



# Informatica<sup>™</sup>

## Salesforce Commerce Cloud (former Demandware) Accelerator

Informatica MDM - Product 360

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This accelerator is an Informatica MDM Product 360 export adapter interface (pre-configured template) for product and category data publication to the Salesforce Commerce Cloud back end (for the version 15.1.0.).

It consists of an export template adapter for product and category data publication to the Salesforce Commerce Cloud backend. With the provided export templates, it is easy to export enriched data from MDM Product 360 into a file and import it automatically into the Salesforce Commerce Cloud system.

This documentation describes how the systems work together and how to get started.

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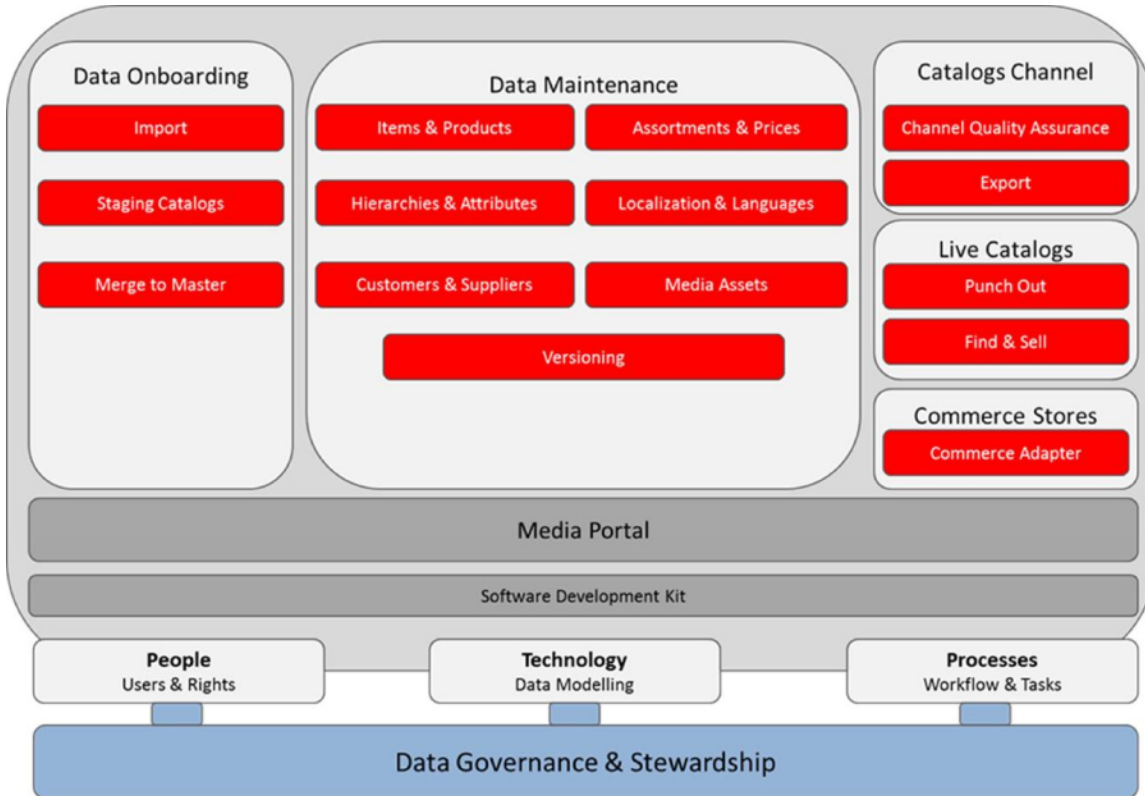
## 1 Summary

The Informatica MDM - Product 360 application is the central Master Data Platform for e-commerce and multi channel. Wholesale distributors, mail order businesses and manufacturers can increase marketing productivity and sales figures by applying the central Product 360 solution.

It provides distributors and manufacturers with master data management (MDM) for all product data in a central data source for all sales channels and languages. Any time, any place.

The main areas of the solution are the central storage and maintenance of highly structured product data as well as assigned media assets, the central integration and publication of that information to e.g. ERP or shop systems managed by the central platform and the web based online presentation of the product information. A multi channel architecture includes the Product 360 solution which is responsible for product data on-boarding (import), data maintenance (management and enrichment) and data distribution (export) to all sales channels like e-commerce, print and electronic catalogs.

Online shoppers attach great importance to product presentation and accurate product information when browsing for both technical and consumer products. E-commerce can only be a success with perfect product information. In this way, cross-selling potential can actually be used.



## 2 Component Overview

### 2.1 Functional Overview

Informatica MDM - Product 360 imports, stores, manages and exports all kinds of product information including images and other kinds of multimedia attachments (e.g. videos).

The functionality of the Product 360 solution can be divided in three major areas:

- Import of product data
- Management of product data
- Export of data

The goal of the solution is to aggregate the product data from different sources (e.g. suppliers) and manage it centrally. The product information relevant for all sales channels (web-shops, print catalogs, electronic procurement systems, etc.) is enriched, maintained and managed in Product 360. Using the configurable export templates of Product 360, the data can be exported.

- The described solution is an export adapter interface (pre-configured template) for product and category data publication to the Salesforce Commerce Cloud back end

- No modifications of the storefront necessary

## 2.2 Use Cases

The process covered by Product 360 can be described like this:

### 2.2.1 Import of product data

Product information from supplier can be imported, quality checked and enriched within a staging area of the Product 360 server. Parts of the supplier's product information can be merged into the master catalog (main assortment).

### 2.2.2 Management of product data (data maintenance and enrichment)

Product information can be maintained and enriched very easy. Mass data operations and assortment analysis are also part of data maintenance. Attributes and features can be handled in the Product 360 Desktop or Web client with ease enabling powerful facet search, after search, targeting, SEO and recommendations in the storefront. All relevant attributes and features need to be also defined in the Salesforce Commerce Cloud system.

### 2.2.3 Export of data

The described interface to Salesforce Commerce Cloud is implemented as an export of products and its assignments in Product 360. The output templates can be defined within Desktop client based on an export editor. The integration between Product 360 and Salesforce Commerce Cloud is realized based on the export functionality of the Product 360 system. The proposed solution exports rich product information from Product 360 into files. The output is a catalog feed that can be imported automatically to Salesforce Commerce Cloud using WebDAV. Such an export can be triggered on demand or on a scheduled basis. Full loads or deltas can be exported. The import in Salesforce Commerce Cloud business manager can be started manually.

## 2.3 Limitations, Constraints

If the Salesforce Commerce Cloud system is able to import the standard catalog feed, there are no limitations. Typically the export adapter will be customized in customer projects depending on the customer data repository and the needed fields on Salesforce Commerce Cloud side. Some additional data maintenance may be required in the business manager, if categories or attribute definitions should be changed.

## 2.4 Compatibility

Informatica MDM - Product 360 Version 7.1.04 and later, Salesforce Commerce Cloud 15.1.0

## 2.5 Privacy, Payment

No customer or credit card data is accessed or used.

# 3 Implementation Guide

## 3.1 Setup

The interface is implemented as export template on Informatica MDM - Product 360. It's based on a standard distribution without any customisation. The Salesforce Commerce Cloud package consists of two export templates and two example export output files using the export templates. Furthermore the `catalog.xsd`, `metadata.xsd` and the `xml.xsd` files are included. These validation schemas from Salesforce Commerce Cloud are used to validate the export result on the Product 360 side.

For the setup, the export templates have to be uploaded in Product 360. In settings of the template the included xsd files have to be uploaded to the Product 360 server so they can be used. The templates can be configured and adjusted to your needs.

The first export template (Salesforce Commerce Cloud Metadata) is used to create a `metadata.xml` file which can be used to register all custom attributes for a specific type. The basic template exports all mapped attributes for a selected structure system. So instead of managing these attributes inside the business manager of Salesforce Commerce Cloud you can easily import them automatically.

The second export template (Salesforce Commerce Cloud Catalog) is used to export all product data (including images) which are filtered by selectable variables. Following variables are used to limit or specify the export data.

- Assortment
- Type of change (New Products, Changed Products, New and changed product)
- Version
- Customer
- Language
- Reference Date
- Structure

No configuration is required on Salesforce Commerce Cloud

## 3.2 Configuration

Category synchronization for category assignment in Product 360 (category maintenance is done in the business manager), mapping of attributes and variation attributes.

## 3.3 Custom Code

No custom code on Salesforce Commerce Cloud.

## 3.4 External Interfaces

Upload of the catalog files is done by WebDAV. Therefore a catalog feed has to be created in Salesforce Commerce Cloud.

The same applies to the media assets.

## 3.5 Testing

Test cases are the following:

Create items in Product 360 and then do an export to Salesforce Commerce Cloud. If the items appear in Salesforce Commerce Cloud either the business manager or the storefront, the interface works as designed. Modify an item in Product 360 and then do an export to Salesforce Commerce Cloud. If the changes appear in Salesforce Commerce Cloud either the business manager or the storefront, the interface works as designed.

Send a batch of items in an export to Salesforce Commerce Cloud from Product 360. If the changes appear in Salesforce Commerce Cloud either the business manager or the storefront, the interface works as designed.

# 4 Operations, Maintenance

## 4.1 Data Storage

No external data storage necessary for the interface, no custom objects in Salesforce Commerce Cloud.

## 4.2 Availability

Not applicable. Informatica MDM - Product 360 is only for maintaining product information. In urgent cases like legal issues or wrong pricing, the products may be amended or taken offline using the business manager.

## 4.3 Support

Customers need a licensed Informatica MDM - Product 360 application. Support for all standard functionality of the export engine is part of a customer maintenance contract.

## 5 User Guide

### 5.1 Roles, Responsibilities

Informatica MDM - Product 360 handles all product information like descriptions, media attachments, attribute values, category assignment etc. Additional information like template assignment, landing pages, recommendations and so on is handled directly in Salesforce Commerce Cloud. The typical roles working with it are product data maintenance users (buyers, category managers or product managers).

### 5.2 Business Manager

No changes or additional functionality in business manager.

### 5.3 Storefront Functionality

No additional storefront functionality.