Compliance
Issues

Operational
Inefficiencies

Bad Customer
Experience

Slow Product
Introduction

Poor Product
Data Quality

Different roles & users -> different expectations and areas of focus

Need to improve data quality from suppliers and streamline collaboration!

Supply Chain Manager

I need to improve our ecommerce classification and bundles.

Merchandiser

Show me the data that will help me to take the right action on tasks, fast.

Data Steward

Many users are resistant to change. We need a modern user interface tailored to the tasks of each user.

Project Manager

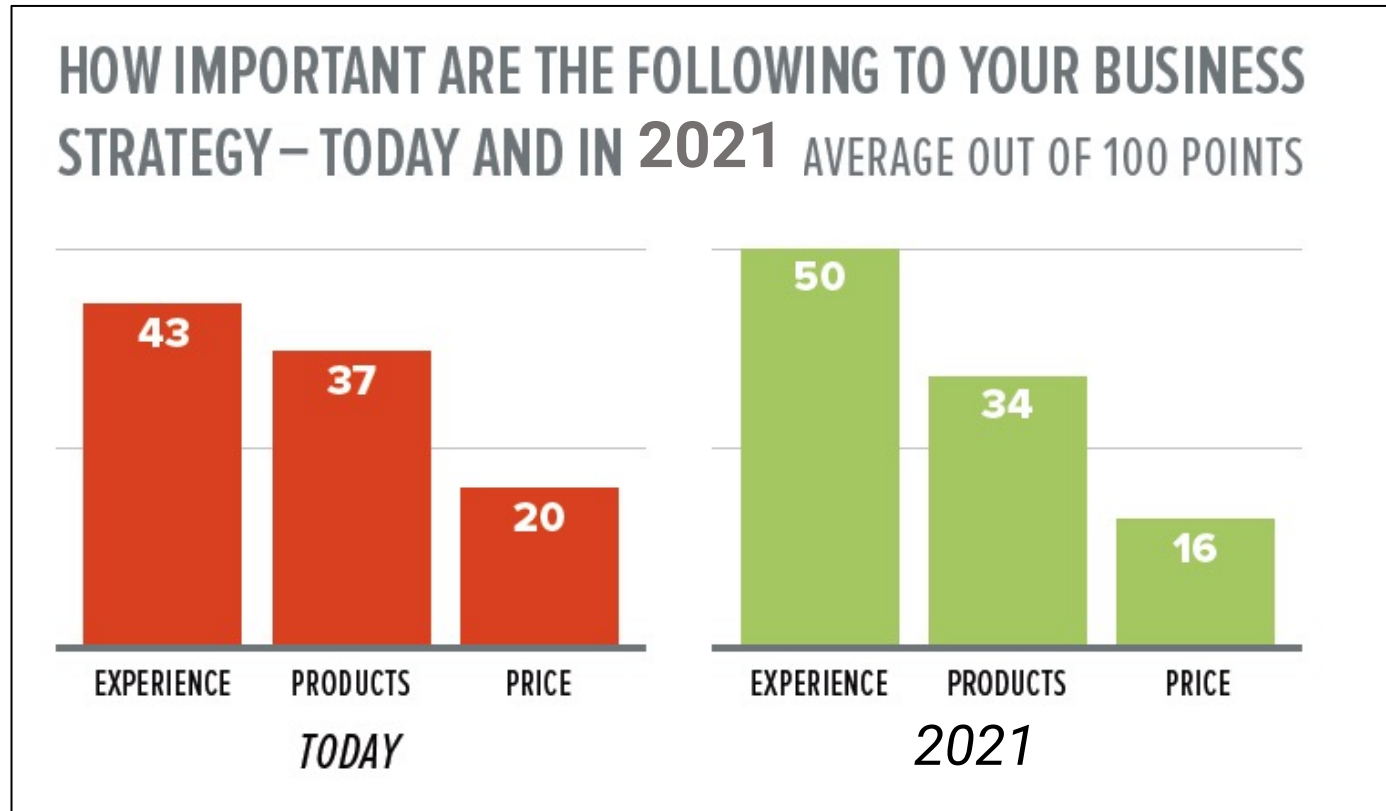
We need to improve brand and product consistency across all sales and marketing channels.

Marketing Manager

Need higher Google ranking and increase conversions.

Ecommerce & Digital Marketing

Customer Experience Defines Your Success

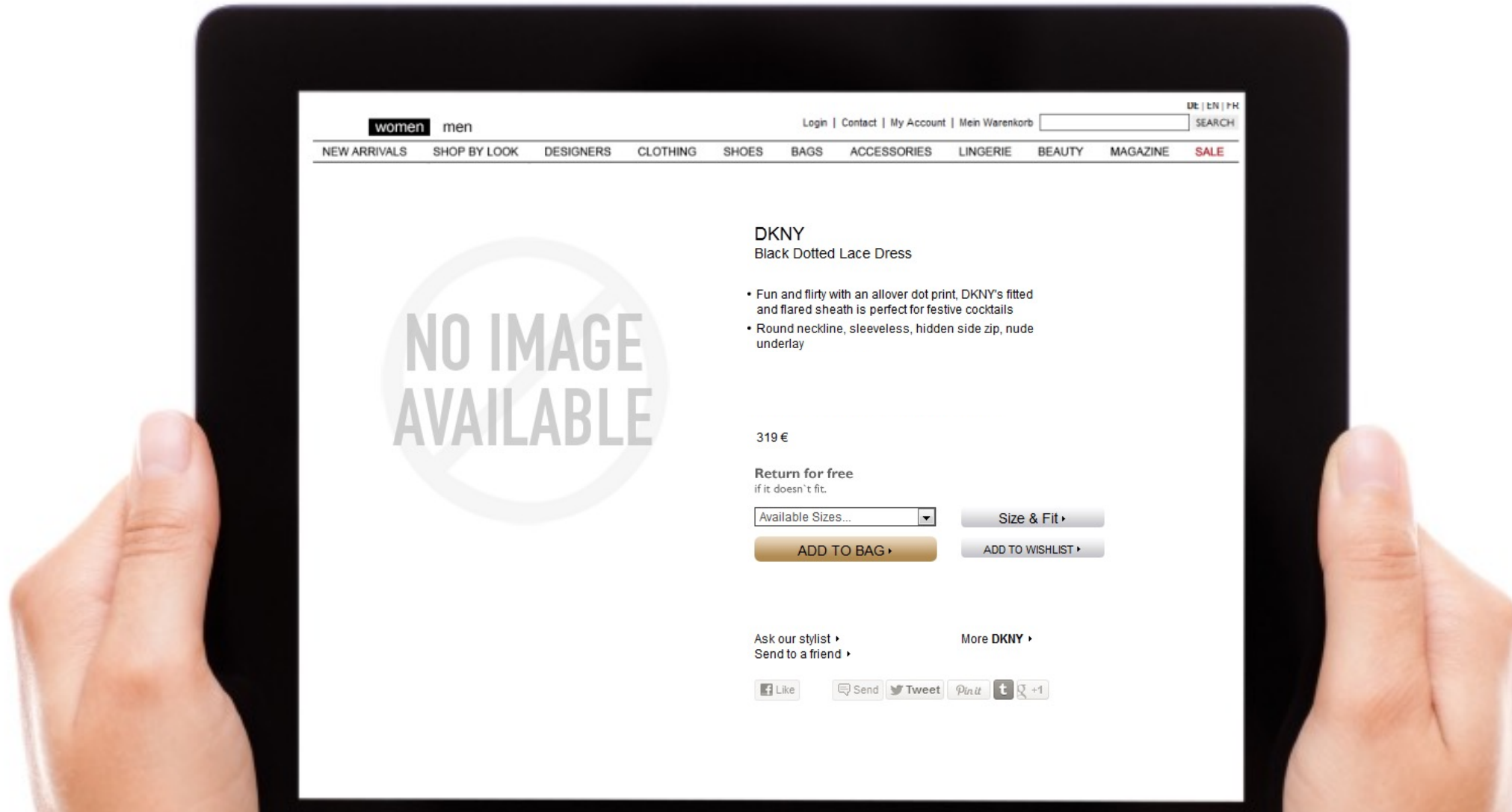


91% of dissatisfied customers will not do business with a brand that failed to meet their expectations.

\$62B lost

U.S. Business lose an estimated \$62 billion in sales annually due to poor customer experiences.

Is this the Customer Experience you want?



Incomplete product data affects ecommerce conversions & product return rates

90%

lost before
shopping cart

33%

not enough
Information to
buy

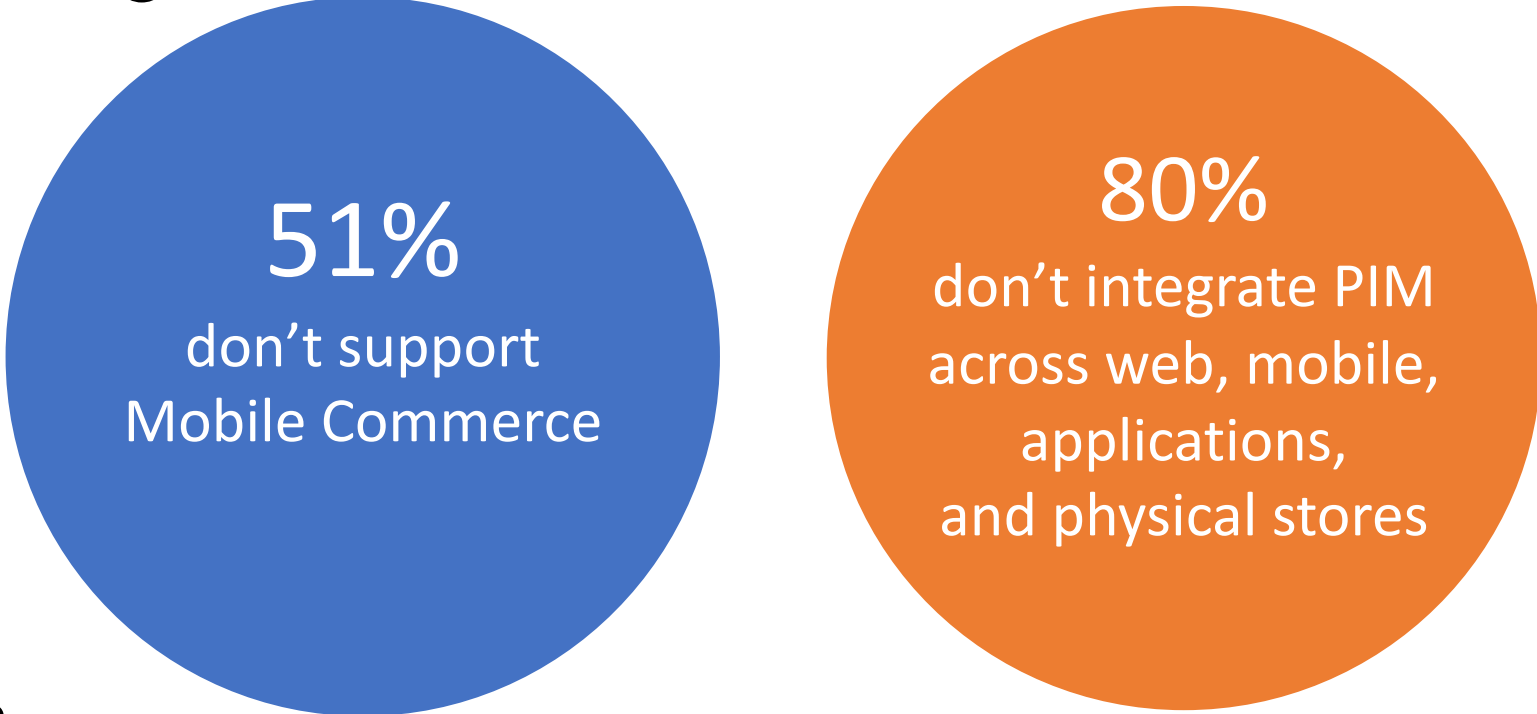
15%

Returns in
Electronics

40%

Returns in
Fashion

Cross-Channel Commerce is still a Challenge



51%
don't support
Mobile Commerce

80%
don't integrate PIM
across web, mobile,
applications,
and physical stores

45% have

lost more than \$1 million

in revenue due to cross-channel commerce challenges

Informatica Product 360

- Why It Works



01
Awareness

02
Consideration

03
Trial

04
Purchase

05
Advocacy

Easily Manage Complex Product Data

Informatica

Customer Reviews:

Chris W on 12.10.2015
Size: Large/Color: Blue Verified Purchase
I used to be a Marine Wool snob and think I was... (more) ★★★★★

Jim in CT on 12.12.2015
Size: Large/Color: Grey Verified Purchase
Really nice shirt. Very soft & comfortable feel. Merino... (more) ★★★★★

J.R. on 01.17.2016
Size: Medium/Color: Grey Verified Purchase
This is a great shirt. I wore for a week backpacking... (more) ★★★★★

By RJ Carter on 5.5.2016
Size: Large/Color: Grey Verified Purchase
Very impressed with this shirt. I mostly got it for... (more) ★★★★★

By Autodi on 5.23.2016
Size: Medium/Color: Grey Verified Purchase
Great shirt for work. I'm male, and I... (more) ★★★★★

Were these reviews helpful to you? YES NO

Shipping Options:
Have your own rates from UPS, FedEx, or a different shipping carrier?
Our shipping software integrates with all the most popular shopping carts and marketplaces.

Store Locator:
Store: #460321
Are you looking for a store near you? Use the store locator and find the closest retail store near you.

Customer Profile:
Jason Smith 28
Sex: Male
Primary contact... (more)

Description:
• Born Jason Robert Smith
• February 16, 1983 to Kelly and David Smith
• Manchester, UK
• Employment history... (below)
• Educational history... (below)

Fitting Match: (Sleeve)
• Height: 176.4 cm (69.2 inches)
• Waist: 99.4 cm (39.1 inches)
• BMI: 29
Further measurements require customer...

Manufacturing / Warehousing:
• Building Size: 2,400 Approx Sq Ft - Lot Size: 7,405 Approx Sq Ft - Approved for Auto-Use
• Flexible Unincorporated Zoning - M1223 San Mateo County Zoning - Year Built: 1965
• Building Height: 16' - 3 Phase Power - 400 Amp Service - Rear Covered Parking

Hierarchy
-Link to styles and looks.
-Additional meta-info.

Look
-Style references.
-Marketing texts.

Style
-Common attributes.
-Marketing texts.

Options
-Lead color.
-Color variants.

EAN
-Sizing.
-Item number.

Mobile Search Results:
(Company Company Company)

Long Sleeve Cotton Twill
(Company Company Company) ★★★★★
\$58.00 Plus Tax XS S M L XL
Intelligent design. With the Long Sleeve Cotton Twill, not only do you see it, you also feel it. Made from a premium cotton fabric, it wears incredibly soft and smooth. What's more, its strength promotes incredible durability. But what else would you expect? When it comes to skate wear with next level quality and construction... Item Number A3611600

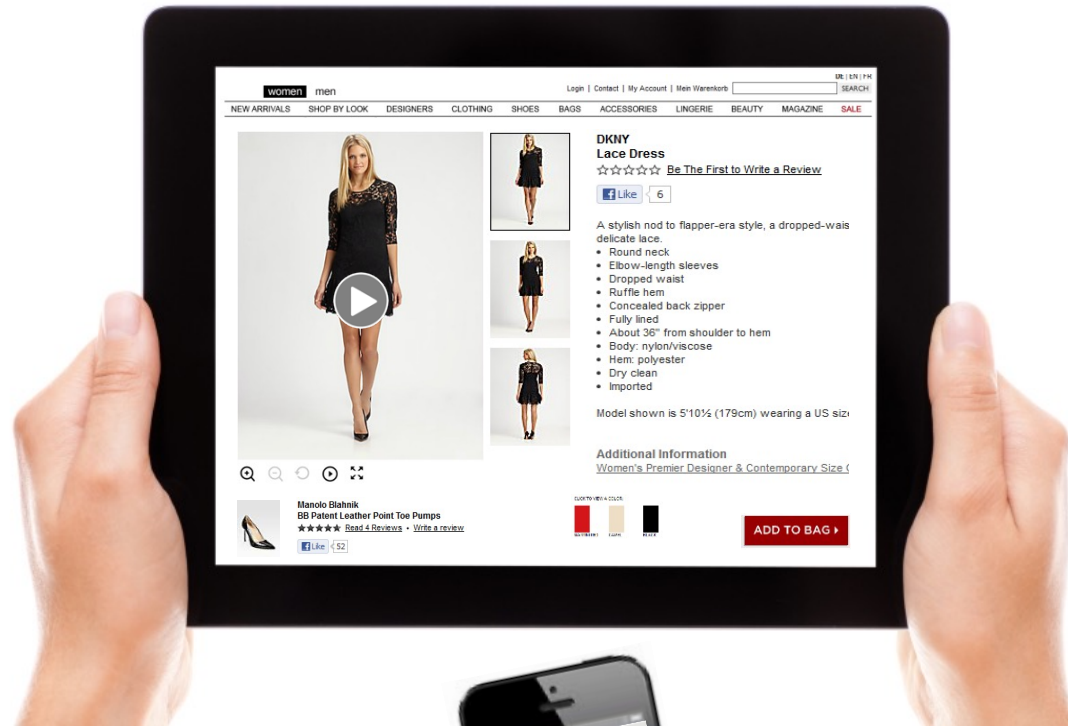
Customers Who Bought This Item Also Bought:
Amazon bases its recommendations on a binary variable: view - didn't view or purchase - didn't purchase.

32168498665131698987987651321635498754513216454068640987098706465749804998409804998798798

- Text
- Images
- Videos
- Documents
- Audio-files
- Graphics
- Attributes
- Hierarchies...

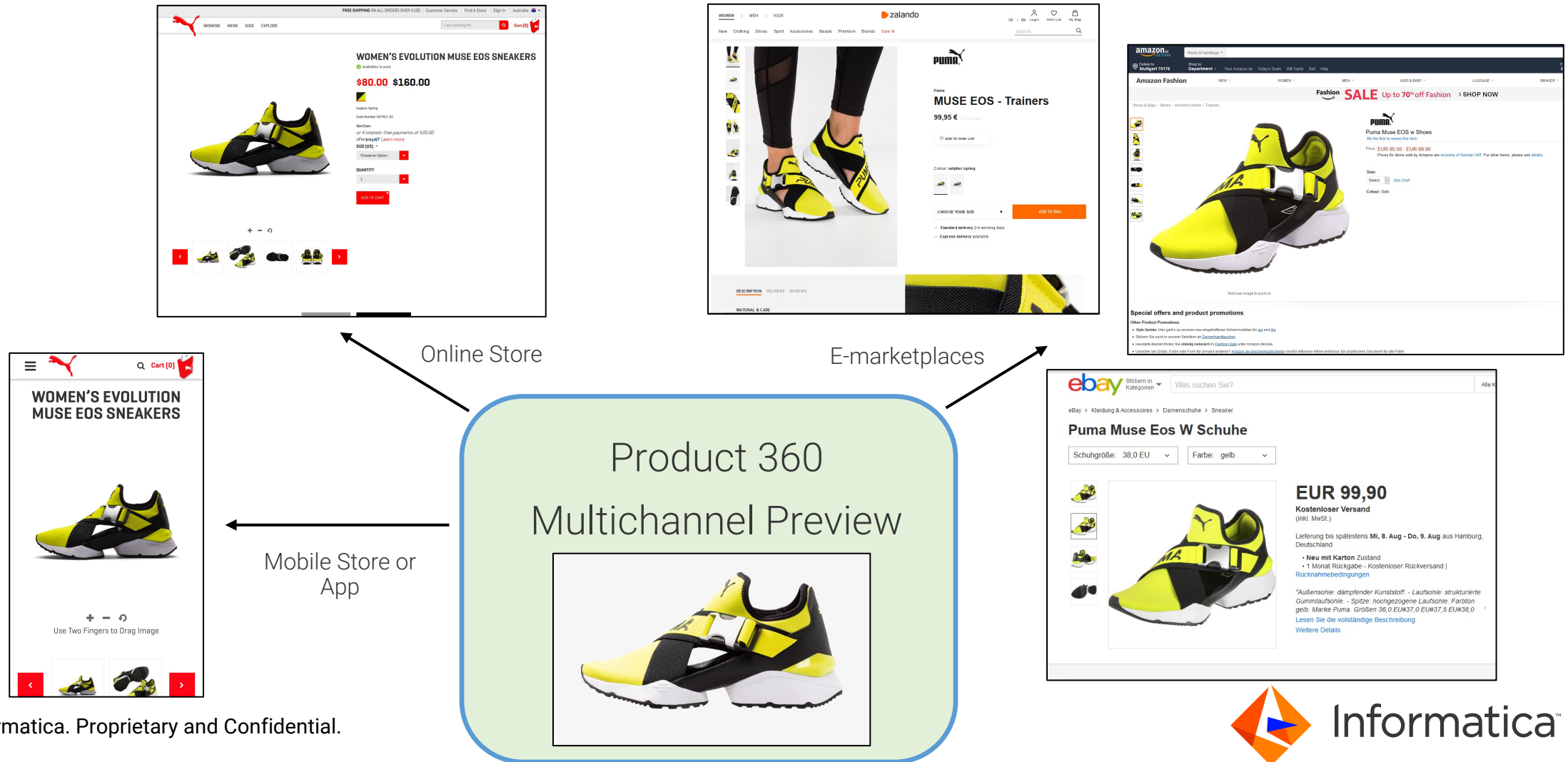
Provide Consistent Omnichannel Experience

Rich Product Data Closes the Sale

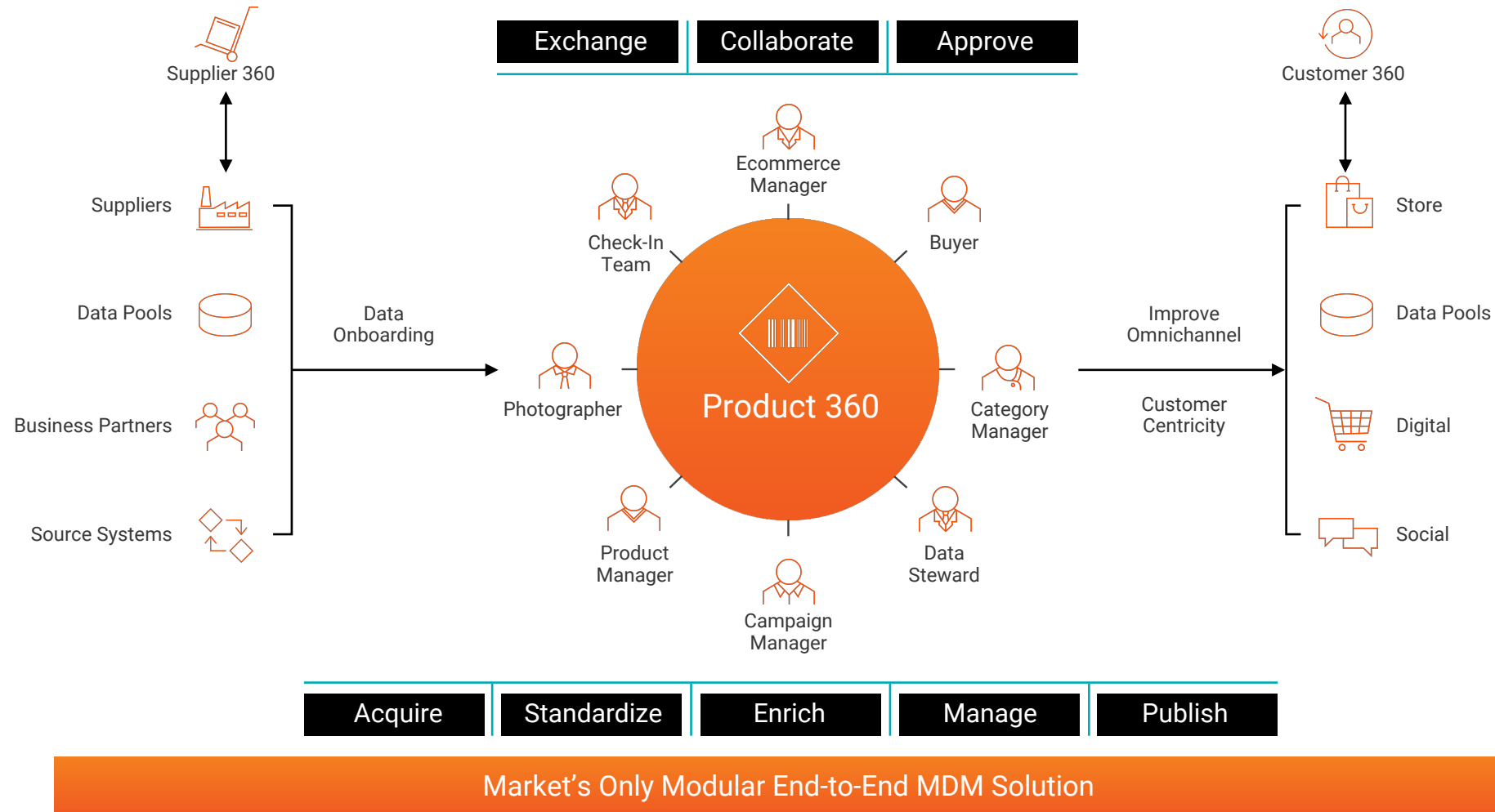


Multichannel Preview

Envision the presentation of your products across different channels



Trusted Source for Product Information Management

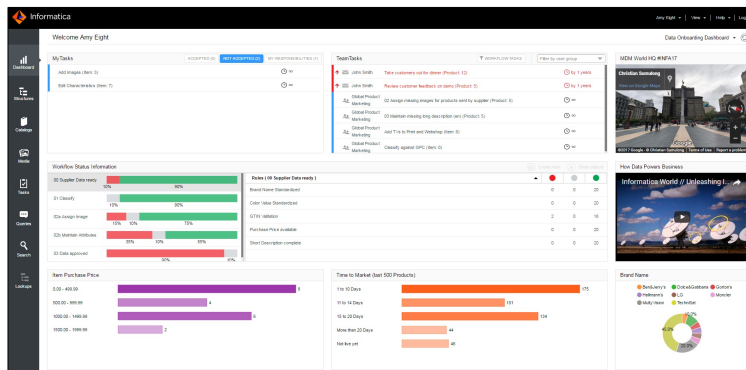


Enterprise Platform and Integration



Informatica Data Quality

- Users love **tailored user experience and flow**



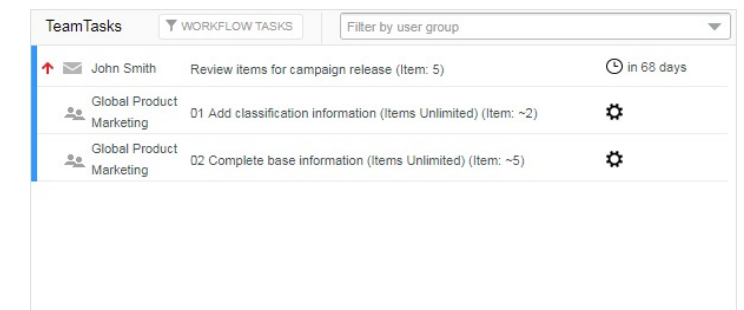
Syndication

- Users love **flexible and agnostic data integration possibilities**
 - Intelligent import mappings
 - Full service REST API
 - Channel previews
 - Powerful mass data exports
 - Accelerators like GDSN, IBM WCS, ...



Informatica BPM

- Users love **intuitive guidance and transparent trigger based process flow**

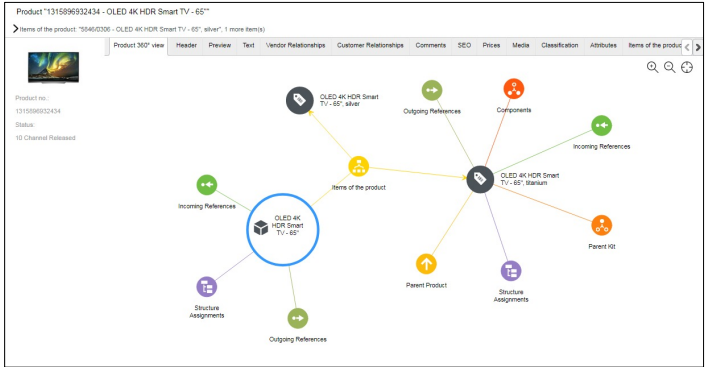


Enterprise User Experience



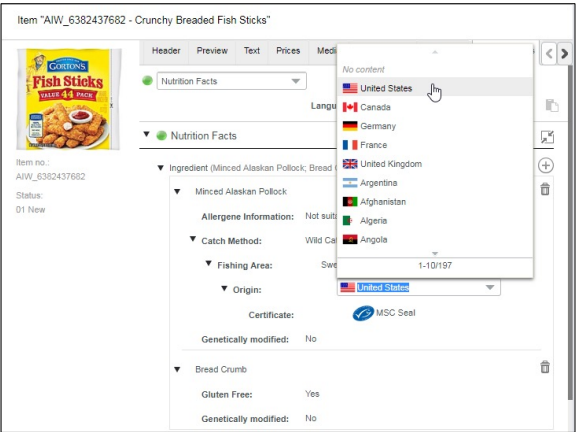
Product Experience

- Users love **graph view and insights on product data and relationships**



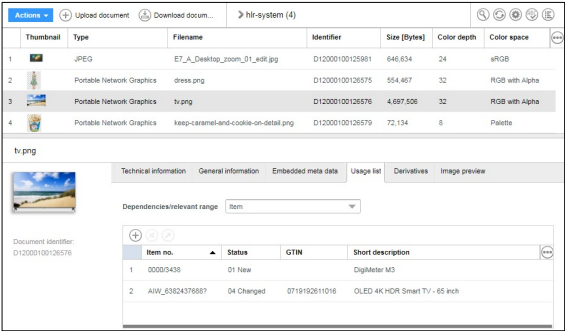
Dynamic Data Model

- Users love **business user data modelling for highly dynamic values**



Digital Asset Management

- Users love **build in media management**

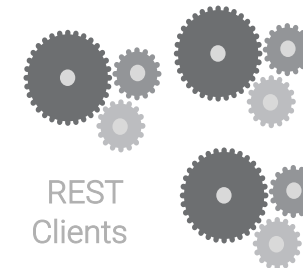
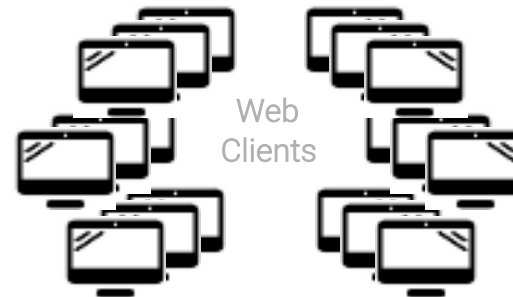
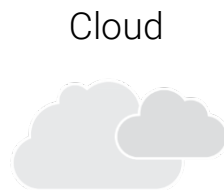


Deployment Examples

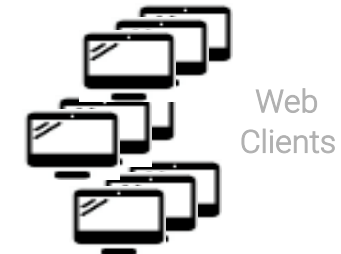
On Premises or Cloud

Informatica Cloud | Public Cloud | Private Cloud | On Premises

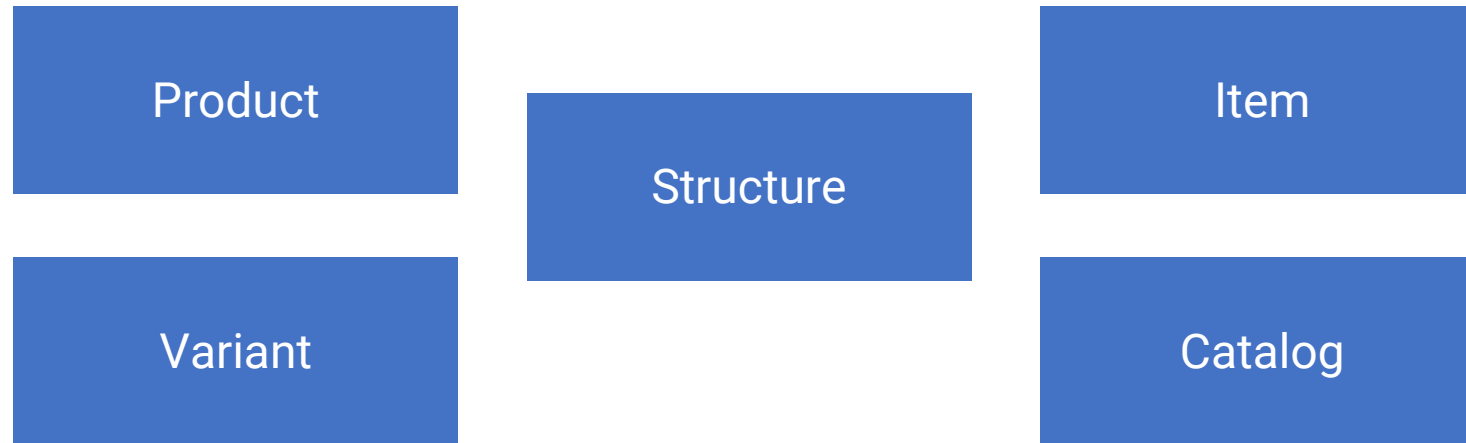
“Economics of computing”



“Classical Approach”

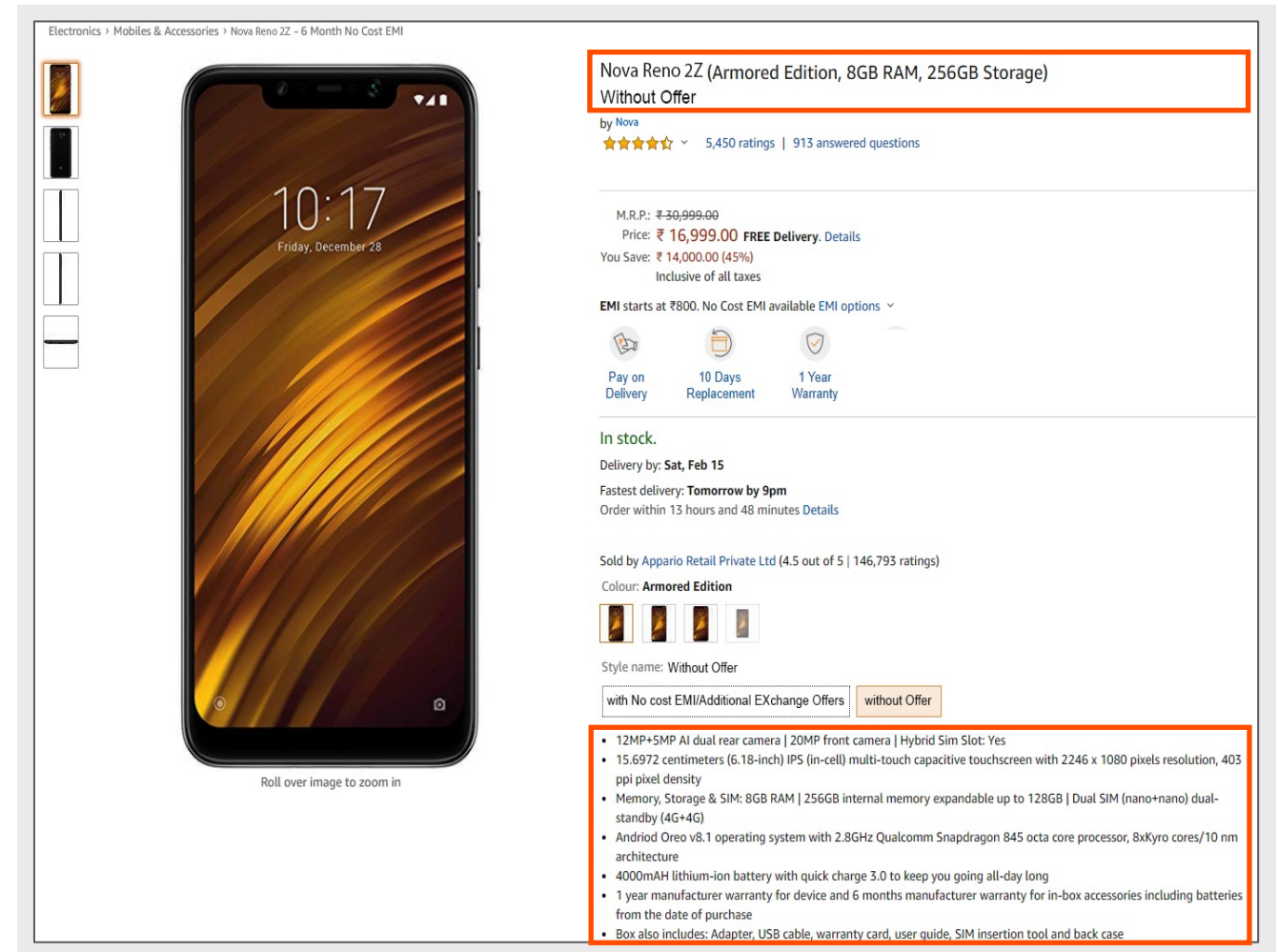


Terminology



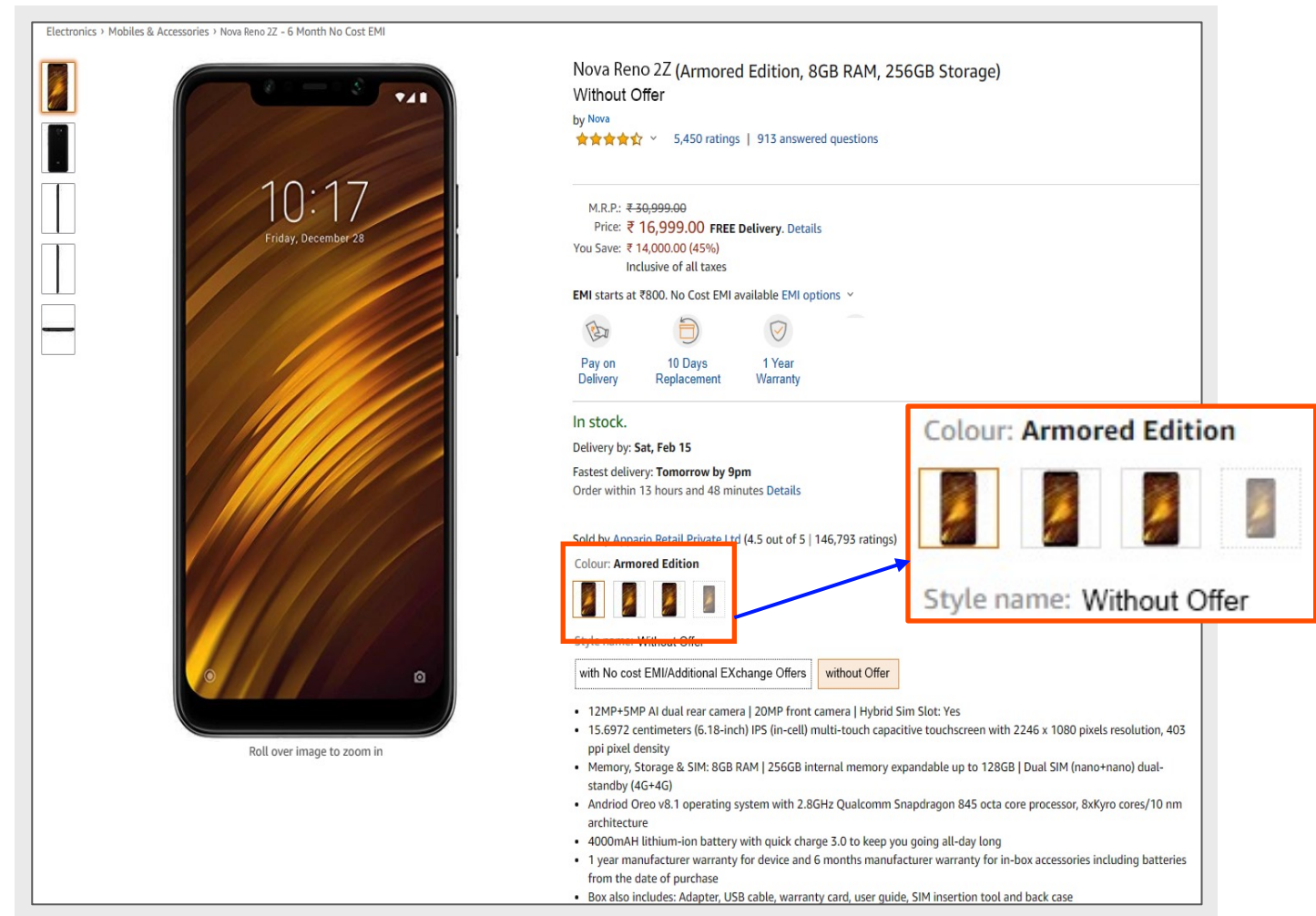
Product

- A group of items that share common attributes
- All items that belong to a certain product have the same set of “defining attributes”
- Items clearly differ in terms of the attribute
- A product itself is not represented by a physical object



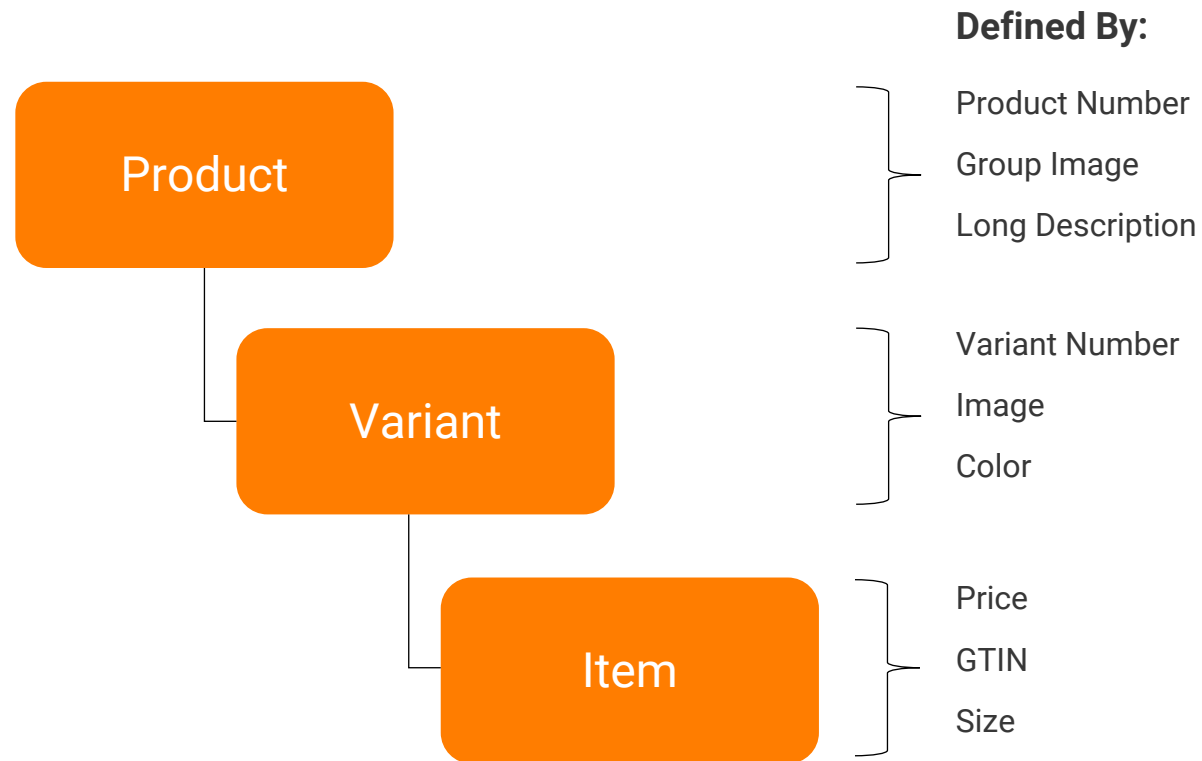
Item

- A uniquely defined product that can be bought or produced, placed in stock, if appropriate, and sold
- An item represents a concrete variant of a product typically differing in the defining attributes or in packaging information from



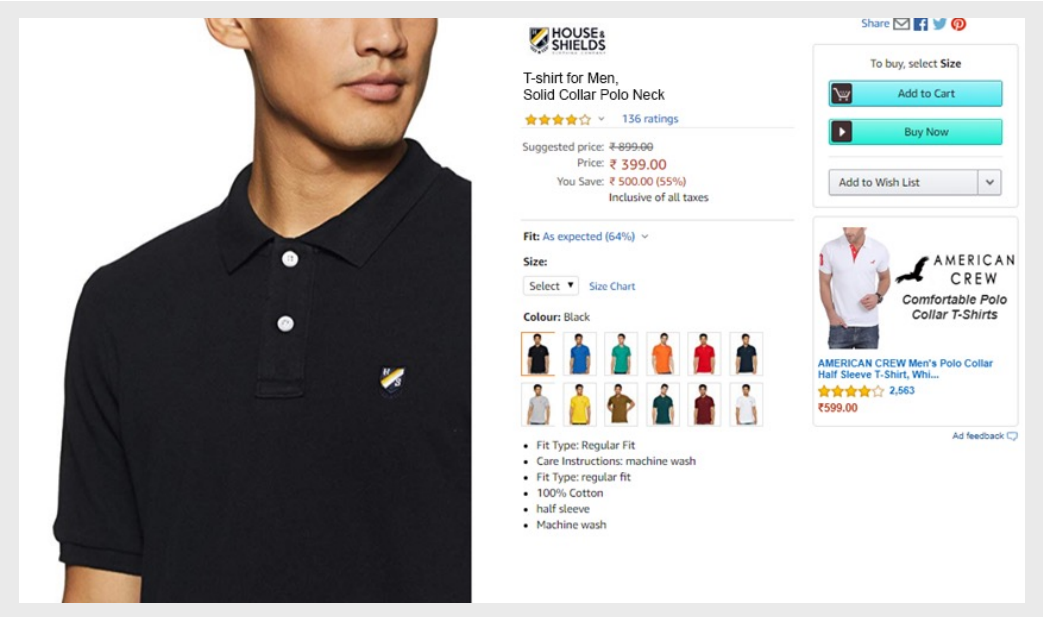
Variant

- Objects of a similar form or function whose subordinate attributes differ
- These objects can be linked to each other



Products, Items and Variants

Product - Item Relationship Example



12345 T-Shirt for Men, Striped, Collar Neck, available in different sizes and colors.						
Item Number	Size	Color	Image	UOM	Min Quantity	Price
12345-S-bl	S	Black	<Image T-shirt Black>	One	1	7.99USD
12345-S-re	S	Red	<Image T-shirt Red>	One	1	9.99USD
12345-M-wh	M	White	<Image T-shirt White>	One	1	9.99USD

Demo

Q&A?

Thanks!