



# Acquire, Manage and Publish Rich Product Content Virtually Anywhere With Product 360

## Key Benefits

- Proven long-term customer success with the largest active PIM and MDM community.
- Broadest global PIM and MDM ecosystem with #1 local support.
- Innovative cloud-based, AI-driven intelligent product experience management (PxM) with best-in-class PIM functionality.
- Strong company performance, clear market commitment and strategic investment for the future.

## The Right Strategy to Manage Your Product Content

### Experience Matters

No matter whether you are selling B2B or B2C, delivering engaging product experiences is a key success factor for your business. Consumer habits are changing rapidly, and today's shoppers expect more. They want rich, relevant and trusted product information across sales and marketing channels to make an informed purchase decision. They also want their product experiences to be personalized, insights-driven and contextualized.

### New Commerce Landscape and Channels

At the same time, the commerce landscape is transforming and becoming more competitive and transparent. New technologies change how we shop and how we discover products and brands. As people move quickly between channels and devices, today's consumer journey is always-on and rarely straightforward. Approximately two-thirds of online purchases are done via marketplaces and new digital channels. These marketplaces include social commerce, live commerce, shoppable ads, virtual reality (VR) apps or 3D technology. And each channel must be fueled with the right product content in the right format and language.

### More Complex Product Content Requirements

In addition to changing consumer expectations and a shifting commerce landscape, the requirements for product information, digital assets and labeling are also becoming more complex. This is due to a number of factors, including rapidly changing assortments, frequent price updates, shortened product lifecycles and the growing number of channels, as well as changes in environmental, social and governance (ESG) and regulatory requirements.

## Resulting Business Challenges

Product information across different applications, siloed systems, business units or channels is often incomplete, fragmented and inconsistent. Which means that managing product content can quickly become overwhelming as a result. No one is immune: it happens across industries to brand owners, manufacturers, distributors and retailers alike. And when digital marketing, merchandising, product management or e-commerce teams cannot access a single trusted 360-degree view of all product information, everyone — both internal teams and external partners like suppliers and creative agencies — end up spending too much time manually managing product data or exchanging emails about product content.

This results in typical business challenges:

- **Product Data Quality Issues** - Missing standards and data quality checks increase the risk of bad product content.
- **Operational Inefficiencies** - Additional manual workload to correct or request data results in operational inefficiencies.
- **Slow Time to Market** - Completing missing data and the additional workload it entails slows down time to market.
- **Missed Market Opportunities** - Can result in delays or quality issues for product go lives.
- **Lost Brand Loyalty** - Bad product experience results in lost brand trust / loyalty (reduced likelihood of repeat purchase)
- **Lower Conversion Rates** - Customers are more likely to cancel a purchase or buy from a competitor.
- **Higher Return Rates** - Customers ordering online are more likely to return products because of missing or incorrect information.

Ultimately, without the right product information management (PIM) strategy, organizations are challenged to deliver a good customer experience.

## The Solution: Informatica Product 360

Informatica Product 360 is a scalable, AI-powered product information application, built using Informatica [Intelligent Data Management Cloud™](#) (IDMC) services and part of Informatica's industry-leading master data management (MDM) IDMC service.

Based on a 360-degree view of all product content, Product 360 enables business users to manage product content much more efficiently using automated workflows and an intuitive task- and role-based user interface that makes collaboration smarter and more agile, both internally and in collaboration with business partners.

With Product 360, companies of any size or market can significantly increase performance for handling even complex and large volumes of product data and media assets. User-friendly and result-driven, Product 360 helps increase sales performance, makes marketing conversations more productive and boosts cross- and up-selling. And thanks to more efficient processes and industry-leading embedded data quality, organizations are able to speed up their time to market at rates that are 10 times faster.

## Discover Key Features of Product 360

### **Deliver Engaging Omnichannel Product Experiences**

With Product 360 as the central omnichannel platform, you can successfully publish trusted rich and relevant product data to provide an engaging omnichannel product experience. Access editable channel previews to better envision the customers' shopping experience, ensuring consistent branding and ultimately achieving higher conversion rates. Easily feed key sales and marketing channels, e-commerce systems, marketplaces, catalogs, mobile devices or data pools. Speed up time to value with dynamic data models and intelligent and AI-driven product classification.

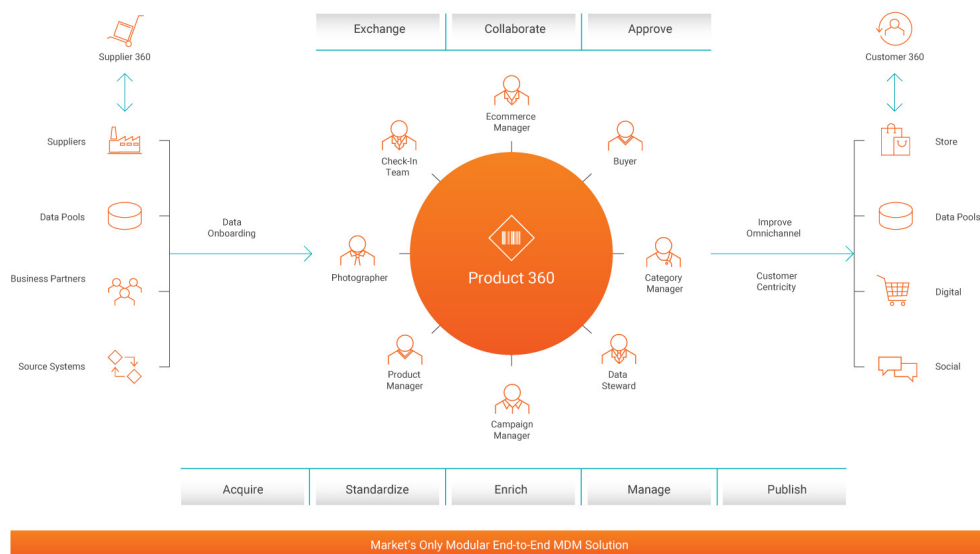
### **Complex Product Content Syndication**

Manage both scaling and complex PIM use cases as well as data feeds to your sales and marketing channels, across multiple countries, in multiple languages and on multiple marketplaces. Leverage a portfolio of pre-configured export templates to get faster on new channels and manage evolving and complex product content syndication requirements.

### **Best-in-Class Business Workflow Management and Automation for Smarter Collaboration**

Streamline collaboration, workflows and processes, both internally and externally to create and enrich great product content based on intuitive task- and role-based user interface, automation and insightful dashboards.

Product 360 is designed for the enterprise and ensures that the right information is shared with the right employees, channels and departments, helping business users focus on what matters most.



**Figure 1: Product 360 lets you streamline collaboration to create and enrich great product content.**

The Supplier Self-Service Portal lets suppliers easily upload their product data into Product 360, edit product attributes and update the information at any given time. A simple, fast and powerful web-based search lets users easily find all product information.

### Benefit from Industry-Leading Product Data Quality and Ensure Compliance

Product 360 comes with Informatica's industry-leading data quality and data governance capabilities, ensuring all product data is standardized. Data stewards can use automated data validation rules and dashboards to make the right business decisions. Companies can also rely on its data governance features to define clear rules for handling their data, processes and exceptions.

### Easy Exchange of Product Data via Data Pools

Streamline and automate the synchronization of product information through data pools, such as the Global Data Synchronization Network (GDSN). With Product 360, relevant product attributes can be shared with trading partners seamlessly for data consistency, high data quality and compliance. Product 360 is certified by 1WorldSync and atrify, and Informatica is a partner of GS1.

### Scalability: Manage Complex and Large Volumes of Data More Efficiently

Product 360 handles high volumes and complex product data scenarios with billions of attributes. It can master and maintain multiple hierarchies, classifications, products, items, variants and assortments ranging into the millions without impacting performance.



## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

## Speed up Processes and Workflows for Optimal Efficiency

Product 360 lets you easily and efficiently handle complex product data in the format provided by suppliers, such as images, graphics, documents, audio files or videos. Large collections of media assets can be managed centrally through a fully embedded digital asset management (DAM) component or accessed through connectivity to your external DAM solution.

## The Only End-to-End MDM and Best-of-Breed Integration Capabilities

Product 360 covers all key functional areas in master data management. The solution includes data integration, data quality, match and merge and relationship discovery.

Product 360 provides many integration capabilities to meet any corporate system architecture standards, including certified interfaces and strategic partnerships as well as connectivity to your e-commerce solutions.

## Strategic Partner for Your End-to-End Information Value Chain

Product 360 allows users to work autonomously, integrate with third-party solutions and leverage the broader Informatica portfolio. Informatica is your strategic partner to match product information with supplier and/or customer master data across the end-to-end information value chain for next-gen product experience management.

With Informatica Supplier 360, also an IDMC service, you can streamline supplier information and lifecycle management, including supplier onboarding, performance, compliance and risk management. You can increase supply chain agility and gain a better understanding of where your products are source, improving your ability to meet ESG requirements.

## Learn More

Visit our [site](#) for more details about how AI-driven product information management can help you deliver an engaging product experience.

