Industry Accelerators for Retail and CPG

Expediting Go-To-Market Strategies With the Informatica Intelligent Data Management Cloud

In the retail industry, data holds the key to success. As customer expectations evolve, retailers are increasingly recognizing the importance of leveraging data to deliver personalized experiences. According to the Adobe 2023 Digital Trends Retail survey, a staggering 92% of retailers agree on the need to deliver consistent, personalized content across all channels. Yet, the reality is that 45% of retailers are juggling multiple technologies and vendors without a unifying platform. This lack of integration not only hampers personalization but also impedes employee collaboration, affecting overall efficiency.

In this context, the need for a transition becomes apparent. Moving from a fragmented omnichannel approach to a unified commerce strategy is a necessity for retailers aiming to stay competitive.

The transition from omnichannel to unified commerce necessitates fully integrated systems. However, achieving this unified approach requires dealing with multiple types of data, including customer, supplier and product data. Retailers must work towards a more unified platform to synchronize their technologies and data, thereby creating future-ready retail companies that deliver best-in-class customer experiences.

What Makes Retail and CPG Data Management So Hard?

Retail data is everywhere — no company keeps all their data in one place. The data environment is complicated and significantly fragmented. No amount of source system consolidation will allow a large retailer to modernize all legacy systems. Moreover, specialized point solutions for discovery, integration, governance, data quality, privacy or consumption will never handle the scale and complexity that large retailers work with daily.

Retailers face several data challenges:

- Lack of a single and holistic view of customer, supplier and product data

- Absence of a cross-functional customer-centric approach

- Misalignment between business drivers and data initiatives

- Lack of intelligent automation and a dependence on manual efforts, limiting scalability and increasing costs

These challenges highlight the need for a comprehensive, integrated solution that can handle the complexity of retail and CPG **data management**.

The Solution? The Informatica Intelligent Data Management Cloud for Retail and CPG

The Informatica **Intelligent Data Management Cloud (IDMC)** for Retail and CPG provides a comprehensive solution that enables retail and CPG companies to create data ready for artificial intelligence (AI), driving maximum advantage from their data. It offers a 360-degree view of data across various business functions, including inventory, supply chain and product-to-customer behavior. It is the industry's most complete and modular enterprise data solution, built on a microservices architecture to help retail and CPG companies leverage the power and value of all data across local systems and hybrid and multi-cloud environments — ensuring data is high quality, governed, democratized and holistic.
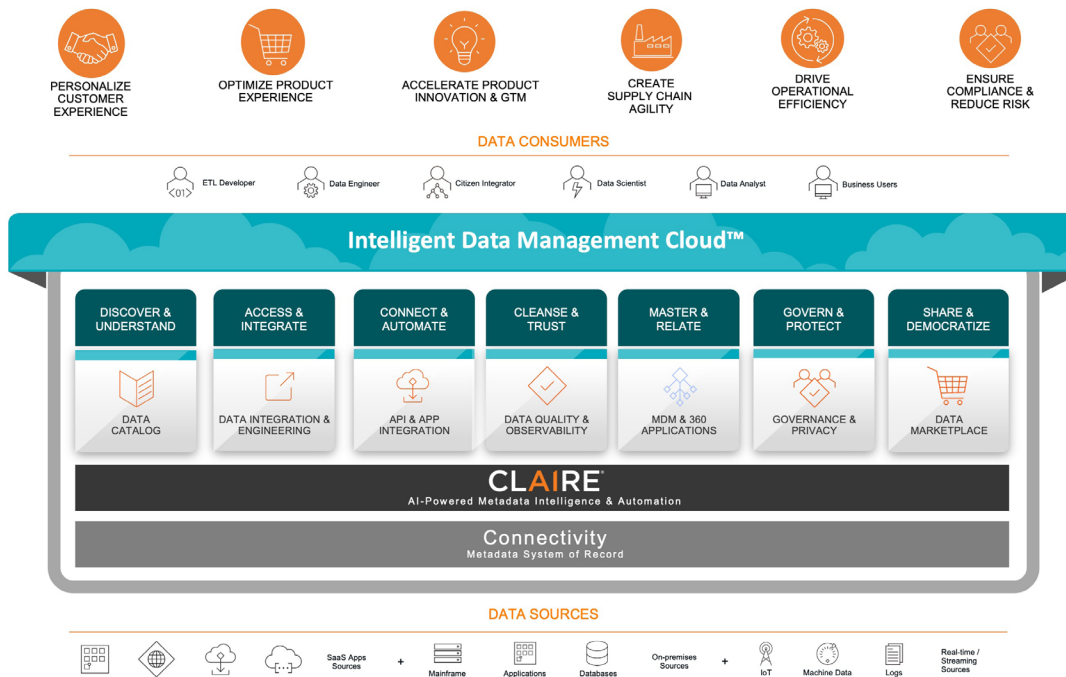

Figure 1. IDMC for Retail and CPG

The power of IDMC for Retail and CPG is further amplified through dedicated retail and CPG industry accelerators, designed to fast-track your data's transformation into strategic business insights and expand the opportunities for success.
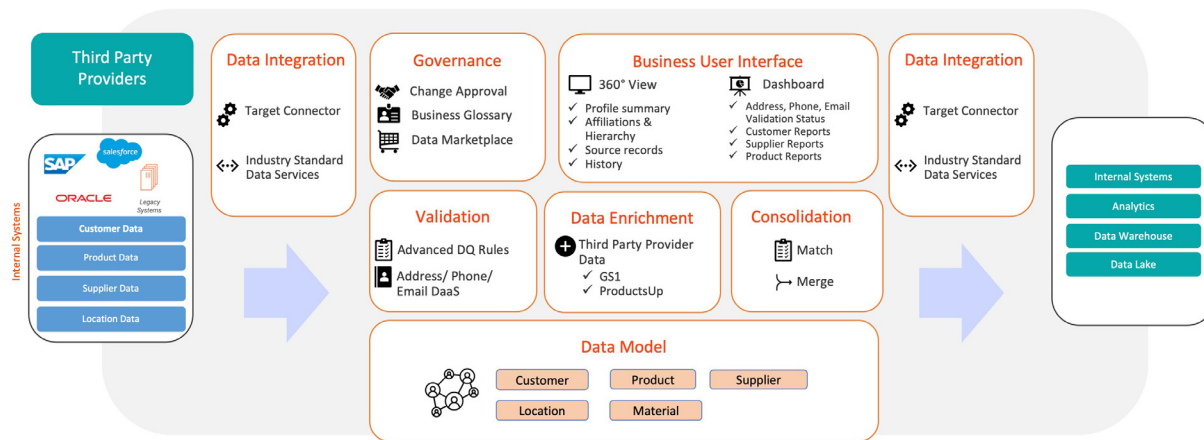
Figure 2. Retail and CPG accelerators

IDMC for Retail and CPG includes several types of 360 applications and prebuilt accelerators:

- Customer 360 solution

- Product 360 solution (advance partner onboarding & management, data exchange with partners using industry standards: EDI X12, EDIFACT)

- GDSN Connectivity solution for Product 360

- Supplier 360 solution

- ESG solution for Supplier 360

- EDI and Cloud B2B gateway solution for retail and CPG (out-of-the-box support for retail and CPG standards: EDI X12, EDIFACT)

- Finance master data management

- Salesforce integration for Customer 360

- Location master solution

- Material master solution

Customer 360 Solution

Customer 360 solution for retail and CPG provides a shared, single view of your customer across the organization. It includes not only who the customer is but also their relationships (e.g., households or business affiliations), their activities (i.e., transactions and interactions) and inferred attributes (e.g., sentiment, anniversary dates and lifecycle stages).

It enables retail and CPG companies to utilize a trusted customer profile, their contact and personal preferences to offer better customer experiences, reduce churn and drive brand loyalty. With this extension, retailers can seamlessly integrate and manage data related to customer preferences, product insights, channel interactions and valuable customer relationships.
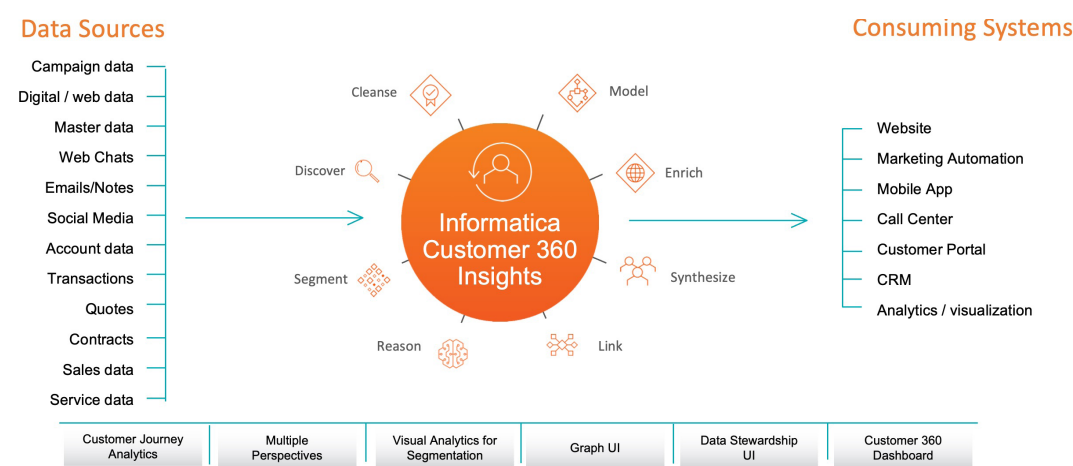

Figure 3. Customer 360 data flows

Key Features (representative list)

Comprehensive Data Ingestion	Ingests a vast array of data types including structured, unstructured and semi-structured data, as well as various third-party sources, in its native format.
Data Unification and Identity Resolution	Unites diverse data sets to craft complete, accurate customer profiles at scale, leveraging machine learning for advanced identity resolution.
AI-Driven Insights for Segmentation	Utilizes AI-driven insights for detailed customer segmentation, shaping highly personalized marketing initiatives across multiple touchpoints.
Data Standardization and Normalization	Provides a suite of standardization functions for consistent data interpretation, including address standardization and language transliteration.
Advanced Synthesis and Data Matching	Employs NLP and probabilistic matching to construct comprehensive 360-degree customer views from fragmented data snippets.

Use Cases and Benefits

Enhance Customer Loyalty: Create a unified customer view across all retail functions and channels to support areas such as marketing, merchandising, e-commerce, supply chain and store operations, thereby advancing loyalty programs.

Increase Shopper Frequency: Drive larger basket sizes and increase shopper frequency by offering personalized experiences across pivotal touchpoints. Leverage comprehensive customer data to ensure a seamless customer journey.

Maximize Customer Lifetime Value: Craft personalized cross-sell and upsell offers for each customer to boost engagement and sales. Use actionable data analytics and AI-driven insights for tailored next-best-action recommendations based on customer behavior and trends.

Boost Conversions: Foster meaningful customer interactions by providing consistent and accurate customer data across all shopping channels, ensuring data accuracy and coherence to enhance customer engagement and improve conversions.

Protect Customer Privacy: Safeguard customer trust by complying with data protection standards and regulations. Actively monitor sensitive data usage to manage customer rights, striking a careful balance between personalization and data protection.

Learn more about Customer 360 for Retail.

Download Solution Brief

Product 360 Solution

Product 360 solution for retail and CPG is a comprehensive, AI-powered cloud-native application that streamlines product information management (PIM). Providing a 360-degree view of product data, it enables retailers to efficiently manage and syndicate elaborate product content to boost sales and increase cross- and up-selling opportunities.

DISCOUNT® TIRE

Discount Tire reduced duplicate customer records by 50% (70 million records) with a single source of trusted customer data, improving marketing response rates with customer segmentation and personalized communications.
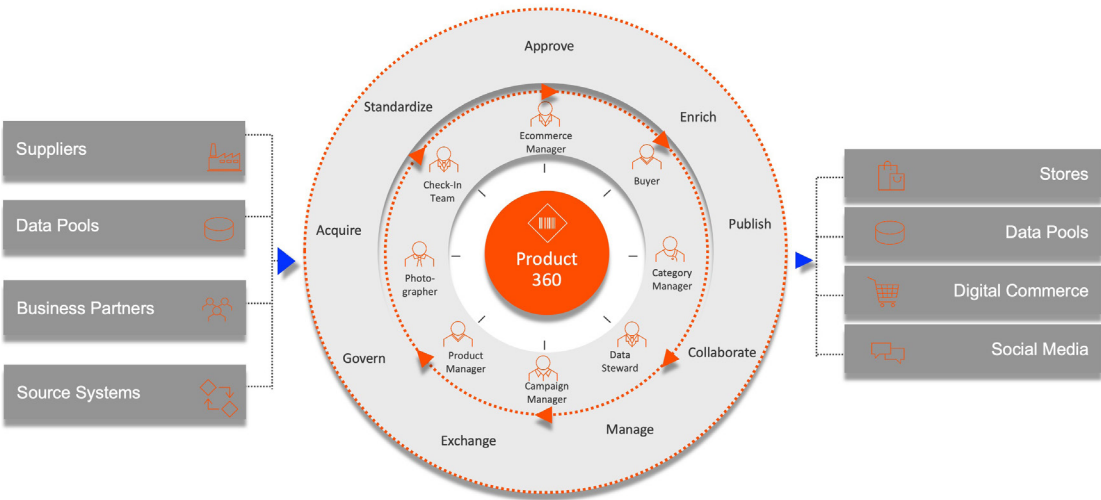
Figure 4. Product 360 data flows

Key Features (representative list)

Intuitive User Interface	Provides a configurable, user-friendly interface with customizable dashboards; simplifies visualization for data-driven decision-making.
Workflow Customization	Customizes content enrichment and approval processes with user-defined workflows.
Built-In Data Integration	Utilizes Informatica enterprise iPaaS for robust data integration supporting real-time, streaming and batch onboarding.
AI-driven Data Matching	Leverages AI-powered data matching for higher accuracy in consolidating product records.
Data Quality Rules and Survivorship Scores	Implements real-time data quality rules and survivorship scoring to maintain data integrity.
Role-Specific Search and Hierarchy Management	Provides role-specific search functionality and manages complex data hierarchies for enhanced user navigation and data discovery.
Change Tracking	Offers comprehensive tracking of changes for records or hierarchies, ensuring complete data traceability.
Robust Security Standards	Maintains the highest security measures for cloud setups, aligning with ISO, SOC2, SOC3, GDPR and other regulatory compliances.
Data Encryption	Protects sensitive data with industry-approved algorithms, securing information at rest and during transit.

Use Cases and Benefits

Deliver Engaging Product Experiences/Improve Conversions: Embed trusted and accurate product data across all channels to enhance customer engagement and improve conversions. Effortlessly syndicate accurate product data to e-commerce sites, marketplaces and mobile apps to enhance shopping experiences and accelerate market entry.

Integrate the Digital Product Passport (DPP) into ESG strategies: DPP facilitates sustainable practices and data transparency across product lifecycles. It offers insights into leveraging DPP for environmental sustainability, regulatory compliance and promoting a circular economy within the EU market.

Enable Digital Product Passport Compliance: Ensure compliance with regulations using a digital product passport. Streamline the integration of precise product lifecycle data, from origin and manufacturing to distribution and potential recycling information. Stay ahead by aligning with evolving legislative requirements and environmental standards.

Maximize Digital Shelf Presence: Tap into the power of advanced Digital Shelf Analytics (DSA) by integrating with leading tools like our partner XPLN. Elevate your share of voice (SoV) with detailed ranking analytics and leverage price comparison click-through data for actionable insights on top seller trends and regional price sensitivity.

Improve ROI and ROAS: Consolidate product data from disparate sources to ensure high-quality, consistent product information across your martech and adtech stacks. Increase return on ad spend (ROAS), customer lifetime value and overall campaign return on investment (ROI) through clean and governed data.

Accelerate Product and Supplier Onboarding: Expedite product and supplier onboarding through a self-service portal that simplifies data exchange. Harness GS1 Global Data Synchronization Network (GDSN) integration to seamlessly connect with vendors, ensuring access to up-to-date product information.
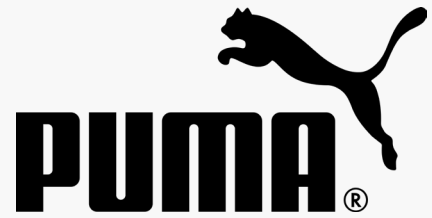
Puma curated a single trusted view of product information for e-commerce and increased sales by 10% in 9 months and conversion rates by 20%.

GDSN Connectivity Solution for Product 360

The GDSN Connectivity solution seamlessly integrates with Product 360 to facilitate streamlined exchange of product information via the Global Data Synchronization Network (GDSN). It provides a direct conduit to the comprehensive GDSN, allowing for standardized data exchange without departing from the Product 360 environment.

Key Features

GS1/GDSN Attribute Mapping	Provides flexible item attribute mapping to GS1/GDSN standards and easily adapts to various data formats.
Pre-configured Workflows	Facilitates data exchange efficiently with pre-configured workflows.
Visibility and Tracking	Ensures complete end-to-end visibility of item publications, including notifications and acknowledgments.
Industry Certification	Offers certified compatibility with 1WorldSync, Atrify and compliance with GDSN Major Release 3 standards.
Direct Data Pool Access	Gives direct access to 1WorldSync Item Management, Data Sync Engine or Atrify data pool.
Automated Real-Time Transactions	Conducts secure, automated data transactions in real-time to comply with GS1 standards for swift market delivery.

Use Cases and Benefits

Accelerate Time-to-Market: Enable rapid product launches and updates with automated, real-time data sync with trading partners, reducing the timeframe to reach the market and shelves. Streamline workflows, limit redundant procedures and enhance trading partner information sharing.

Support Data Compliance: Leverage embedded data governance for regulatory adherence, assuring that only GDSN-compliant items are exchanged. Improve GDSN data analysis, correct quality issues promptly and ensure the distribution of accurate data to maintain product uniqueness and identification.

Deliver Omnichannel Customer Experience: Meet consumer expectations for reliable and detailed product information across all purchasing channels. Achieve a robust customer experience with up-to-date and comprehensive data.

Customize to Business Needs: Easily map item attributes to the GDSN standards integration and unique organizational or industry-specific requirements. Benefit from built-in validations and error management to decrease the resource investment needed for custom integrations.

Supplier 360 Solution

Supplier 360 Solution for retail and CPG is a scalable, AI-powered, cloud-native application designed to manage complex supplier data. It delivers a comprehensive 360-degree view of supplier information across the enterprise and streamlines supplier management workflows. It provides a flexible ecosystem where users can access relevant information and manage vendors, their relationships and the products and services they provide.
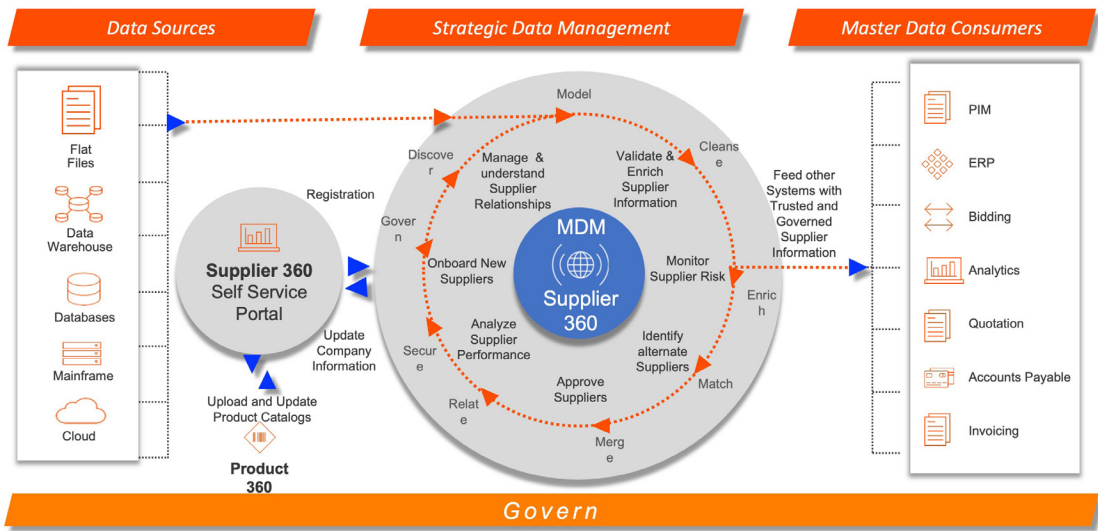

Figure 5. Intelligent and Connect Supplier 360 views

Key Features (representative list)

Supplier and Contact Data Model	Utilizes an out-of-the-box supplier and contact data model that's simple to extend in a redesigned modeling canvas.
Automated Workflows	Offers automated workflows for efficient onboarding and approval of new suppliers.
Data Verification and Enrichment	Utilizes data quality rules within Supplier 360 for consistent data verification, enrichment and trust scoring, complemented by embedded Reference 360 lookups and Informatica DaaS integration.
AI-Driven Data Matching	Deploys AI-powered, high-accuracy matching across various languages and entity types to manage complex, incomplete data sets.
Data Quality and Survivorship Rules	Utilizes a patented trust framework that evaluates the source, age and validity for merging records and survivorship rule definitions for data accuracy.
Data Encryption	Enhances data security with encryption and precise access controls, aligned with global compliance standards.

Use Cases and Benefits

Accelerate Time to Market: Accelerate supplier vetting and onboarding with a management portal designed to expedite the entire qualification process, enabling swifter market entry through process-driven workflows and automation.

Optimize Supply Chain Efficiency: Gain an up-to-date, 360-degree perspective of supplier data and their product, material or service offerings for enhanced visibility, enabling proactive issue management and reduced risk.

Enhance Supplier Collaboration: Gain a clear understanding of supplier networks with automated and streamlined workflows for every supplier interaction to improve supplier collaboration and communication.

Enhance Decision-Making: Harness mastered supplier data to derive analytical insights for informed business decisions. Utilize dedicated dashboards to monitor and evaluate suppliers by location, products or invoice status.

Reduce Supplier Spend: Enable procurement teams to reduce costs through informed negotiations on pricing and payment terms with comprehensive spend analysis for each supplier. Automate workflows to minimize manual effort.

Enhance ESG Compliance: Ensure that your suppliers understand and support your ESG and sustainability objectives by integrating these standards into your supply chain workflows. Provide visibility into sustainability scores, ensuring compliance and supporting sustainability targets.

ESG Solution for Supplier 360

The ESG solution for Supplier 360 empowers retail and CPG companies to monitor and improve their supply chain's ESG footprint. It simplifies ESG data management, allowing businesses to make informed decisions that align with sustainability goals and compliance mandates — essential for today's eco-conscious consumer expectations.

Unilever reduced supplier onboarding time up to 80%

Key Features

|	
Expanded Entity Fields	Provides additional fields and reference data for supplier and emission entities.
ESG Tracking	Provides predefined pages tailored for ESG tracking and reporting.
ESG Data Mapping	Provides predefined relationships designed for effective ESG data mapping.
ESG Insight Reports	Delivers preconfigured reports to offer insights within Supplier 360 for ESG.
Streamlined Data Search	Equips predefined search elements such as Search Layout Emission, Search Layout ESG Score (D&B) and Search Layout Supplier for efficient data retrieval.
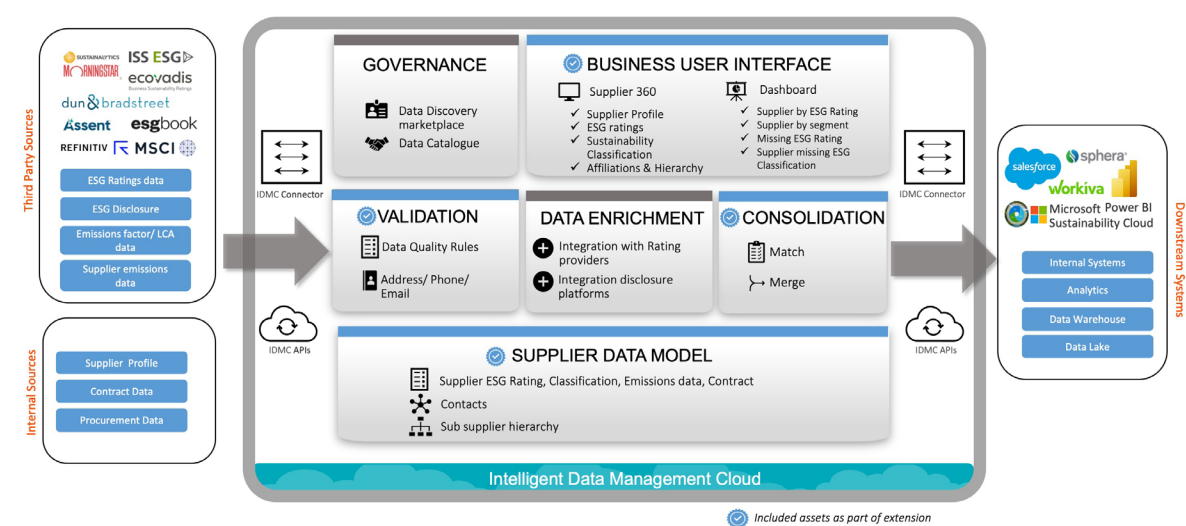
Figure 6. ESG solution for Supplier 360

Use Cases and Benefits

Streamline ESG Data Integration and Reporting: Consolidate ESG data from external rating agencies and diverse internal sources such as databases, spreadsheets, logs, sensors and business applications into a centralized ESG data hub. Enhance compliance with automated, accurate ESG reporting, leveraging AI-driven data discovery and cataloging.

Refine Supply Chain Transparency: Identify first-, second- and third-tier suppliers with high ESG risks to quickly source new compliant suppliers and ensure responsible sourcing.

Measure ESG Impact: Leverage clean, governed ESG data for strategic decision-making, reducing carbon footprint and mitigating climate risks.

Target Net-Zero Goals: Track progress toward SBTI-aligned net-zero emissions with verified ESG data from a centralized marketplace.

Learn more about ESG solution for Supplier 360.

EDI and Cloud B2B Gateway Solution for Retail and CPG

The IDMC data integration and cloud B2B gateway solution for retail and CPG modernizes and streamlines retail operations, facilitating seamless order-to-cash and procure-to-pay data exchange. With embedded support for EDI X12 and EDIFACT standards and a comprehensive suite for B2B gateway functionalities, businesses can easily source, validate, transform and process orders, invoices and other retail data.
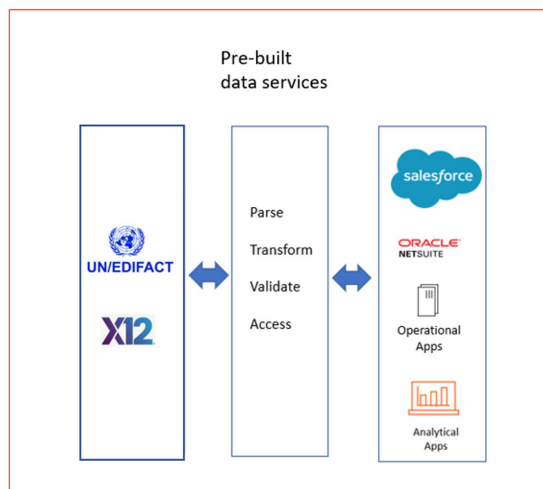

Figure 7. Pre-built data services for retail and CPG

Use Cases and Benefits

Enhance Operational Efficiency: Automate and accelerate business document exchanges to boost productivity, ensure greater accuracy in transactions and significantly reduce operating costs.

Streamline Partner Management: Empower your partners with self-service tools for easier onboarding and efficient interaction, fostering stronger relationships.

Regulatory Agility and Risk Management: Stay ahead of regulatory changes with agility to adapt seamlessly to new and updated EDI standards and requirements. Reduce exposure to transactional errors and delays with advanced error handling and monitoring capabilities, ensuring reliable data exchanges.

Improve Strategic Visibility: Gain comprehensive real-time insights with business-level tracking and monitoring for full control of the business process and partner interactions.

Cost-Effective Scalability: Take advantage of cloud flexibility and efficiency to adapt quickly to changing business needs, decreasing development cycles through reusable content and reducing maintenance overhead.

INTERFOR
Building **Value**™

Interfor was able to quickly onboard and manage EDI partners using out-of-the-box mappings from Informatica Cloud B2B Gateway to simplify EDI handling with comprehensive monitoring and tracking.

"With Informatica Cloud B2B Gateway, we've taken the process of setting up a new EDI connection with a customer from a very long time to three weeks."

Kelly Gilchrist
Vice President of IT, Interfor

NI replaced its legacy B2B infrastructure with a scalable and multi-tenant enterprise data integration (EDI) solution and improved communication among customers and suppliers using Informatica Cloud B2B Gateway.

"Establishing a scalable, multi-tenant EDI solution based on Informatica's platform has made it easier for customers and suppliers to do business with us."

James Humphrey
Principal Software Architect, NI

Finance 360 Solution

The Finance 360 solution is designed to address common financial data challenges faced by retail and CPG companies, especially during M&As. This includes inaccurate roll-ups, reconciliation conflicts and reporting errors. It ensures standardized, consolidated and accurate finance master data, enhancing transaction processing and analytics. It also provides retailers with clear financial insights to inform strategic decisions.

Key Features

Unified Finance Data Management	Centralizes definition, management, and governance of key finance master data sets such as G/L accounts, company code extension, cost centers and their hierarchies.
SAP S/4 HANA Integration	Provides robust inbound and outbound integration with SAP S/4 HANA for seamless data flow.
SAP Finance Data Modernization Support	Offers dedicated support for modernizing SAP finance master data.
Data Quality Management	Ensures advanced data quality for validation and change approval processes.
Collaborative Partner Portal	Bolsters collaboration and simplifies file exchanges with trading partners through a dedicated portal.

Use Cases and Benefits

Streamline Post-Merger Processes: Simplify the post-merger integration process with rationalized systems. Maintain operational effectiveness and comply with regulatory standards, essential for scenarios like food safety recalls.

Enhance Compliance and Governance: Protect sensitive financial data during M&As with stringent governance protocols, ensuring secure and compliant consolidation across the organization.

Streamline Financial Data Integration: Consolidate and standardize financial master data across your retail enterprise. Seamlessly integrate, cleanse and govern financial data facilitating cash flow analysis and to ensure continuity and accuracy in financial reporting (budget-to-actual reporting).

Salesforce Integration Solution for Customer 360

The Salesforce integration solution for Customer 360 helps unify your customer data, enabling bidirectional data synchronization. Retail and CPG companies can ensure consistent, duplicate-free customer information across platforms, enhancing personalization and improving marketing efficiency.

Key Features

Data Model Enhancements	Provides data model improvements for a more holistic account management approach.
Flexible Integration Modes	Supports bidirectional, batch, and real-time integration, including full and incremental data loads.
Batch Data Integration	Delivers robust batch integration capabilities through Cloud Data Integration assets.
Real-Time Data Exchange	Facilitates seamless real-time data exchange and deduplication with Cloud Application Integration assets.
Data Quality Assurance	Provides predefined cloud data quality rules to ensure high data integrity.
Real-Time Data Exchange	Offers intuitive UI layouts optimized for efficient search-before-create actions.

Use Cases and Benefits

Enhance Customer Engagement: Improve customer relationships and personalization by maintaining accurate, unified account and contact data across Salesforce and Customer 360. Capture real-time changes in Salesforce and sync them with Customer 360 to keep customer data current across business operations.

Increase Marketing Efficiency: Leverage clean, governed customer and purchase data to boost campaign ROAS, customer lifetime value and overall ROI.

Maximize Revenue: Drive profitability with trusted data, empowering targeted and effective retail media strategies. Eliminate duplicate entries and seamlessly manage customer data for better accessibility and reliability.
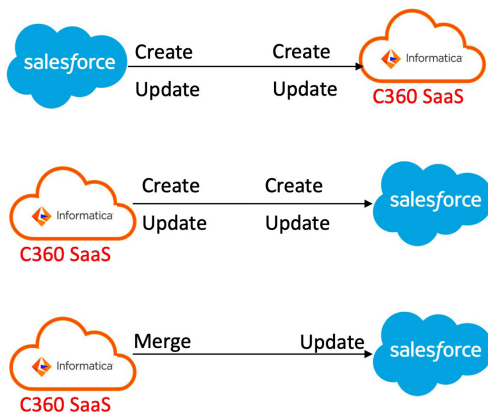

Figure 8. Batch integration scenarios

Camping World improved marketing precision by capturing all customer interactions in real time and embedding insights in sales, marketing and service programs, driving improvements in CSAT scores. Deduplicated 29 million customer records to create a single golden customer record.

Key Features

Central Material Data Management	Enables users to centrally author, aggregate and maintain material data from all sources into MDM.
Workflow-Based Change Management	Provides a structured workflow-based change management for material data.
Material Category Hierarchy	Offers Material Category Hierarchy maintenance, enabling structured material organization.
ECC & S/4 HANA Integration	Offers robust integration with ECC & S/4 HANA, including consolidation from multiple instances, migration support and synchronization capabilities.
Material Data Insights	Provides insights into material sourcing and utilization efficiencies.
Enhanced User Interface	Offers intuitive UI layouts optimized for efficient search-before-create actions.

Use Cases and Benefits

Enhance Supply Chain Resilience: Facilitate informed, expedited decision-making with accurate material data, mitigate supply chain interruptions and enable agility. Integrate comprehensive data into the Material Master, providing visibility and diagnosing cross-functional bottlenecks.

Boost Operational Efficiency: Ensure transparent and governed inventory data, avoiding stock discrepancies, aligning workforce to demand and reducing resource wastage. Streamlined workflows and automation contribute to more efficient inventory management.

Optimize Pricing and Cost Management: Improve procurement efficiency and pinpoint cost-saving opportunities. Maintain transparent, organized data for sound pricing and effective financial management. Harness precise material data for smarter supplier selection and price negotiations.

Accelerate Product Development: Foster early-stage collaboration between procurement and supply chain teams, gain valuable insights into material selection, identify potential supply chain issues and take decisive action to overcome barriers.

Champion Sustainability Practices: Minimize waste, optimize resource utilization and contribute to environmentally conscious practices through efficient tracking and tracing of material data and adherence to data quality rules.

Location Master Solution

Location master enables businesses to harness the power of location intelligence by integrating and enriching retail and CPG data across domains. Transform location data into strategic insights for comprehensive business growth and informed decision-making.

Key Features

Comprehensive Location Attributes	Provides essential attributes and contextual data for comprehensive location management.
Location Hierarchy Management	Offers robust location hierarchies within a universal data model.
Data Quality Standardization	Ensures standard data quality rules for seamless integration across various master data domains.

Use Cases and Benefits

Optimize Inventory Management: Merge product and location data to fuel inventory efficiency and enable data-driven actions that respond to real-time supply
chain dynamics.

Streamline Supplier Management: Correlate supplier information with geographic intel to optimize supplier networks and make smarter, location-based
vendor decisions.

Enhance Customer Experience: Combine customer and location insights to uncover shopping patterns, optimize geolocation marketing and refine customer profiles for targeted engagement.

The Informatica Commitment to Retail and CPG Innovation

The retail and CPG industries face unique challenges that require distinct and sophisticated solutions. That's why we've dedicated extensive resources to industry-specific research and development at Informatica. Harnessing our wealth of expertise, we've created accelerators specifically designed for retail and CPG use cases. Our investment in these domains facilitates swift time-to-value and expedited go-to-market strategies, ensuring our solutions not only meet but anticipate the complex needs of modern retail operations. Through this commitment, we continue to expand our intellectual property portfolio—each accelerator designed to empower retail and CPG companies to overcome retail-specific challenges and drive success.

Next Steps

Learn more about IDMC for Retail and CPG. Visit our **Product Page** or **Contact Us.**

Where data & AI come to

LIFE

◆ Informatica

Worldwide Headquarters
2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

IN17-4733-0324