Oct 20, 2021

Upgrade Your Omnichannel Product Experience using Informatica PIM

Kamal Abrol, Senior Customer Success Technologist

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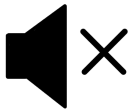
Housekeeping Tips



- 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.

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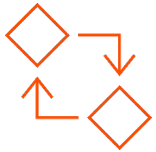
Feature Rich Success Portal

Bootstrap trial and POC Customers

Enriched Customer Onboarding experience



Product Learning Paths and Weekly Expert Sessions

Informatica Concierge

Tailored training and content recommendations

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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

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20-Oct, 2021

Upgrade Omnichannel Product Experience-PIM

Kamal Abrol
Customer Success Technologist

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Agenda

- GDSN Nutshell-Why When Where What ?
- GDSN Accelerator Architecture
- HOW GDSN Works-Item Publication & Subscription flow
- GDSN demo
- Omnichannel Experience
- CLAIRE™ Architecture
- AI based Auto Classification + Demo
- Enhanced Characteristic Model + Demo

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GDSN nutshell

WHY?

- High-quality product data is a prerequisite for compliance with public regulations, such as the European Food Information Regulation EU 1169/2011 or industry-specific U.S. Food and Drug Administration (FDA) rules
- Non compliance will result in hefty fines

WHAT?

- GDSN is a network of interoperable data pools and a global registry. Companies use it to exchange product data with their trading partners in a standardized way
- Synchronize product data based on the GS1 standards.

AIM

- Share trustworthy ,latest & consistent information across all channels (store, web, mobile, social, email)
- High quality information for improved consumer experience.
- Both manufacturers & retailers must comply with country specific regulations

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Global Data Synchronization Network

Automated, standards-based, global, secure and continuous data synchronization

60,000	35,000,000	45
companies	products	data pools
around the globe	in the network	GDSN certified

Ensures that ALL parties in the supply chain are working with the same trusted product data

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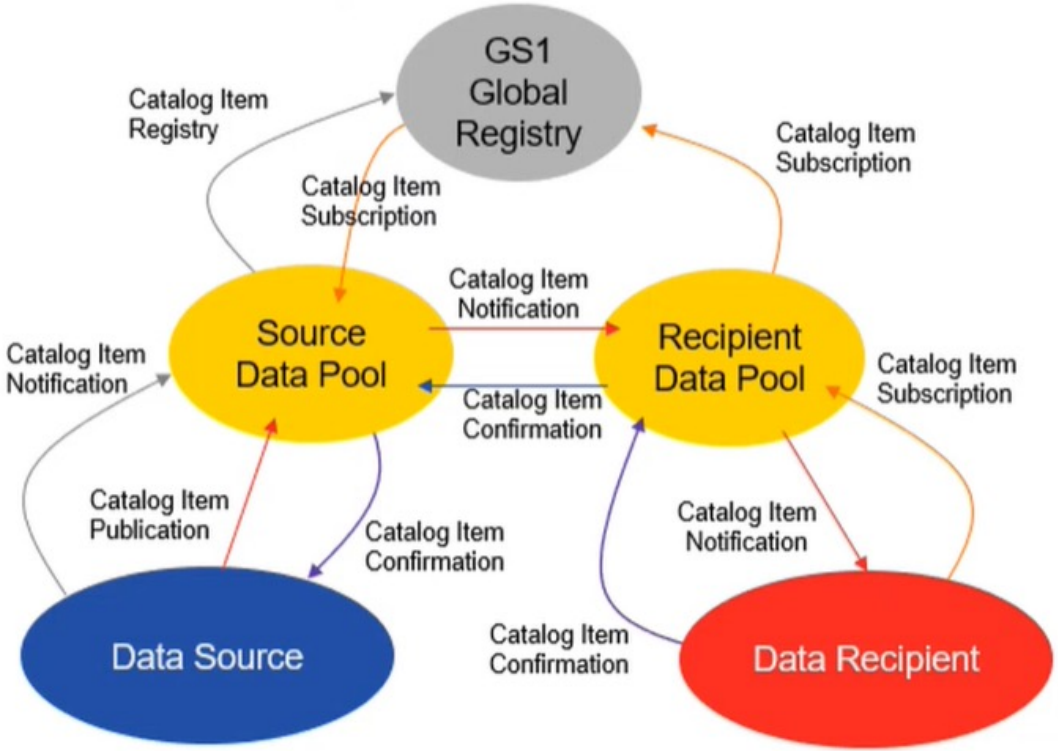
HOW GDSN Works-Item Publication & Subscription flow



❖ Manufacturer-Coke/Volvo etc

❖ Retailers- kroger, Coop etc

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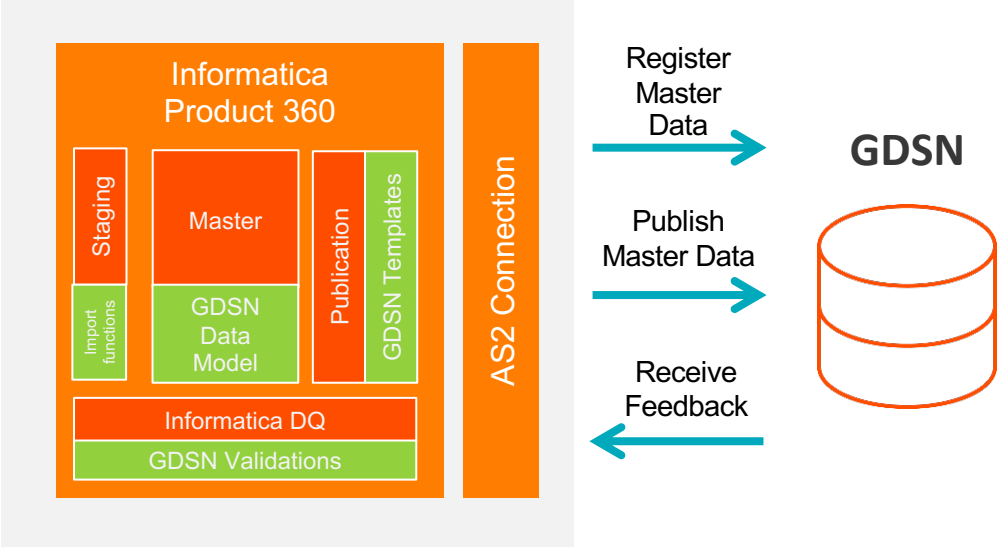
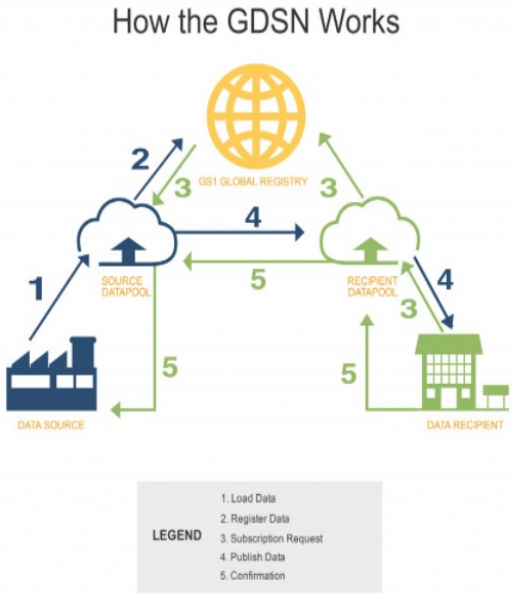
Technical View – Data Source





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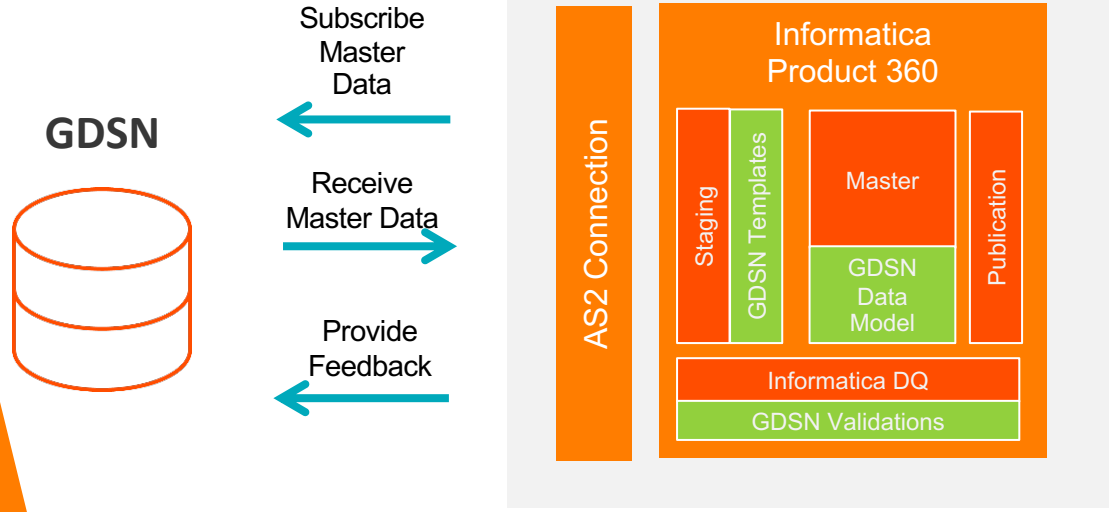
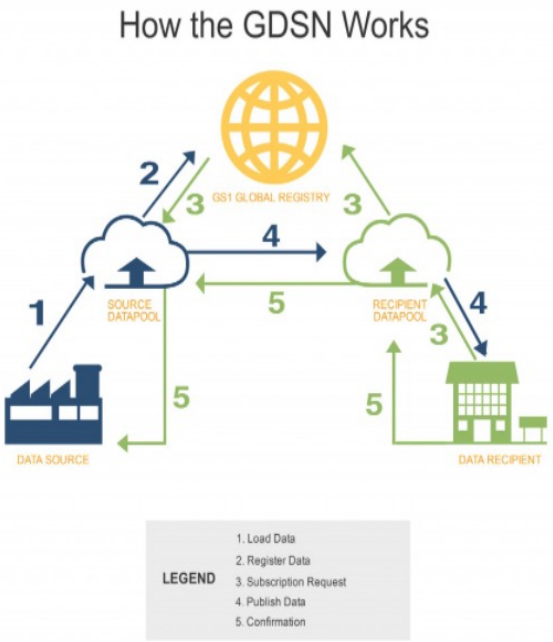
Technical View – Data Recipient





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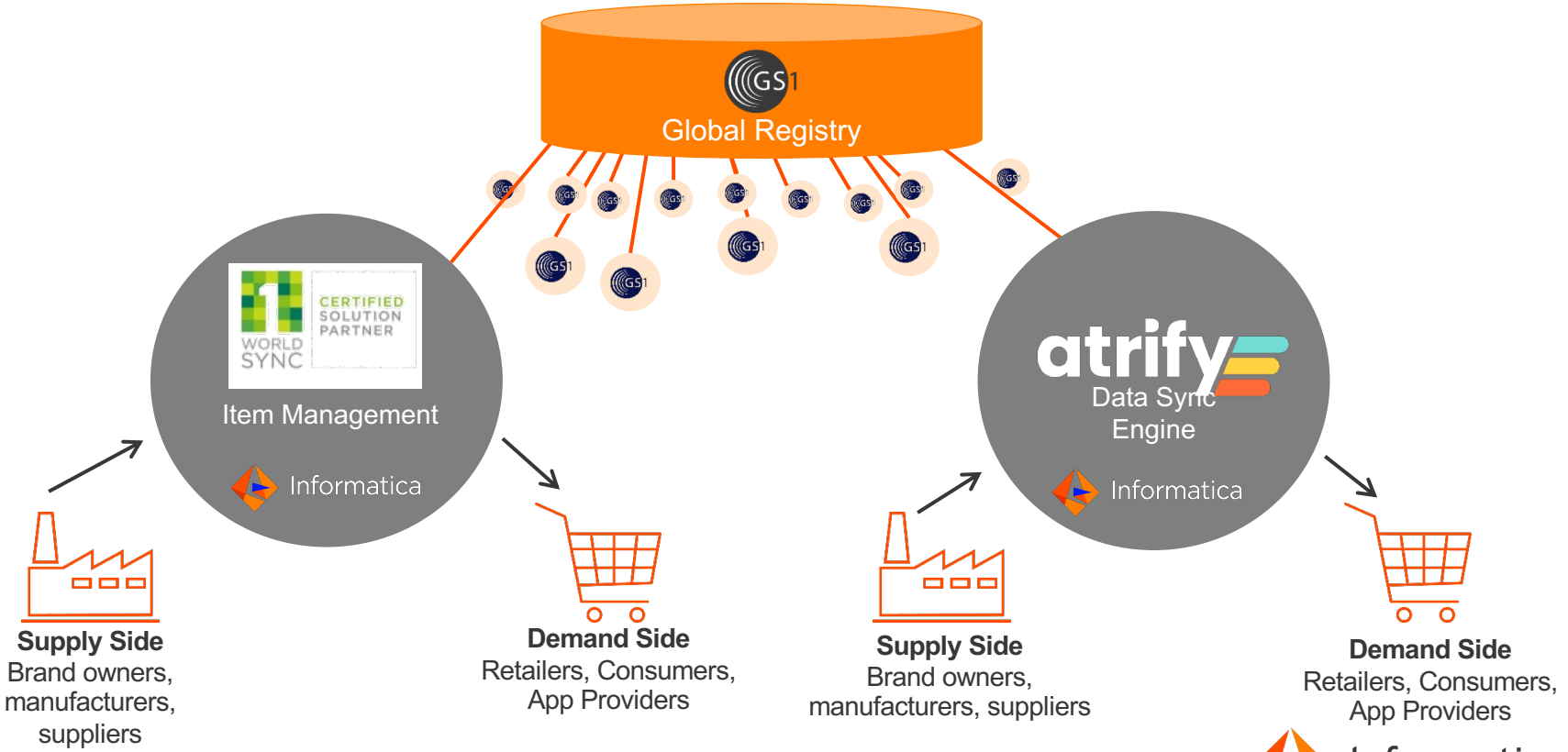
GDSN Accelerator



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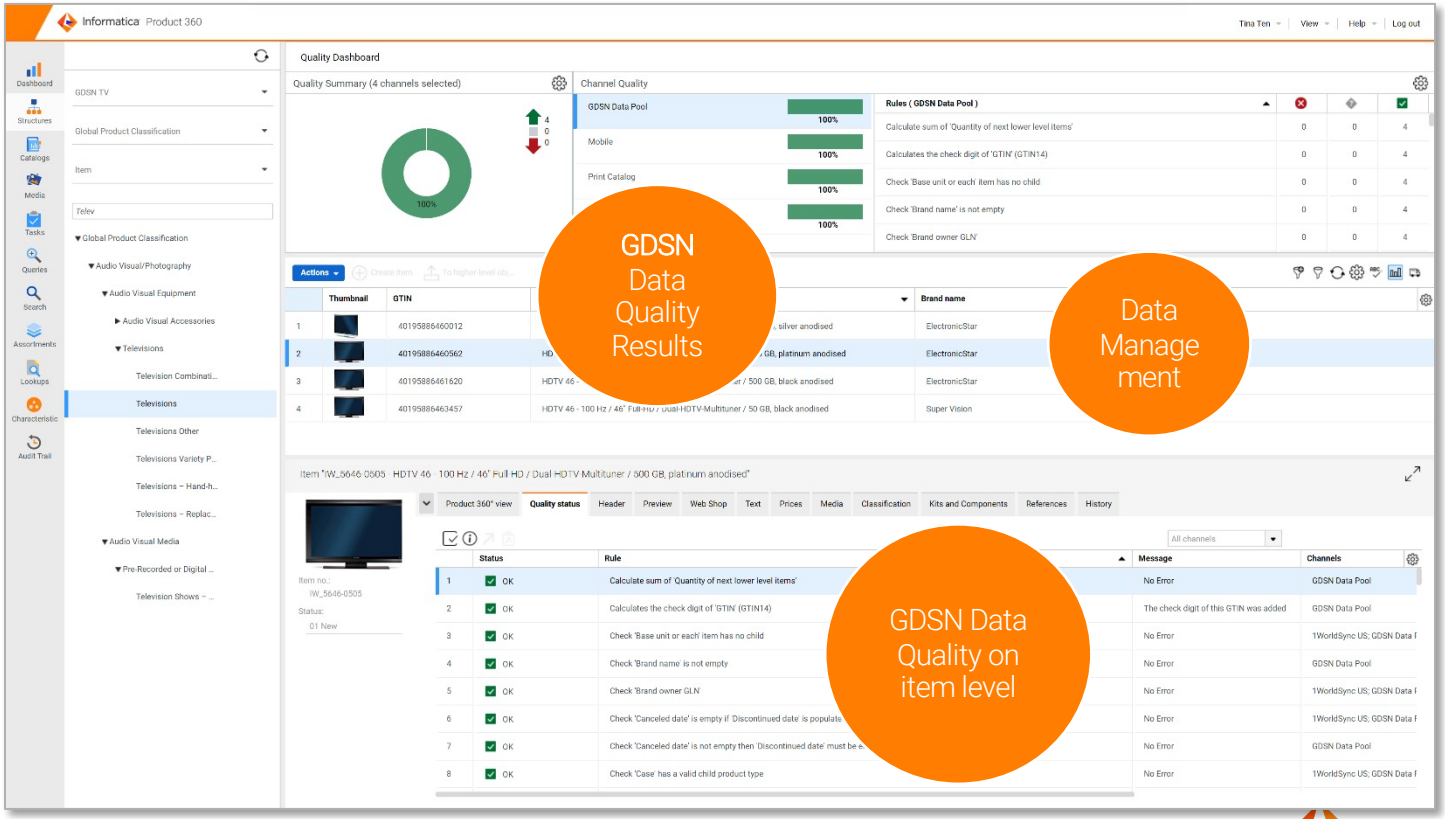
GDSN Dashboard in MDM – Product 360



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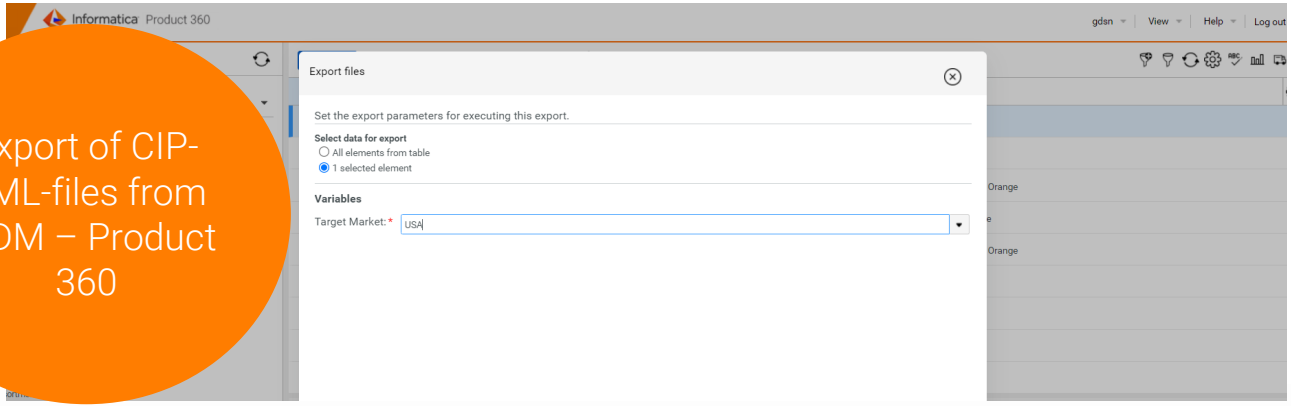
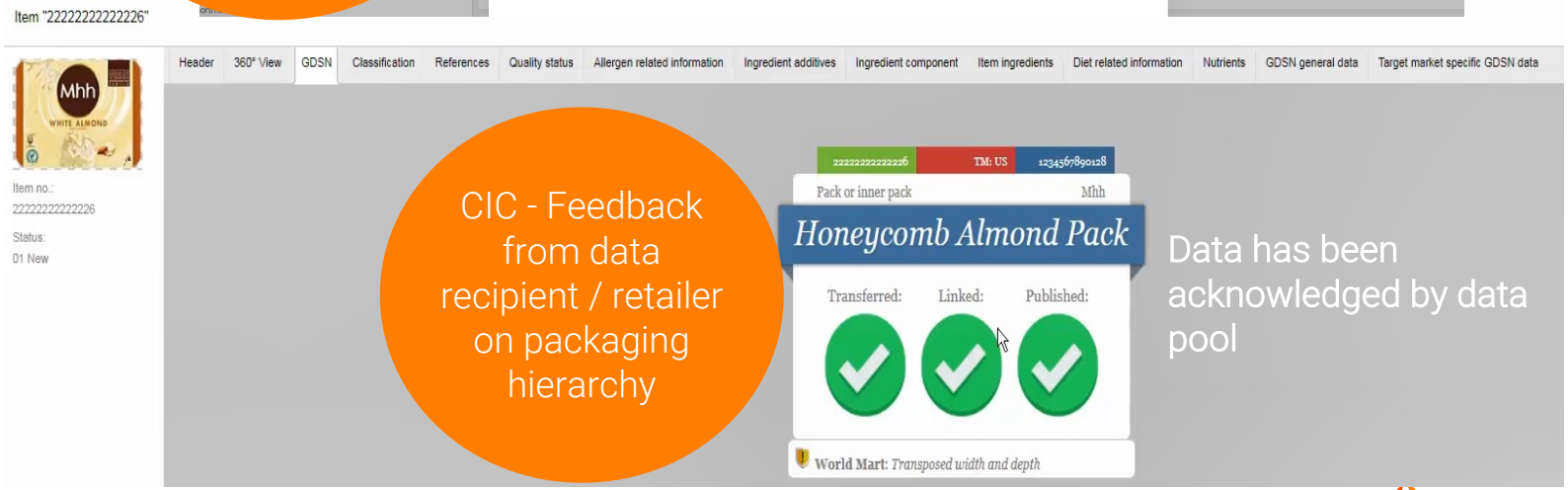
Item Successfully Published to Data Pool

Export of CIP-XML-files from MDM – Product 360





CIC - Feedback from data recipient / retailer on packaging hierarchy

Data has been acknowledged by data pool

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GDSN Demo

Data Source – 1WorldSync Item Management Scenario (US)

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We do provide

- Accelerator to speed up a project
- For GS1 GDSN
- Via 1WorldSync Item Management data pool or atrify Data Sync Engine data pool
- With best practice and commonly used attributes and in the food and beverages industry
- With global GDSN validations for supported attributes
- Preconfigured for Target Market US
- The validation results of the data pool are integrated in Product 360 Desktop client
- Professional Services are needed e.g. installation and configuration, requirements workshop, adding optional attributes and DQ rules, configuring assortments and recipients

We DON‘T provide

- Out-of-the-Box Connector
- For every standard of the GS1 organization
- Via any of the 30 GDSN certified data pools
- With all thousands of attributes
- With any GDSN module
- With any target market specific, customer specific, or community profile specific validations
- All possible DQ validations
- Solution that does not require Professional Services

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Benefits of GDSN Accelerator in MDM –Product 360

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Upgrade your Omnichannel Experience

Deliver personalized, consistent and connected cross-channel experiences

- Centralized repository with No silos
- Collaborating with multiple stakeholders(Supplier, Product managers, Shipping Specialist, sales etc) using PIM.
- Real time synchronization to ensure latest info available across all channels aim to improve time to shop

Be First to Market With latest data

- Utilize self service supplier portal to collaborate on product info among vendors /supplier which save time + effort .
- Fast time to shop ie fast workflows which let you publish new product info in minutes
- Utilize Automated Data quality & Auto classify using Claire-AI checks to save time
- Scalable Model able to export bulk Sku over marketplaces in minutes.

Deliver Trusted & Complete data

- Identify standard attributes & lov's applicable for each category i.e accelerators like GS1 sync to enrich product attributes
- Use a master data-fueled PIM application that can handle different data sources and formats, so you can pull the best information into your system (e.g., from existing data pools and industry standards).
- Automate your data-quality processes. This eliminates the time wasted manually entering and checking data sets, color, material, etc.)
- Gather product info per standards via outsource work to supplier, vendors, translators to

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Upgrade your Omnichannel Experience

Make Your Product Data Unique and Rich

- Use a digital asset management (DAM) system to manage your media assets for use across all channels
- Images and videos that show the product in use greatly boost sales and reduce returns

Personalize Data for Maximum Effectiveness

- Make use of insights to facilitate cross-selling and up-selling opportunities, personalization, and relevant recommendations.
- Inject product offers best positioned to optimize revenues.
- Deploy an centralized MDM solution to seamlessly connect product data with other data repositories.

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Upgrade your Omnichannel Experience

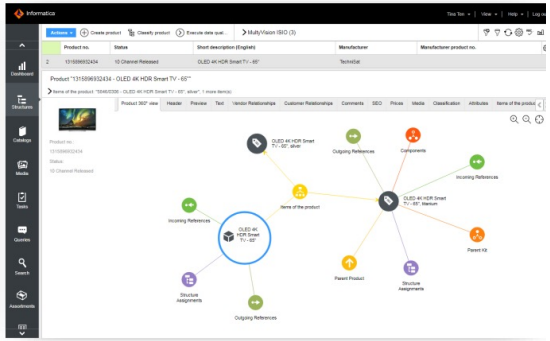
Product 360° View of Your Product Data

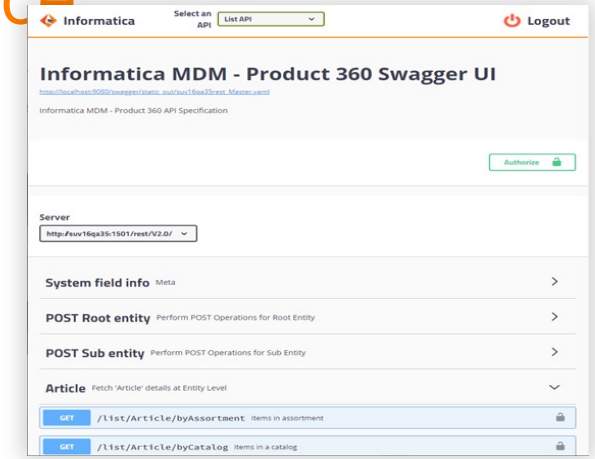
Graph Visualization for Product Data and Relationships

Business users want to visually explore data and uncover insights

- Interactive graph for data discovery
- Quick access to relationships (including incoming references)

- Benefit
  - Reduces complexity of data relationships and enables new navigation patterns



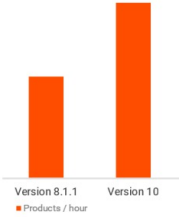


Export Performance Boost

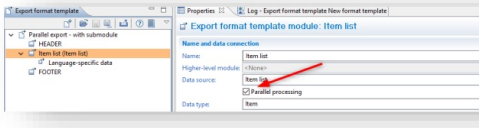
Multithreaded Export

Big data exports need to scale

- Exports configurable to execute on multiple CPU threads



- Benefit
  - Exports with huge load of data execute up to +75% faster



Index Based Web Search Update
Native Elasticsearch Integration
Business users desire flexible search experiences

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CLAIRE™ Architecture

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CLAIRE™ Recommendation Services Accelerator

ML Based Classification Service

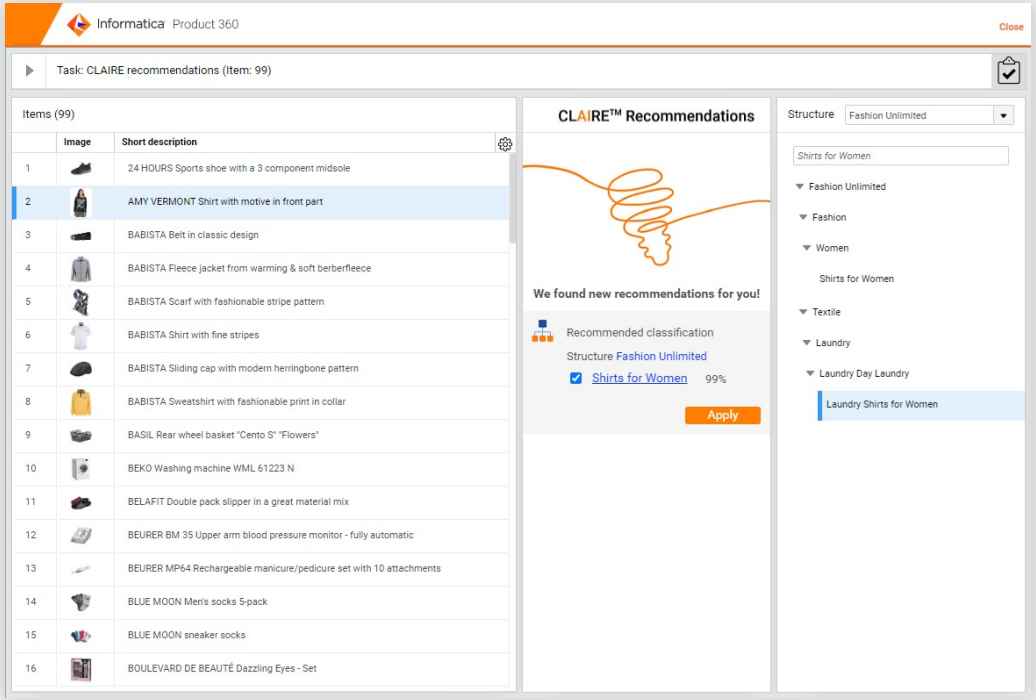
Leverage machine learning to classify your product data

- Flex UI component
- Batch service
- NLP and Deep Learning capabilities

Benefit

– Automated content enrichment

– Intelligent user guidance and suggestions



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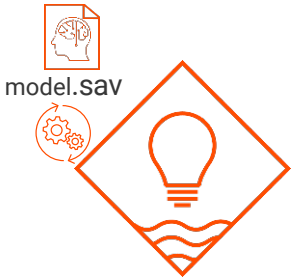
Training

Product 360

Export

- Text attributes
- Assigned category



CLAIRE service

(python)

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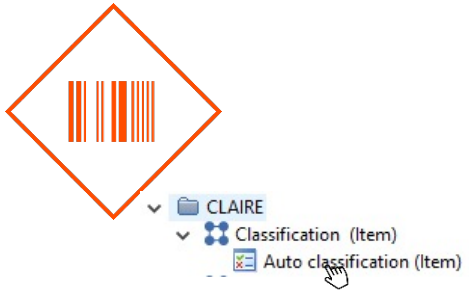
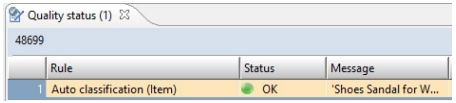
Batch classification

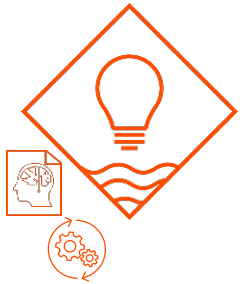
Product 360





Carapace Silicone
Keyboard Cover

CLAIRE service



Category: Computer accessories

Confidence: 93%

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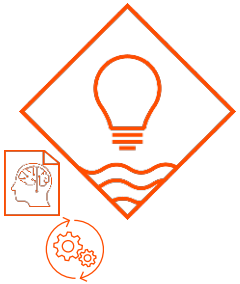
Classification via UI

Product 360

Carapace Silicone Keyboard Cover

We have recommendations for you

CLAIRE service



Category: Computer accessories

Confidence: 93%

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Configure the CLAIRE flex UI component

```
<group identifier="Claire info">
    <layoutData>
        <parameter key="colSpan" value="1" />
        <parameter key="rowSpan" value="7" />
    </layoutData>
    <component identifier="claire full" type="claire" i18NKey="Claire" >
        <layoutData>
            <parameter key="collapsible" value="true"/>
            <parameter key="collapsed" value="false"/>
        </layoutData>
        <parameter key="context" value="classification"/>
        <parameter key="sourceField" value="ArticleLang.DescriptionLong(en)"/>
        <parameter key="algorithm" value="deeplearning"/>
        <parameter key="threshold" value="80"/>
        <parameter key="selectionThreshold" value="80"/>
    </component>
</group>
```


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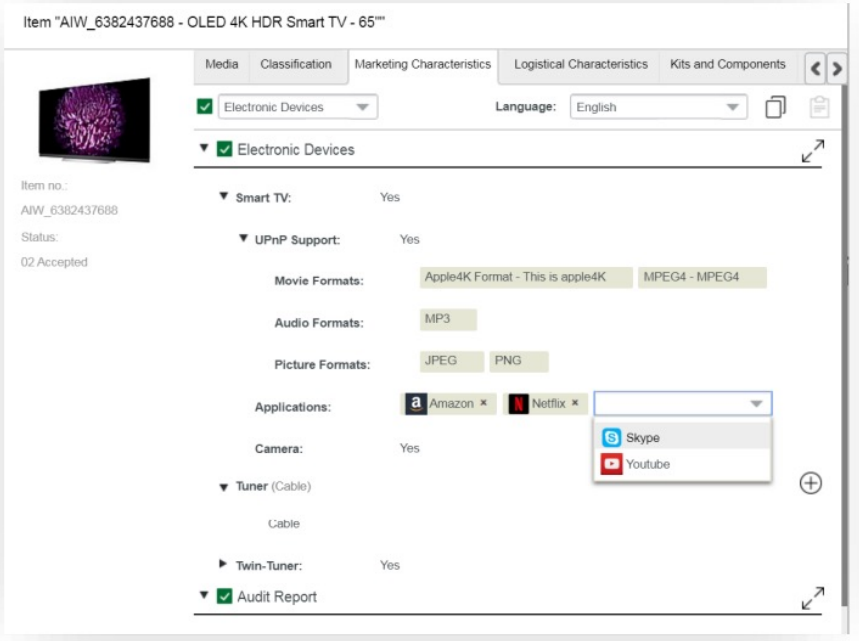
Enhancements of Characteristics Data Model

Dynamic and Interdependent Modelling on All Product Data Levels

- Product and variant tier enabled
- Distribution of categories across tabs
- Introducing simplified characteristics
- Images for lookup values
- Improved user experience on data editing
- REST API write of characteristic values
- REST API based transfer of meta model



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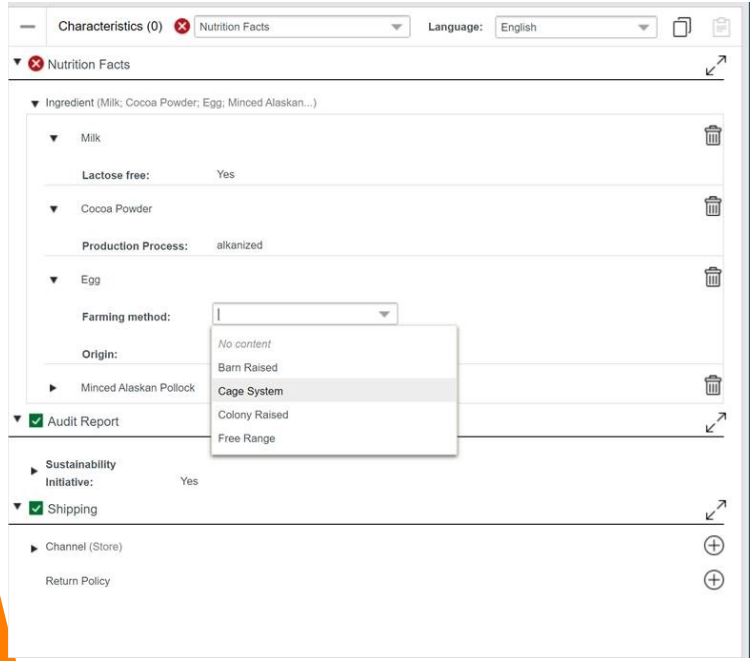
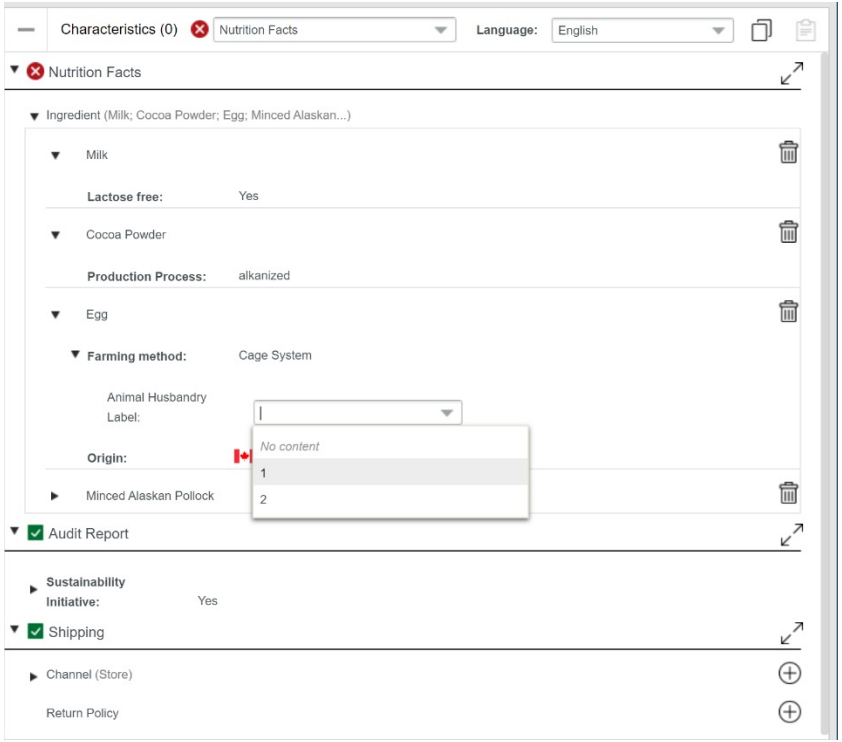
Characteristic “Farming method” for Eggs has different options



Selecting “Cage System” will show an Animal Husabdry Label with option 1 and 2



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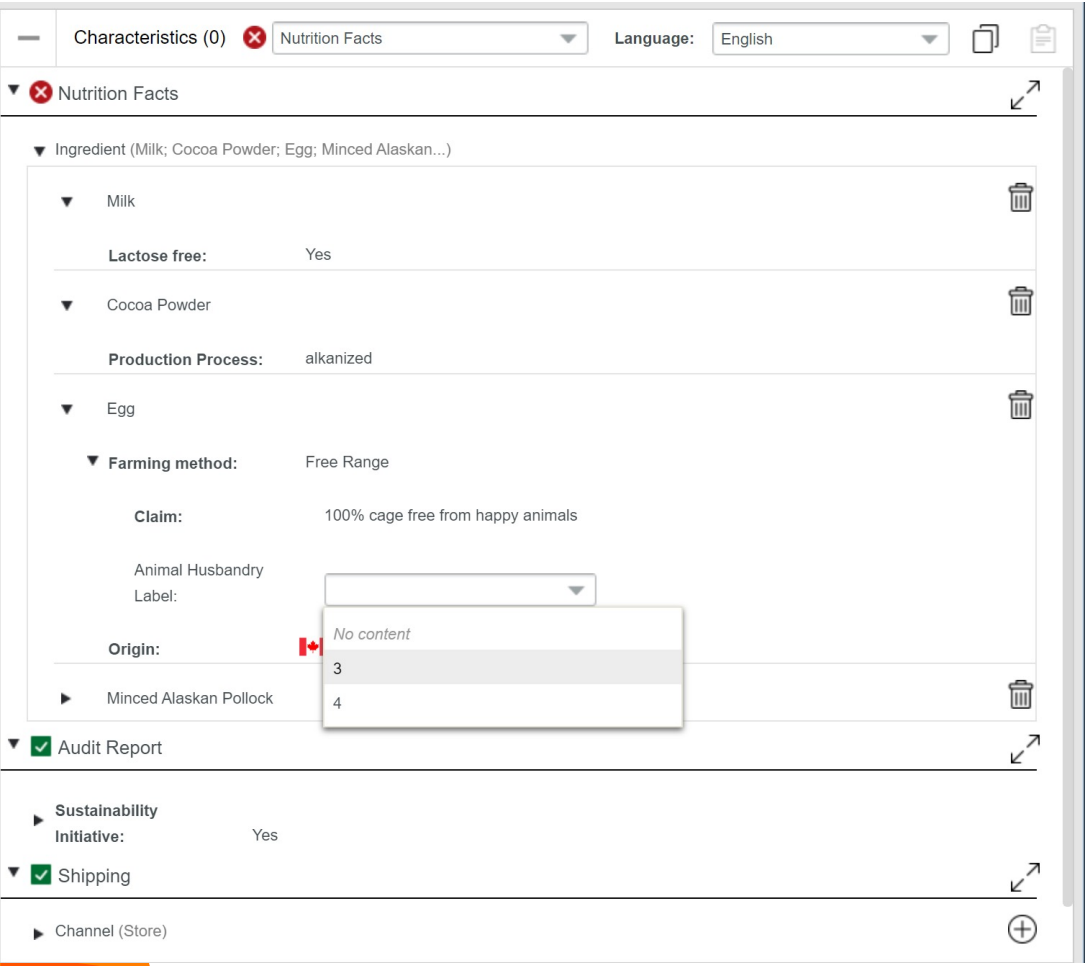

“Free Range” will show an Animal Husbandry Label with the options 3 or 4, and also attach an read-only claim “100% cage free from happy animals

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Characteristics sample model

Sample Data model set up with the Animal Husbandry Labels pointing to different lookups based on selected value.

Name (English)	Identifier	Min./Max. records	Lookup list	Conditional values
▼Ingredient	Ingredient	0 to 4 (optional)	Nutrition Facts	
Claim	Ingredient.Claim	1		Carrageenan (Gelatine subs
Production Process	Ingredient.CocoaProduction	1	Cocoa Production	Cocoa Powder
▼Farming method	Ingredient.EggFarming	1	Egg Farming	Egg
Claim	Ingredient.EggFarming.Claim	1		Free Range
Animal Husbandry Label	Ingredient.EggFarming.FreeRange.Animal…	0 to 1 (optional)	Animal Husbandry Label	Free Range
Animal Husbandry Label	Ingredient.EggFarming.CageSystem.Anima…	0 to 1 (optional)	Animal Husbandry Label	Cage System
Allergene Information	Ingredient.FishAllergene	1		Minced Alaskan Pollock
Gluten Free	Ingredient.GlutenFree	1		Bread Crumb
Lactose free	Ingredient.LactoseInfo	1		Milk
Origin	Ingredient.Origin	1	Country List	Vinegar

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