

Informatica MDM – Product 360

Version 8.0.5

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DATA INTEGRATION

Distributors in particular need to be able to add large volumes of supplier data to their assortments automatically using data driven review mechanisms. Suppliers make product data available in a range of different formats.

AUTHORING & QUALITY

Product 360 ensures that the right information gets to the right employees and departments. It also provides data governance functions that enable companies to define clear rules for handling their data and processes.

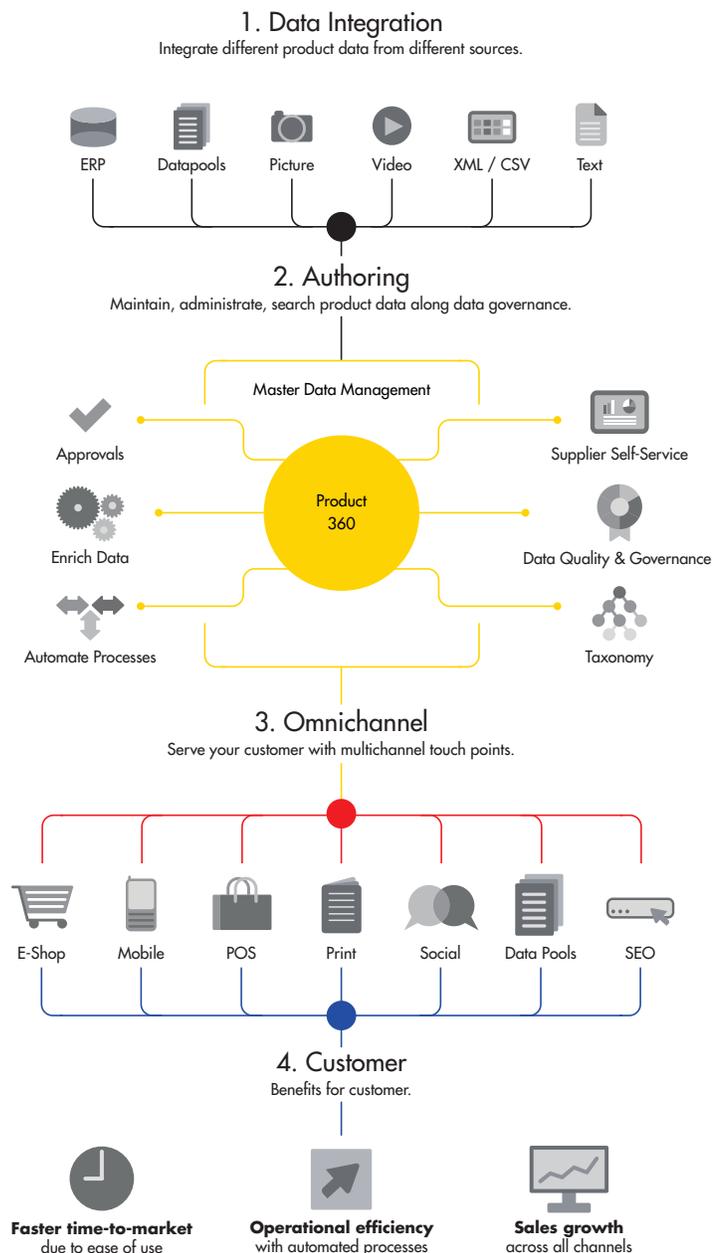
OMNICHANNEL COMMERCE

How can you give your customers a unified buying experience across all channels? Whether you're marketing your products online, via mobile devices, in-store, through social media, or in your catalog, Product 360 can provide consistent branding. Are you in a position today to face the challenges of internationalization and to handle all sales and marketing channels of tomorrow? You can rely on Product 360 as the right solution for omnichannel commerce.

Informatica MDM – Product 360

Successful omnichannel commerce needs perfect product data. However, Informatica Master Data Management (MDM) – Product 360 covers much more—from data integration to the management of the growing number of marketing and sales channels.

Product 360 provides retailers, distributors, manufacturers, and companies in other verticals such as automotive with an end-to-end, transparent process along the product information supply chain. Product 360 controls company-internal data management and data integration, including omnichannel commerce.



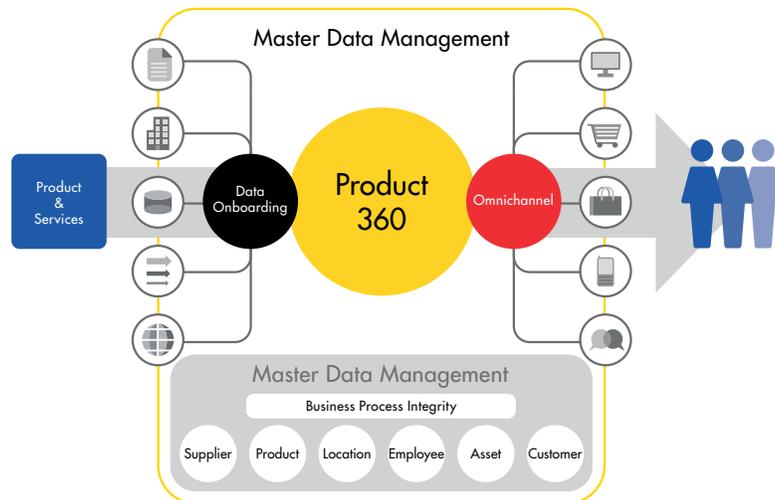
THE BENEFITS

- Faster product launches across all channels
- Greater customer loyalty thanks to high-quality service and information
- In grained Data Governance capabilities when handling data and processes
- Higher margins & conversion rates in e-commerce
- Increased sales through smart cross- and up-selling

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Informatica MDM – Product 360 Is the Central Platform for Omnichannel Commerce

- **Supplier Portal:** Cost savings thanks to automation and self-service in procuring assortments.
- **Data Management:** Ability to master and maintain multiple hierarchies, classifications, products, items and variants ranging into the millions without impacting performance.
- **Digital Asset Management:** Unstructured product data like images, graphics, documents, audio and video are managed centrally so that they can be readily located and formatted automatically for a specific publication channel.
- **Data Quality:** Automated data validation as well as rules and dashboards for data stewards create a basis for making important decisions.
- **Business Process Management:** Product 360 ensures that all groups and divisions in an organization adhere to the same or similar process for product authoring and maintenance thereby improving operation efficiencies.
- **Role and Task Specific User Interfaces:** Based on the user's role or the task the user has, a specialized User Interface is provided, offering the right information and functionality for highest efficiency.
- **Integration:** Product 360 provides multitude of integration capabilities to meet any corporate system architecture standards.
- **Omnichannel:** Product 360 has certified interfaces and strategic partnerships with IBM, Oracle and Demandware to name a few and provides integration into all key sales channels — e-commerce systems, e-procurement systems, catalogs, mobile devices or data synchronization.
- **Web Search:** This simple, fast, but very powerful web-based search allows the user to search easily through all product information. Facets and attributes can be combined with simple clicks and thus quickly refine search results.



Process optimization for a faster time-to-market and enhanced data quality begins at the point of data integration. Supplier Portal allows for ingestion of product data in a specified format directly on the portal.

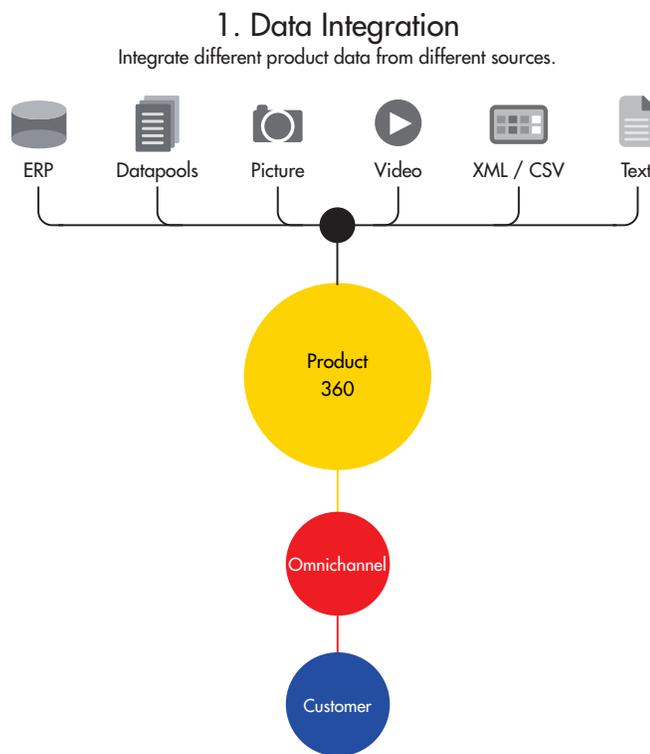
Data Integration

Product 360 enables mastering and maintaining product information for manufacturers, suppliers, distributors, and service providers to name a few.

Distributors and retailers in particular need to be able to add large volumes of supplier data to their assortments. Hundreds of suppliers may provide product information in a wide range of formats.

With its Supplier Portal and extensive processes and functions for data integration, Product 360 ticks all of the boxes for ensuring optimized data quality especially in large assortments.

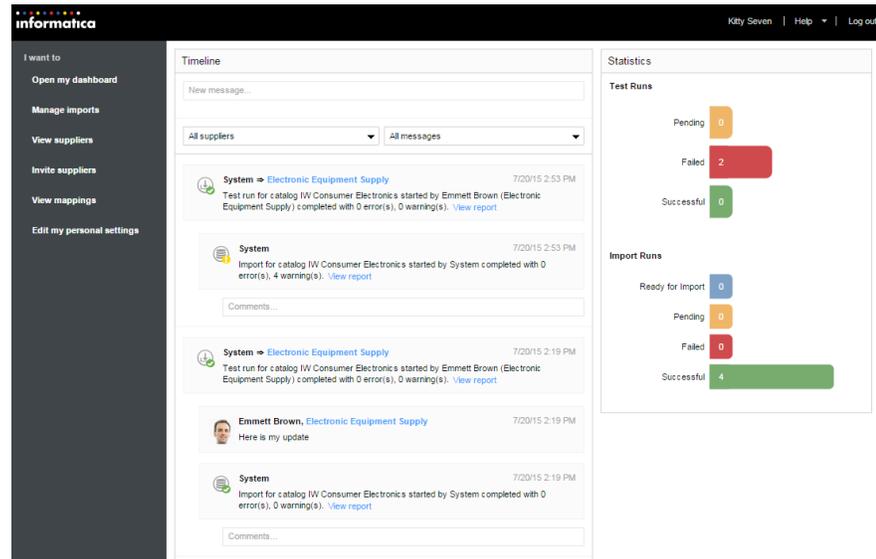
DATA



- **Cockpit for Suppliers:** The Supplier Portal allows suppliers to perform all key functions of data onboarding themselves via a web interface.
- **Self-Service:** Huge savings on time and costs thanks to simple supplier self-service functions. Facebook style user interface for communication between suppliers and users.
- **Dashboard:** For simple and web-based administration of all operations.
- **Data Quality Rules:** Complete control over your process for adding data to Product 360.
- **Mapping:** Intuitive mapping of various source formats, such as XML, CSV, BMEcat, Excel and many more to your data model.
- **Flexible Service API:** Easy access to product information for integration into other systems or applications via web services.
- **Editing:** Suppliers have the possibility to edit their data themselves directly and online.

THE BENEFITS

- Cost savings thanks to a high degree of automation and self-services for suppliers and users
- Time savings due to the automatic merging of various data formats and sources in a single step



The Supplier Portal makes it easy for suppliers to make new assortments or updates available using self-service functions.

Informatica MDM – Supplier 360

Next-Gen Supplier 360 View Across the Enterprise

Informatica’s Total Supplier Relationship Application is a master data-fueled solution providing a Next-Gen Supplier360 View across the enterprise that enables centralized management of vendors, suppliers, and the products and services they supply. The business application is built on top of Informatica’s Intelligent Data Platform including industry-leading proactive Data Quality, holistic Data Governance and end-to-end Data Integration. Informatica’s Product360 view for product catalog upload and product information management is available as an integrated part of this solution. Informatica’s Data as a Service (DaaS) offering can be leveraged for contact data verification and enrichment.

One-Stop Shop for Your Suppliers and a Trusted 360 View for Your Business

Used in conjunction, Informatica MDM-Supplier 360 and MDM-Product 360 perfectly support multiple departments, teams and suppliers of an organization with the capabilities to jointly manage their supplier-, product data and omnichannel tasks using one single platform. The solution helps retailers, manufacturers and distributors to connect their digital supply chain strategies and improve end-to-end visibility. Merchandisers, product managers, procurement or marketing managers can collaborate on the products making them ready for sales and marketing with MDM – Product 360. Sourcing, procurement, finance and supply chain executives leverage MDM-Supplier 360 to manage supplier life-cycles, to monitor supplier risk and to collaborate with vendors. Embedding Data Quality rules, which is implemented at the core of the Informatica MDM applications, ensures that the data coming in as well as the data going out to trading partners is consistent and complete, always. In return, high quality product information across all sales channels makes it possible to deliver the best customer experiences whatever their purchase journey might be. In addition, it enables transparency and safeguards your brand image, which could be tainted from bad customer experiences as a result of erroneous data for example.

FEATURES

- Central cockpit for managing import projects
- Intuitive mapping of source formats to the Product 360 data model
- Optional deletion of field contents during the import
- Import, staging catalog, and merge
- Functions for manipulating data during the import
- Managing, importing, and exporting data mappings
- Functions to facilitate imports of several relationally linked files

Informatica MDM-Supplier 360 & MDM – Product 360

- Two combined business applications for supplier and omnichannel management based on one horizontal platform, shared processes and Meta data.
- Both business applications are built on top of Informatica's Intelligent Data Platform including industry-leading proactive Data Quality, holistic Data Governance and end-to-end Data Integration.
- Interoperability of systems used for collaboration from supplier to delivering the best customer experience.
- One Supplier Portal for all interaction and improved supplier experience.

Features Data Integration

Service API

The interface allows read and write access to Product 360 data. It can also be used to create new data objects and to delete them.

Communication happens via http(s) and the communication protocol is based on REST (Representational State Transfer) architecture. The Service API is divided into several functional areas:

- The List API provides the actual access to data objects.
- The Media API provides access to all kinds of media.
- The Meta API supplies meta information about the different data entities in the system, their data fields and sub-data types, and in conjunction with the Enumeration API provides access to the enumeration types and lookup tables in the system.
- The Management API provides access to trigger actions like scheduling imports or accepting tasks.

Preview of Source File Contents

A preview of the contents of the source files and information about the frequency of recurring data provide a quick overview and help mapping the source data to internal data structures.

View of Detailed Repository Information

The import perspective displays useful details about individual data fields, including name, description, type, maximum length, default values, number of decimal places, etc. This information helps choosing the correct field for mapping during the import.

Test Run – Test the Import without Importing Data

A "test run" is used to simulate an import. This feature ensures that your subsequent data imports will be successful. When incomplete data occurs, a detailed log will provide error or warning messages, which may occur due to incomplete data. The test run also provides information about new and modified data.

Automated Imports with a Hotfolder

Product 360 can not only be configured to read directly from a message bus but you can also configure a hotfolder to handle automated data imports, for example, as a synchronization interface with third-party systems. A file name template serves to identify the incoming data file and to link it with a corresponding, pre-prepared import mapping. It can also ensure data can be imported from multiple files and entries can be combined in groups to ensure the correct import sequence is followed.

Numerous Import Functions

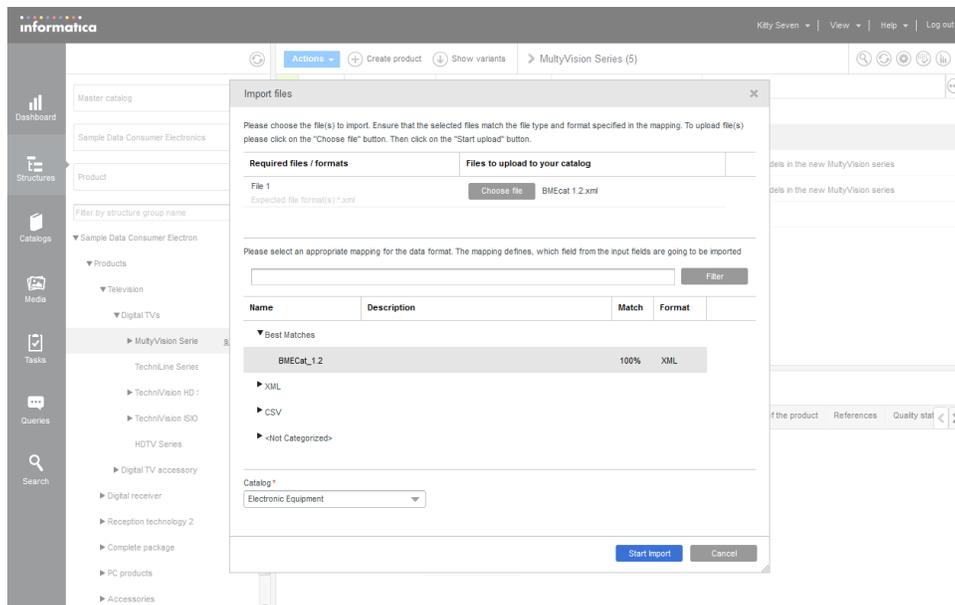
Import functions enable the transformation of the data source prior to import. The many functions provided include: text concatenation, enhanced “replace” functions, translation of IDs, GTIN lookups and retrieval of default values for specific data types.

Saving Import Mappings to the Server

To increase efficiency when onboarding data, users can make import mappings available to or share them with other users. The created import mappings are saved on the server, and can be kept private or shared with other users by setting the appropriate object permissions. Additional indicators can also be used to flag them for special purposes (e.g. for use in the Supplier Portal or Hotfolder).

Intelligent Mapping Selection

The dialog for import mappings provides intelligent algorithms to help selecting the correct import mappings for the selected source data files. These can be distinguished between different file types, such as Excel, CSV or XML. In the case of CSV files, a perfect match is ensured in terms of the number of columns to be mapped and their names.



The import dialog provides intelligent algorithms to select the correct import mapping.

Supplier Portal

Easy Supplier Integration

Suppliers may either register on the portal independently or be invited via E-mail. Once suppliers log in to the system they can immediately create additional users in the self service area. For example, each employee in the supplier's product management department can be granted access to the portal.

Administration

All administrative tasks for Supplier Portal can be performed online. For example, the administrator can invite new suppliers and define the upload templates available to them. Individual data import tasks can be checked and approved as well. In addition to this, a dashboard provides statistics about the individual import processes of the several data suppliers.

Communication

Users can exchange messages with each other that include links or file attachments. In essence, all communications with suppliers takes place in Supplier Portal.

Data Quality Policies for New Data Uploads

Individual data quality rules can be defined for products as well as media assets as part of the onboarding process. This enables for example the automated control over the minimum resolution of pictures, allowed value ranges of attributes, the validity check of product code numbers and much more.

Item Request Process for Suppliers

You can select items directly in a catalog and send them to a particular supplier's timeline as file attachments, along with a text message. The item request process for suppliers therefore enables direct involvement of suppliers in working processes and to send targeted inquiries about individual products (for example, updating the purchase price) stored in the system.

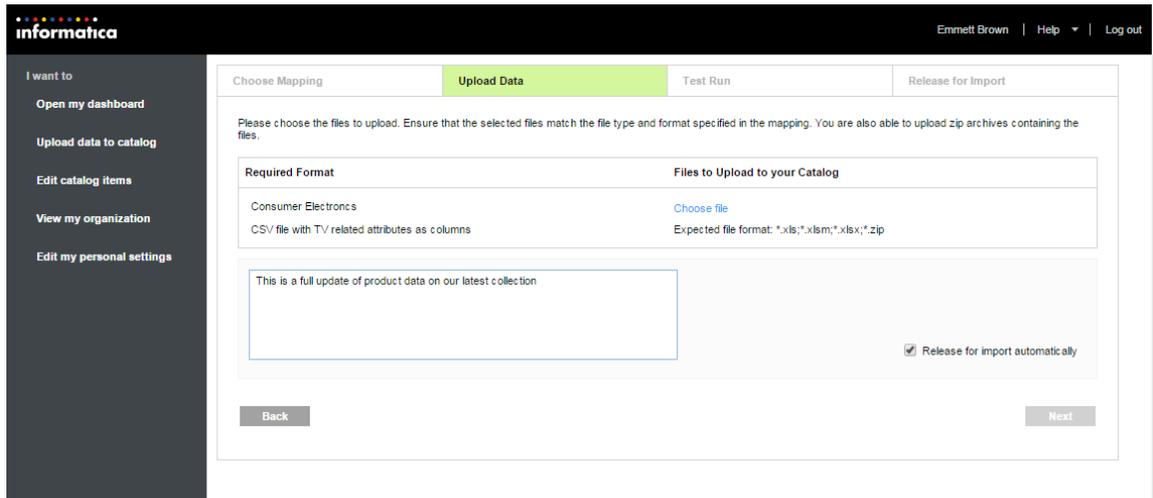
Online Access to Catalog Content

You can specify security and control policies that will allow a supplier to add or update data that is pertaining to them directly online.

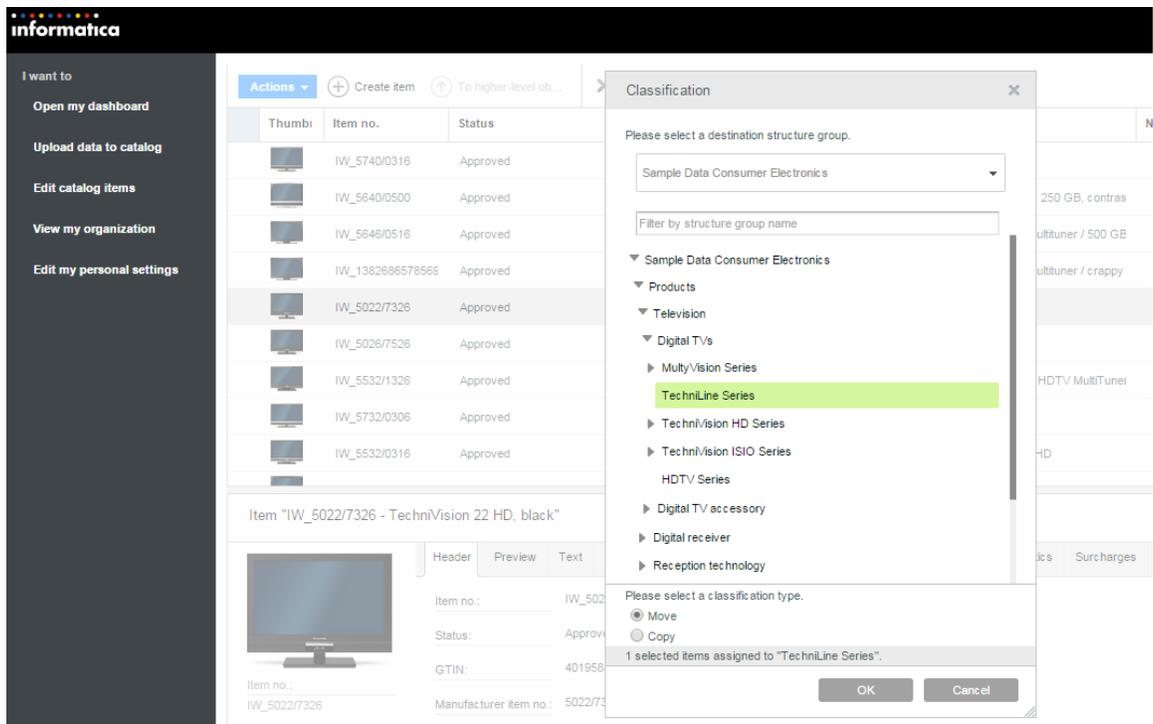
Standardized Addition of Product Data and Images

Your company can define and provide descriptions, format definitions, validation rules and sample data so that suppliers are able to upload their product data and corresponding media assets into your product information management system on their own.

Once suppliers have uploaded product data into the system, it is automatically checked against the data quality rules you have defined for the process. Supplier Portal then provides a report on the quality of the data allowing suppliers to have the opportunity to make corrections by themselves. After the corrections have been made, suppliers have the opportunity to check the data again before it is transferred to the Server.



The Upload Wizard guides suppliers step-by-step through the upload process.



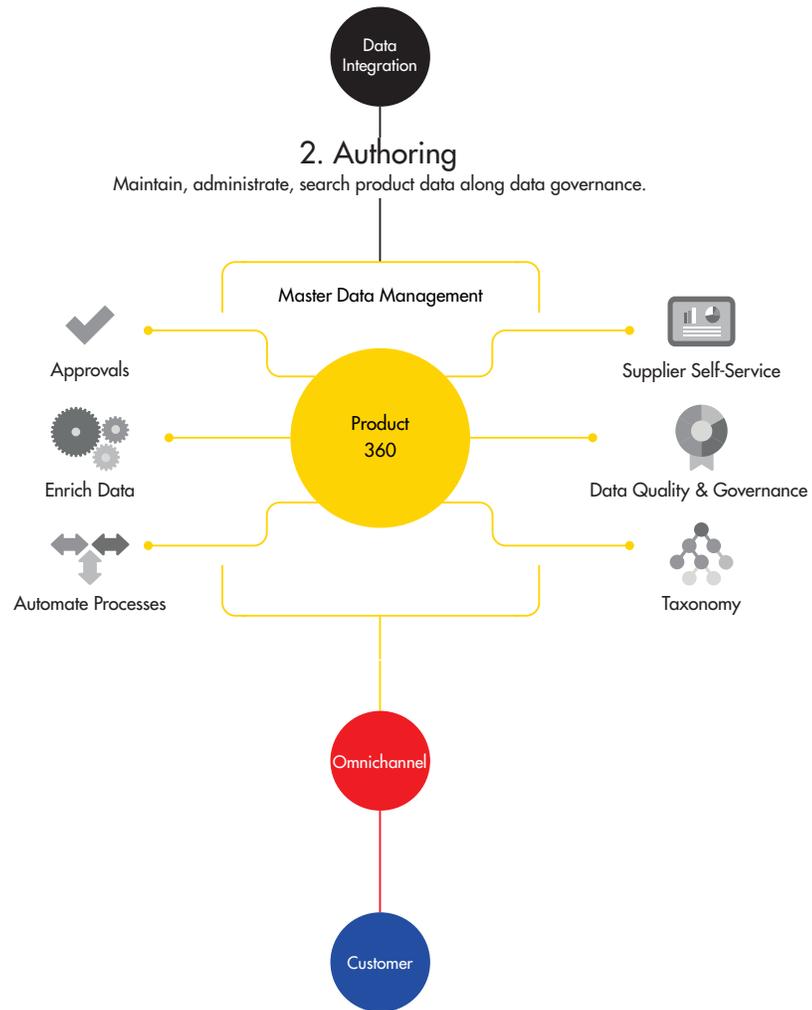
Supplier organization may be allowed to classify uploaded items directly.

Product 360 ensures that the right information gets to the right employees and departments. It also provides Data Governance functions that enable companies to define clear rules for handling their data and processes.

Authoring

Product data residing in multiple siloed and disparate systems means not knowing which data is accurate, having poor data quality, and lot of manual effort in reconciling data leading to potentially wrong decisions.

Product 360 is responsible for central control of all data sources and data consumers, and for the internal organization of product data. Flexible data modeling allows you to implement a consistent data model and, on this basis, to integrate heterogeneous data landscapes.



THE BENEFITS

- More efficient control of master data: assortments, items, hierarchies, features, references, and much more
- Faster working processes across all departments and greater productivity in the handling of product information

FEATURES

- Creation of products and items
- Classification & Structure assignment
- Maintenance of product & item fields (e.g. texts)
- Specification of attributes
- Text creation & translation
- Creating & maintaining references
- Upload and assignment of media attachments
- Task creation and management
- Immediate Export
- Channel releases (status)
- Data Quality rule execution
- Individual User Dashboards
- Intelligent Import Mapping Selection
- Powerful item search functions

How much time are you losing with your product data? You can reach your customers faster with enhanced data processes and efficient data management.

Online shoppers attach great importance to product presentation and complete product information when browsing for fashion, electronic and food items or for industrial products.

Find out how Product 360 makes all communication and collaboration relating to your product data more efficient.

- **Web UI:** Easy access to all relevant product data – for approvals, correction, creation, translation and much more.
- **Product Search:** A powerful product search provides quick and easy access to products – in call centers, sales, internally or integrated into other systems.
- **Integration:** Multiple integration options such as a flexible service API that enables intelligent integration into your enterprise service or bus or enterprise applications to meet any corporate need.
- **Classifications & Standards:** Informatica offers the ideal solution – whether you use GS1 (GPC), eCl@ss, ETIM, UNSPSC or your own internal taxonomies and naming conventions for items, features and references.
- **Impressive Performance:** To handle large numbers of parallel processes and users, which access data at the same time, Informatica offers high-performance standard software for master data management of millions of product data records.
- **Digital Assets:** Unstructured product data like images, graphics, documents, audio and video are managed centrally so that they can be located and formatted automatically for a specific publication channel.

Web UI – Doing the Right Things, Reinvented

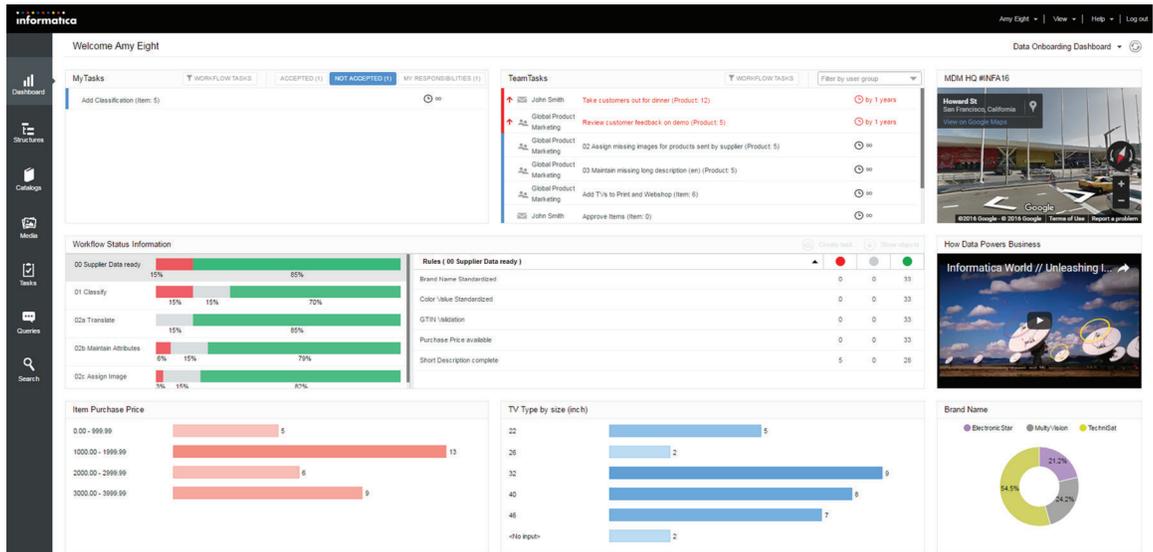
Due to the large group of possible users, including product managers, sales and marketing staff, text creators and translators, or graphic designers, the Web UI facilitates a collaborative approach as part of company-wide involvement in the product information management process. The focus is on simplicity and intuitive operation.

Features Web UI

User Dashboards – **NEW**

User Dashboards enable quick access to an aggregated view of data quality, workflow and task as well as KPI information in a visual representation. This supports various roles of a product mastering process (e.g. data stewards, campaign managers, management, buyers). The dashboards can be setup individually.

While the structure of the dashboards allows a holistic view on the data inside the system it also contributes to the daily work of the users in many ways.



This dashboard could be bound to the role of a buyer that is responsible for the onboarding

Task Management

Web UI offers strong task management capabilities, such as creating and assigning tasks as well as monitoring their progress and managing responsibilities of the different users or user groups. In this context, a task is not just a simple description of a planned action, but may also contain nearly any items or query results of the application.

Media Management

All kind of multimedia assets can easily be managed through the Web UI. The user can search for specific media files, upload or download files and assign them to products or items. The usage list gives a good overview about all dependencies of every single media file.

Data Upload

The upload of CSV, Excel or XML starts the import of this data. Media Asset files can be uploaded and assigned to products and items in one step.

Immediate Export

The immediate export functionality allows for export of single, multiple or selected data sets in various file formats (e.g. CSV, XML, etc). If several files were created with the immediate export the user can download all files at once.

Data Maintenance

Item and product data is edited in tables and forms, with a rich text editor for entering text formatting. The maintenance status provides information about how complete the items are. The Server also allows text markups to be used in structure group descriptions.

Cloning of Existing Items

The cloning option enables a noticeable increase in efficiency and enhanced data quality.

Full Text Search

A powerful full text search enables quick and targeted searching to find the required information easily.

It supports both full text searches and guided searches by product attribute, as well as targeted navigation within the search results.

The search result can be refined via facets and attributes.

The screenshot displays the Informatica MDM interface. The top navigation bar includes 'Actions' and 'Create task'. The main search results table is titled 'Search result for "HDTV" in Demo Master [en] (13)'. The table columns are: Relevance, Product no., Status, Short description (English), Manufacturer, Net customer price (fr), and Long description (English). The results list various HDTV models with their respective prices and descriptions.

Relevance	Product no.	Status	Short description (English)	Manufacturer	Net customer price (fr)	Long description (English)
★★★★★	15192	01 New	HDTV 46 - 100Hz	TechniSat	2,079.99	46 inch multimedia television set (Full-HD) with high-quality aluminum front frame and contrast pane...
★★★★★	15193	01 New	HDTV 40 Plus - 100 Hz	TechniSat	1,039.99	40 inch multimedia television set (Full-HD) with high-quality aluminum front frame and contrast pane cor...
★★★★★	1278661264295	01 New	TechniLine 40 HD	TechniSat	1,199.20	40 inch Full-HD LED screen and HDTV multituner for receiving analogue and digital television including H...
★★★★★	15142	01 New	TechniLine 32 HD	TechniSat	959.20	32 inch Full-HD digital TV with integrated HDTV Multi-Tuner for reception of analogue and digital TV sign...
★★★★★	1278661254203	01 New	Multy/Vision 32	TechniSat	1,279.20	Full-HD eLED Digital Television with Dual HDTV multituner for reception of analogue and digital TV. Integr...
★★★★★	1278661264204	01 New	Multy/Vision 40	TechniSat	1,599.20	Full-HD eLED Digital Television with Dual HDTV multituner for reception of analogue and digital TV. Integr...
★★★★★	131791789202	01 New	Techni/Vision 28 HD2	TechniSat	599.20	Full-HD Digital TV with eLED panel and HDTV multituner including digital DVR function via USB to record
★★★★★	131791789203	01 New	Techni/Vision 32 HD2	TechniSat	719.20	Full-HD Digital TV with eLED panel and HDTV multituner including digital DVR function via USB to record
★★★★★	129852123193	01 New	Techni/Vision 22 HD	TechniSat	429.20	Full-HD Digital TV with eLED panel and HDTV multituner including digital DVR function via USB to record

Below the table, the 'Product "15192 - HDTV 46 - 100Hz"' is selected, showing a detailed view with tabs for Header, Preview, Text, Prices, Media, Classification, Attributes, Variants of the product, References, Quality status, Change information, Translation, and All texts. The 'All texts' tab is active, displaying a table of rules:

Rule	Status	Message	Ignore	Ignored on	Ignored by	Channels	Last execution	Score
Check English Marketing Text	OK	No Error	No			Mobile; Print Catalog; Web shop	7/24/2015 8:37 AM	
Check English Product Text	OK	No Error	No			Mobile; Print Catalog; Web shop	7/24/2015 8:37 AM	
Check Product for profanities	OK	No Error	No			Print Catalog	7/24/2015 8:37 AM	
Check Product high-res images	OK	No Error	No			Print Catalog	7/24/2015 8:37 AM	
Check Product low-res image	OK	No Error	No			Mobile	7/24/2015 8:37 AM	
Short Desc: filled if Long Desc is filled	OK	No Error	No			Web shop	7/24/2015 8:37 AM	
Short desc max length checks	OK	No Error	No			Mobile; Print Catalog	7/24/2015 8:37 AM	
Short desc min length checks	OK	No Error	No			Mobile; Web shop	7/24/2015 8:37 AM	

Mass Data Update

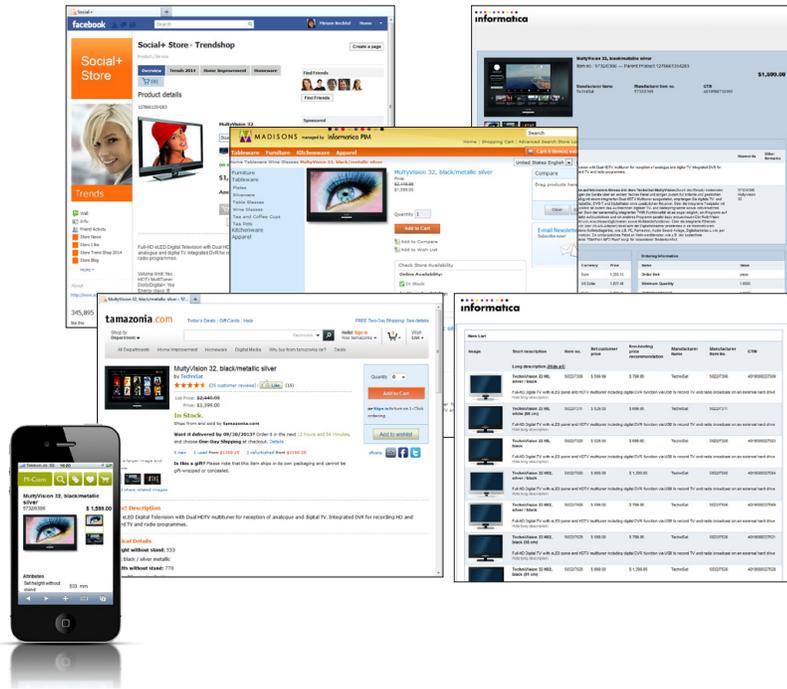
Like the familiar "Search & Replace" operation, the "Set" function enables a mass update of previously selected entries in a table.

Spell Checker

Based on configurable dictionaries, texts are checked centrally on the server so that a standard data basis is guaranteed across the company to ensure that texts are recorded identically. Words can be added to the dictionary, while it is also possible to suggest words which may only be used after approval.

Multichannel Preview

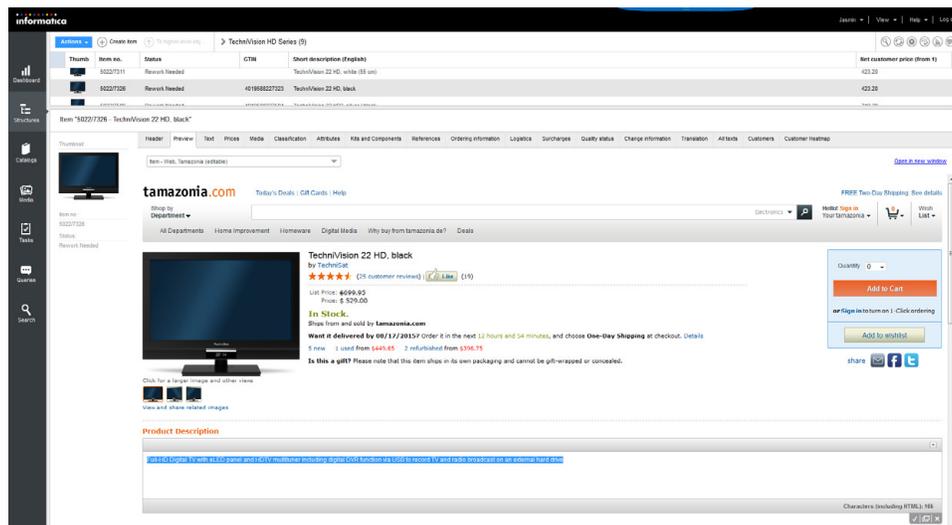
The omnichannel multichannel preview functionality of Product 360 enables users to envision products in the context of a particular output channel (e.g. webshop or mobile) even before publishing it. With this "What You See Is What You Get" experience, data maintenance becomes an easy task for data maintenance users and management users who are interested in seeing directly how the products will be displayed in a particular channel, e.g. for correction or approval workflows.



You can envision products, items and structure groups on the fly in the context of the sales channel like mobile app, web shop, product data sheet and more—with a simple click of the mouse.

Editable Multichannel Previews

The responsible product manager can see how the product would appear in a specific output channel i.e. in the web shop or on the mobile commerce site and can change descriptions, attributes, prices etc. directly in context of this visualized target channel. He can give its approval by simply changing the status. A workflow could be triggered by the approval and send the respective data directly to the output channel e.g. to the web shop.



The direct editing within the preview simplifies and speeds up the channel specific data enrichment.

Task Driven User Interfaces NEW

FEATURES

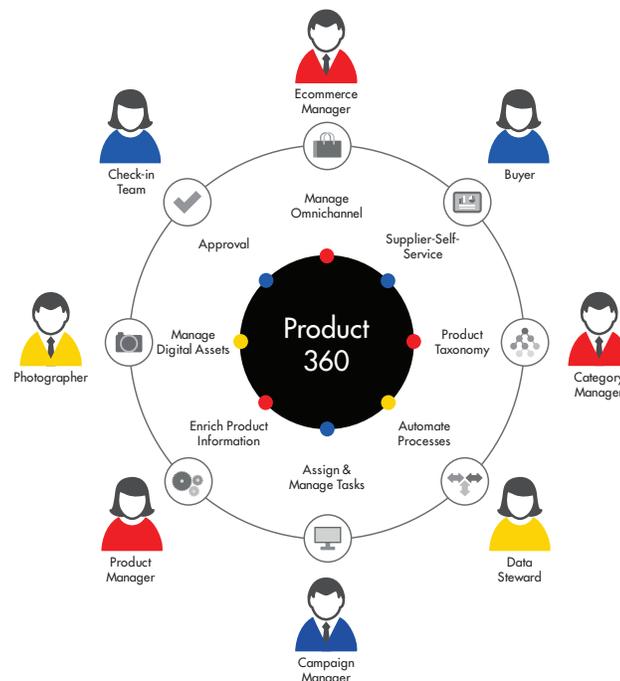
- Tailored and use case specific user interfaces for tasks.
- Intuitive and purpose specific input masks.
- Provides a big amount of screen space for the actual product data.
- Variety of pre-packaged UI templates, based on XML definitions.

Task driven User Interfaces (UIs) bring a new value to the users. A task can be equipped with a tailored and use case specific user interface. By that single work steps within the process of product data onboarding, enrichment and publishing can be achieved using intuitive and purpose specific input masks. Especially for occasional users of the software this is a tremendous benefit since all work steps they may be responsible for can be completed using a simple interface. On top the paradigm of task driven UIs also adds the value of providing a big amount of screen space for the actual product data which allows an individual and effective work stream.

This principle guides the user very efficiently. Less application knowledge is required and the user enjoys a favorable user experience considering the following advantages:

- Highly simplified user interfaces that allow experienced as well as occasional users to work effectively on their tasks
- Flexible configuration functions allow to adjust existing templates as well as to design enterprise specific own versions
- Each template is designed to match a specific work task within the product enrichment process
- Task driven UIs can be used to support tasks as well as general data mastering activities
- In addition to the web based task driven UIs it is possible to define a corresponding perspective to let users of the Desktop UI also benefit from a tailored and use case specific application setup

Product 360 comes with a variety of pre-packaged UI templates. All templates are based on XML definitions and can be adjusted as desired for a specific process within the enterprise.



Task Oriented UI Template

THE BENEFITS

- Highly simplified User Interfaces.
- Flexible configuration functions.
- Supports classic tasks as well as workflow specific tasks.

Text Mastering

Allows to easily get an overview of all marketing relevant text information. Furthermore it is possible to compare and edit text values for different languages or target markets directly.

Attribute Mastering

Focuses on attribute values of objects of a task. The detail view gives an overview of all attributes and their values of an object so that a user can easily update or approve them.

Media Assignment

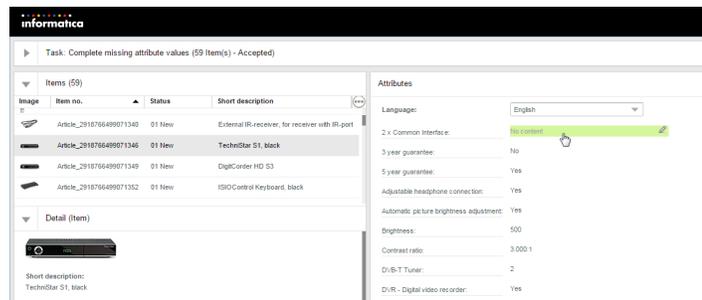
Makes assigning media assets to objects of a task more easy. The template combines a list of objects with the document categories tree and allows the user to drag and drop media assets directly on each of the objects from the list.

Classification

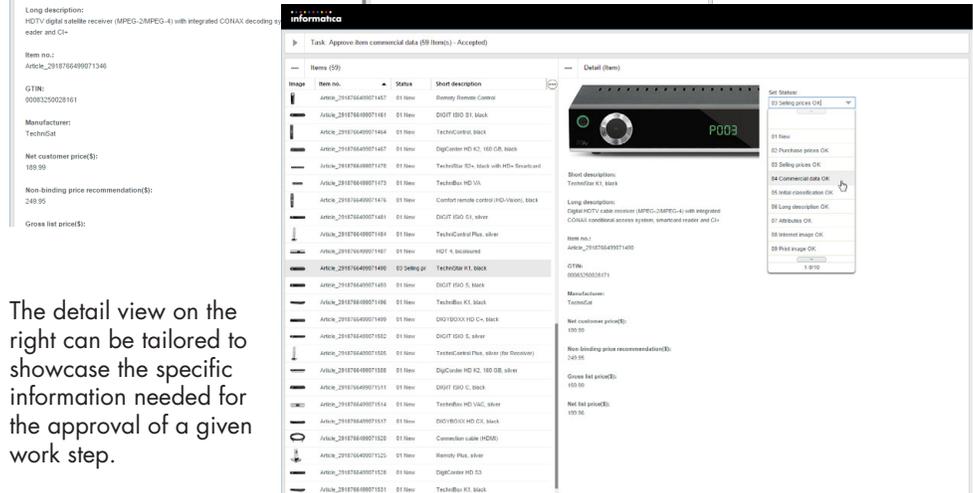
Allows a very effective way of classifying product data. The user may select one or more objects assigned to the task to simply drag and drop them onto the structure group they should be assigned to.

Approval

Allows to check the details of a list of objects in order to approve them in context of a specific work step very quickly.



All attributes of a selected object are listed. This makes it very easy to update or approve.



The detail view on the right can be tailored to showcase the specific information needed for the approval of a given work step.

FEATURES

- Items, hierarchies & attributes, customers & suppliers
- Assortments & prices, item references, localization
- Media Asset Management & Export
- Web services, workflows
- User roles and user rights

Data Model

Product Paradigm

A product is a group of items as characterized by their versions. Enhanced capabilities for product and item relationships are available.

The product serves exclusively as an information carrier for attribute values that are shared by all similar items that are assigned to that product. In Ecommerce systems, products are very important in the presentation of assortments (for example, in clothing). The product specification then refers to the product version, also known as an item, which is added to the cart and can ultimately be ordered.

Authorizations at the field level can be assigned separately, allowing for different authorizations to be assigned for products and items. A wide range of marketing references including cross-selling, up-selling, accessories etc. can be set up to establish links between different products or items.

Three-Tier Product Paradigm

An additional tier for maintenance of product data is available as an option. This hierarchical arrangement allows information that is identical for all objects at subsequent levels to be maintained only once, dramatically reducing the maintenance work and improving the consistency and data quality.

Customer-Specific Fields

For maintaining customer-specific information, for example prices.

Price Management

Maintain prices, discounts, ordering information, price tiers, price surcharges and validity periods.

Units

The Server enables the user to create and manage several systems of quantity measurement, such as Datanorm, ISO, UN/ECE, etc.

Assortments

Create, edit and maintain item and product assortments including explicit and dynamic assortments. With explicit assortments, one can select individual items to assign to the assortment. Dynamic assortments are based on search or selection rules.

Reference-Based Cross- and Up-Selling

Creating a link between items and their accessories or replacement parts is the most important strategy a user can utilize to generate more sales in Ecommerce, enabling Internet based cross- and up-selling opportunities.

Versioning Engine

Create and save different versions of objects including items, products or structure groups. All objects that are connected with the versioned element are also versioned, for example, a structure group, including all parent groups, media asset mappings, and references to other

items and products. The Versioning Engine is 100% “export safe”. In other words, data maintenance can continue uninterrupted in the working version while the version for export or publication remains unaltered in the defined status.

A detailed comparison view comparing versions at object and field level indicates in detail the differences between versions. Versions can be marked as closed at any stage so they are 100% revision-proof. Open versions, meanwhile, can simply be re-activated from the working version.

Kits & Bundle – **NEW**

Product 360 now provides the functionality to model and create static or dynamic kits to meet more comprehensive requirements across verticals.

A kit is a group of products that are ordered as a unit. A Kit is represented by an own stock keeping unit (SKU) with its own price which is typically different than the sum of the component prices.

A static kit contains a fixed collection of items and offers no choice in the composition of the kit during a business transaction. Static kits may be vendor-defined or may be defined by merchandisers.

A variable kit consists of components where at least for one component multiple choices are specified (variable component). Variable kits are usually defined by merchandisers only.

When the group of products is not an own SKU just used for bundling the components together we are talking about a Bundle.

Informatica GDSN Accelerator

The GS1 Global Data Synchronisation Network (GDSN) provides a powerful environment for secure and continuous synchronization of accurate data between trading partners who have access to a GDSN certified data pool.

The GDSN Accelerator has been upgraded to comply with the changes of the GDSN major release 3 and has been re-certified.

Manufacturers and Retailers have now the capability to ensure their data is not only of high quality but also confirms to GS1 standards. The Informatica GDSN accelerator offers the possibility to provide this high quality data directly to the 1WorldSync Item Management or 1WorldSync Data Sync Engine (DSE) data pool for synchronisation with their trading partners.

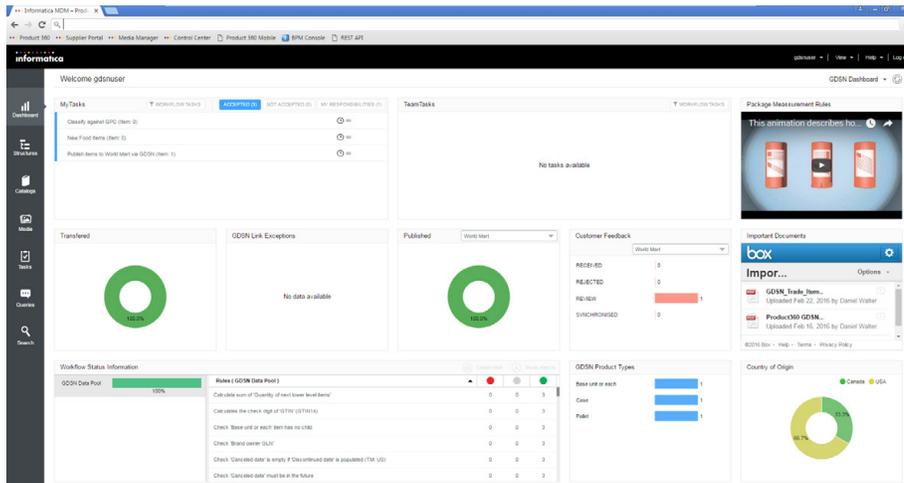
The quality of the data can be ensured by the data quality rules engine of the system and the out-of-the-box GDSN ruleset. It leverages the GPC hierarchy that conforms to GS1 standards for communication with the data pools.

All GDSN related activities are encapsulated within Product 360 and can be initiated from there. The product data can easily be transferred to the Item Management or Data Sync Engine data pool and released to a specific trading partner or made public for all recipients of a Target Market.

The solution offers great flexibility to map item attribute to the GDSN standard and can be tailored to the needs of the customer requiring industry specific or optional fields.



The GDSN Accelerator is certified for 1WorldSync Item Management



The GDSN dashboard is tailored to the GDSN related content and shows an overview of: all items transferred to the data pool, linked packaging hierarchies, the publishing status, and customer feedback. Additionally, the Data Quality status can monitor specific GDSN data quality rules.

Audit Trail

Audit Trail enables all data changes in the system to be recorded and saved. This provides a basis for performing subsequent analyses. This functionality allows a continuous revision history to be recorded for all data objects, meeting the appropriate requirements for traceability.

As well as recording individual data change (e.g. those made by a user in the UI), mass data changes initiated by processes (e.g. import and merge) are also logged in detail.

Desktop User Interface

Personalized Interface

Configure the views and perspectives that are displayed to create unique perspectives for individual user roles.

Field Selection Dialog

Customized table layouts can be designed by adding and removing data fields (columns). A filter text line enables the user to quickly find a specific field and add it to the table layout.

Table Layouts

Table layouts are defined and saved in the Desktop UI, which provides advanced functions for table sorting, filtering and grouping.

Table Filtering

For fast and efficient filtering of table contents based on specific criteria, the user can simply set the text selected in a table cell as a filter.

Quickfilter – **NEW**

The quickfilter functionality provides a fast way to filter the table based views. It focuses on simplicity and speed, and filters the table as you type depending on a defined column.

	Thumbn...	Item no.	Manufacturer	Short description (English)
1		Article_165932900301	TechniSat	HDTV 60 Plus, 4K, black anodised, 100 Hz, 1000 GB, contrast panel
2		Article_165932900347	TechniSat	HDTV 55 Plus, silver anodised, 4K, 100 Hz, 250 GB, contrast panel

2 elements

4K

Table Grouping

Items, products and other objects that are displayed in a table can be grouped by any columns. The content of these columns is summarized in a pivot table, which also shows the number of values. For example, this enables items from the same manufacturer to be selected and edited quickly.

Structure Systems & Attributes

Custom Structure Systems

User-defined structure systems and feature group lists can be created and managed easily.

Standard Classification Systems

Including eCl@ss, ETIM, UNSPSC, GPC, etc. can be used to classify objects in Server.

Maintenance Structure

Always have one primary maintenance structure to unambiguously classify products by their characteristics—centrally for all channels. This structure defines the possible values for an attribute.

Optionally multiple secondary maintenance structures can be used to maintain different dimensions of the data.

Structure Feature Maintenance and Inheritance

- Copy structures or substructures.
- Maintain structure preset values.

Selective Feature Inheritance

Allows the features of a structure group to be passed on selectively to its subordinate groups.

Feature Attribute Match – NEW

Change and add maintenance features and synchronize them to items and products manually or automated.

Qualification of Features

Qualification at the structure system level: When a structure feature is added to a structure group, the qualifications are automatically passed on to that group.

Feature Maintenance

The items with features view provides a compact representation for rapid review and entry of values across various items in a structure group.

Classification of Items and Products

- Assign products to structure groups
- Assign items to products that are already assigned to a structure group
- Group features are assigned to products and items when you assign them to a group.
- Classify items and products by using drag and drop, performing imports and maintaining tables.

Multiple Classification

Items and products can be assigned to different structure systems.

Attributes

Maintenance, creation and inheritance of structure features. Item attributes can be assigned to structure features.

Automatic Classification with Classification Mappings

The Server interface enables groups from a source structure to be assigned to groups in a target structure using drag and drop. This automatically assigns products and items to the target group.

Purpose

Defining a purpose allows you to specify different availabilities for a feature, e.g. for various output channels (print or online).

Administration

Users and Rights

Create and manage users, user groups, and assign rights to them.

Display Users Currently Logged In

To provide the system administrator with an overview of the number of users logged in to the system, the login status, as well as the date and time of login and the workstation name are shown.

System Messages

The administrator can configure notifications with a defined start and end date in the system, to be used to communicate information to all users. These notifications are a way of providing users with information about system maintenance and about new data in the system.

Task Management

Provides rich task management functionality that allows for creation, assignment, updating of tasks based on user or user group.

E-mail Notification for Tasks

Enables e-mails to be sent to the persons involved in a task when a specific event occurs based on the current status of the task and the person's role ("Assigned User", "Delegate", "Responsible").

Read and Write Permissions

Can be defined right down to field level based on qualified field permissions.

Control Access Permission at Object Level

Assign specific access permissions to individual objects, such as items or structure groups. Inheritance logic enables efficient maintenance and management.

Process Overview

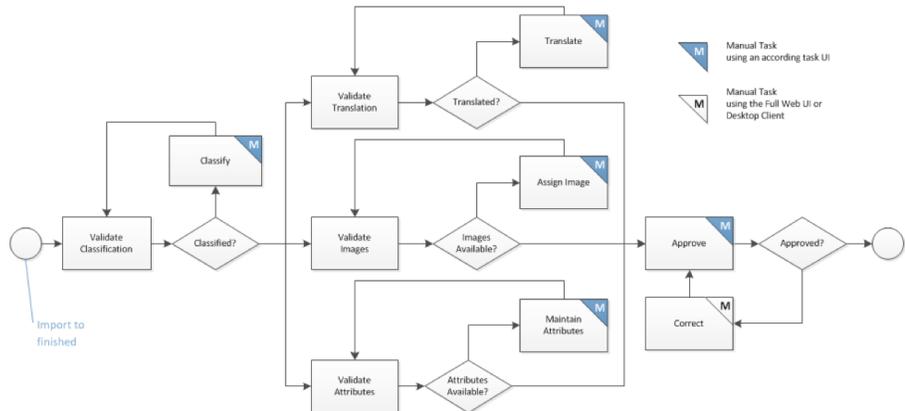
Monitoring of operations on the server, such as import, export, etc.

Business Process Management (BPM)

Integrating BPM with Product 360 tackles the issue of blending the defined business process within product information management as part of the enterprise business process for supplier management, new product introduction and onboarding, product maintenance, marketing and price management to name a few. It enables companies to help streamline and govern their processes in providing better visibility of their business as it relates to product innovation and management across the enterprise thereby improving time to market, break down silos, increase productivity, reduce manual work, enhance agility, ensure compliance and help optimize processes where applicable.

THE BENEFITS

- Improved Time to Market
- Increase Accountability
- Improve Reliability
- Simplify Regulatory Compliance
- Avoid Waste
- Protect Company Resources and Information



Features Business Process Management

Availability of APIs

Workflow, Tasks and Dataquality APIs can be called from Informatica BPM or any other application to facilitate business choreography, create, manage tasks, and execute data quality rules within Product 360.

Trigger External Applications

In the context of different system events, Product 360 can call and notify Informatica BPM or other external applications by using their REST APIs.

Merge Operations by REST

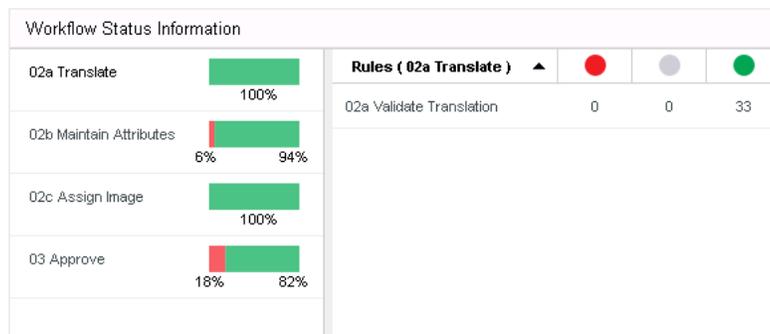
Once an item has gone through the business process and is ready to be put in the Master catalog, Informatica BPM can now execute the merge operation.

Enforcement of Business Rules

Informatica BPM can trigger/execute defined business rules as part of the process once a task is completed and needs to decide the next step of action.

Business Process Reports

Workflow related reports that provide insight on individual work status, team workflow status and workflow status filtered by catalog are provided out of the box with the ability to use the existing APIs to generate more client specific reports.



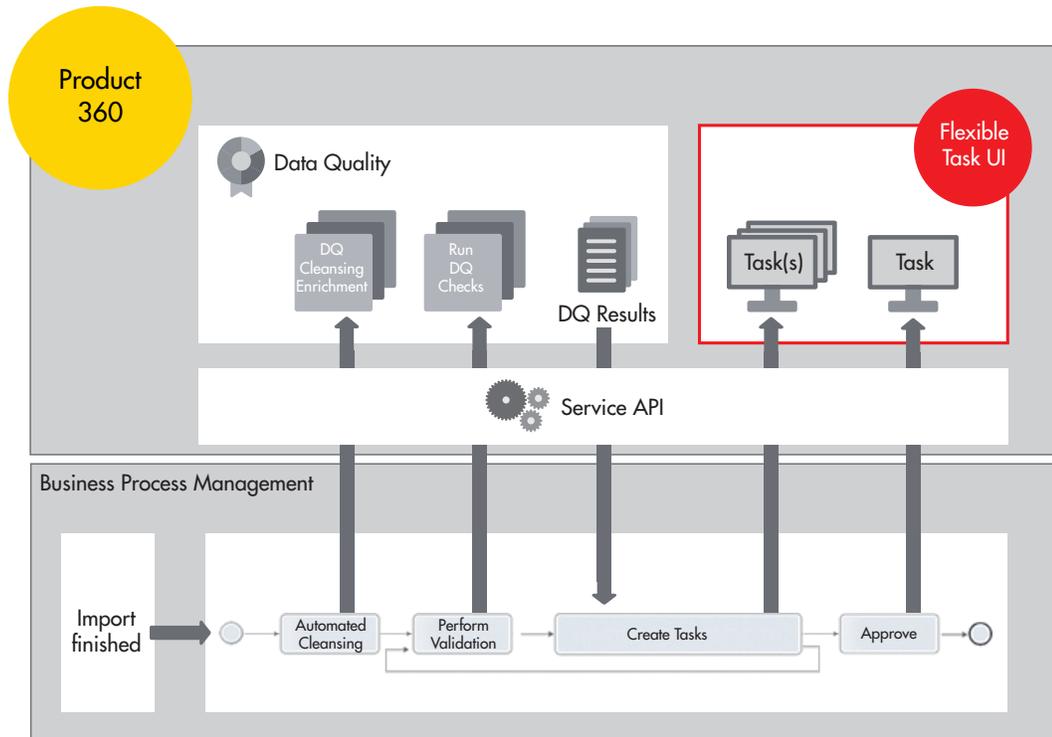
Visualization of how many items have been completed vs how many are remaining in each step of the workflow.

Integrated Choreography

Business Process Management – Workflow Tasks – Tasked Based User Interface

Informatica BPM leverages the newly created workflow tasks and data quality API's to highly automate the choreography of a business process. Only problems which could not be solved automatically are assigned as workflow tasks to the responsible user. A task is carrying items with the same issue and is linked with an optimized and efficient UI to fulfill exactly this task.

With the integrated DQ, BPM can validate the work to ensure it meets all the business requirement before it moves the items along to the next step of the business process thereby ensuring all steps of the defined process is met for having rich consistent product data.



Product 360 comes with a variety of pre-packaged UI templates. This can be flexibly adapted to the individual needs of the different business processes.

Find more details in the chapter “Task Driven User Interfaces” on page 14.

Business Process Management – Administration

Product 360 provides an UI that allows a user to define events and criteria as to when and what workflow needs to be triggered with minimal involvement from other personnel. Numerous events can be setup based on the business needs.

Workflow Tasks – **NEW**

Product 360 offers strong workflow task management capabilities. Workflow tasks facilitates accepting of one or more items within a task by an user to work upon thereby allowing other users within the user group to work on other items in the task. Accepted items by an user shows up under Mytasks from where the following action can be performed: finish the work, cancel the items, reject the item from the task to be sent back to one of the previous steps along with comments as to why, or assign it to a different user.

One can also remove an item(s) from a workflow process by clicking on the Terminate option which is enabled by security privileges. This action does not impact any other items already in the process.

MyTasks | WORKFLOW TASKS | ACCEPTED | NOT ACCEPTED | MY RESPONSIBILITY

Please check german and english texts (Product: 12) ⌚ by 225 days

↑ SUPER URGENT TASK (Item: 2611) ⌚ ∞

Anke Approve UI (Product: 3) ⌚ ∞

Please check translation (Product: 17) ⌚ ∞

Products in catalog "Master catalog" (Product: 1) ⌚ ∞

Check: French translation avail

Check: Spanish translation avail

Team Tasks | WORKFLOW TASKS | Filter by user group | Filter by workflow | Filter by catalog

Stefan Reinhardt	Check selling prices (200)	Product introduction	Tools 2015
Marketing	Check images for resolution (200)	Update	Kitchen and Table
Jasmin Ferreira	Translate items to spanish (56)	Item maintenance	Electronic Equipment
Jasmin Ferreira	Translate items to german (56)	Item maintenance	Electronic Equipment

informatica | Kiby Seven | View | Help | Log out

Actions | Accept | Deins task | Tasks not accepted (13)

Type	Name	Priority	Time expires on	Responsible	Progress	Created on	Created by	Accepted
⚙️	Please check german and english texts	Normal	19/02/2014 7:17 PM	Seven, Kiby	0%	9/29/2014 11:03 AM	Seven, Kiby	No
⚙️	import items	Low		Seven, Kiby	0%	6/12/2015 9:36 AM	Seven, Kiby	No
⚙️	standardize item descriptions	Low		Seven, Kiby	0%	6/12/2015 9:36 AM	Seven, Kiby	No
⚙️	merge items	Low		Seven, Kiby	0%	6/12/2015 9:36 AM	Seven, Kiby	No
⚙️	translate into german	Normal		Seven, Kiby	0%	6/12/2015 10:00 AM	Seven, Kiby	No
⚙️	translate into english	Normal		Seven, Kiby	0%	6/12/2015 10:00 AM	Seven, Kiby	No
⚙️	translate into french	Normal		Seven, Kiby	0%	6/12/2015 10:00 AM	Seven, Kiby	No

Tasks "Please check german and english texts"

Name: Please check german and english texts
 Description: WORKFLOW_XYZ
 CONTAINER_UNIVERSE
 Created by: Seven, Kiby
 Created on: 9/29/2014 11:03 AM
 Assigned user: Seven, Kiby
 User group: No content
 Delegate: No content
 Responsible: Seven, Kiby
 Escalation on: 19/02/2014 7:18 PM
 Time expires on: 19/02/2014 7:17 PM

The UI also shows all details pertaining to a task as to if it was workflow generated or if it is a regular task.

Reject 1 object(s) from task "Approve-Reject_suv12qa03 - Approve ..."

Please select the workflow step(s) to reject to

Classification

Translation

Translate texts into French

Translate texts into Spanish

Translate texts into Italian

OK Cancel

Popup dialog when an user is rejecting an entity to one of the previous steps

Business Process Failsafe Capabilities – NEW

Business processes are lifeline for an organization to ensure products are being created/maintained the right way to meet business objectives. Any disruptions can impact an Organization in multiple ways such as being unable to react to market conditions, introduce new products, etc. It becomes extremely critical that the processes in motion are not disrupted in any manner. Informatica Product 360 now notifies the users if Informatica BPM has had an outage and queues up the messages for later consumption until the server is up again. It also adds in additional resilience by storing a limited set of messages in the browser in case the JMS queue is down also.

The screenshot displays the Informatica BPM user interface. The top navigation bar includes the Informatica logo, a search icon, and links for View, Help, and Log out. The main content area is divided into a left sidebar with navigation options (Dashboard, Structures, Catalogs, Media, Tasks, Queries) and a main workspace. The workspace shows a task list with columns for Item no., Status, GTIN, and Short description (English). The task list contains two entries: Item B (Status: 01 New, GTIN: 345) and Item C (Status: 01 New, GTIN: 456). Below the task list is a 'Detail view' section. A notification message is displayed in the bottom right corner of the workspace, titled 'Informatica BPM'. The message states: 'The Informatica BPM service ApprovalWorkflowTaskClassification-Finish_suv12qa03 is currently not available. Please contact your Product 360 administrator. Your action will be performed when the service is available again.'

Item no.	Status	GTIN	Short description (English)
Item B	01 New	345	
Item C	01 New	456	

Notification message to the end user letting know that BPM has an outage

Data Quality

Has your company invested significant resources in managing your product data? To maximize your return on this investment and to drive additional revenue, you need to make sure that you make the most complete, accurate, consistent and timely data available to your customers.

Data Quality and Data Integration are the core challenges in managing the product data lifecycle within the enterprise and across partner and supplier ecosystems.

Data Quality delivers an integrated solution, designed for managing data quality of product and supplier data, including the support for data integration, data profiling and data governance. It enables companies to implement consistent, reusable and automated data quality processes for product data, throughout the entire data life cycle.

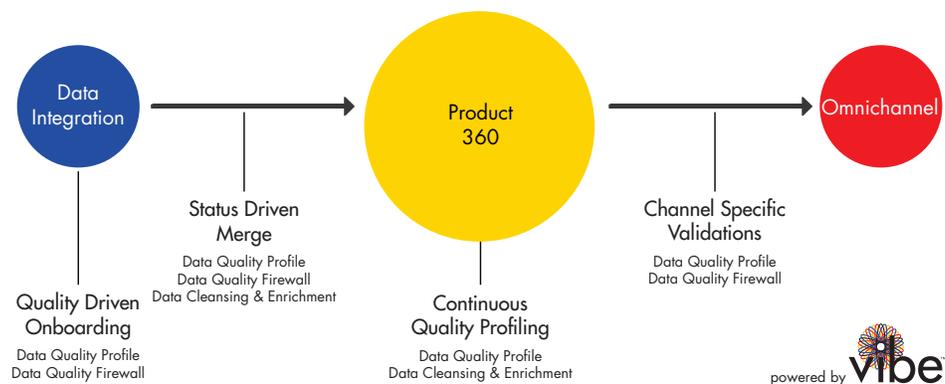
FEATURES

- Increase cross-sell and up-sell potential by building and standardizing a full set of product attributes.
- Cut the data onboarding and management costs with high-end automation.
- Diversify the supplier base and increase the number of sales channels.
- Reduce time for bringing the product to market.

THE BENEFITS

- Increase conversions in Ecommerce through rich product content.
- Reduce costs of product returns.
- Reusability of quality rules to streamline business processes with more efficiency.
- Ensure a holistic Data Governance policy to reduce business risks.

Automated & Assured Data Quality Along All Product Information Processes



Data Quality is powered by the industry leading Informatica technology and designed to establish data stewardship and data governance programs.

It enables companies to rapidly assess data quality statements and provides detailed data quality analyses. Central data quality rules and data quality levels offer the possibility of consistent data quality management for target systems, data sources and data inputs.

- **Data Quality Rules:** Build powerful, reusable data quality assessment, cleansing, validation and enrichment rules with an easy to use design environment.
- **Standardization Dictionaries:** Central management of synonym and correction values for data quality rules to realize consistent data standards for your product data.
- **Supplier Data Quality Firewall:** Ensure that data from suppliers meets your compliance requirements.
- **Natural Language Processing:** Use NLP technology to identify and parse product attributes from unstructured text. Classify products and map them to your product classification hierarchies.

ANALYST COVERAGE

Magic Quadrant for Data Quality Tools, 26 November 2014 by Saul Judah and Ted Friedman.*



*The report includes Informatica in the Leaders Quadrant. Informatica was evaluated on its Informatica IDQ solution which is a part of Informatica MDM - Product 360. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. The Gartner document is available upon request from <http://www.gartner.com/technology/reprints.do?id=1-1BO662V&ct=120809&st=sb>.

- Best Practices: Use pre-built templates to get started quickly, including attribute completeness checks, allowed value checks, terminology checks, field value standardizations and more.
- Event-driven Processing: Automated triggering of data quality checks to cleanse, standardize and enrich data during workflow steps.
- Channel Specific Processing: Adapt data quality rules to specific output channels such as print catalog and Ecommerce.
- Profile and Scorecard: Easily identify data anomalies and track improvements in your product master and channel specific assortments.

The screenshot displays the Informatica Quality Dashboard. The top section shows a 'Quality Summary' for 4 channels selected, with a donut chart indicating 74% compliance and 26% non-compliance. A 'Channel Quality' table shows performance for ERP, Mobile, Print Catalog, and Web shop. Below this is a table of 'Rules (Web shop)' with columns for rule name, count, and status. The bottom section shows a list of items with columns for Item no., Status, GTIN, Short description, and Net customer price. A detailed view of item 'IW_5840/0316' is shown, with a 'Contrast ratio' field highlighted in green and labeled 'No content'. A tooltip 'Attribute value' is visible over the error.

Channel	Compliance	Non-compliance
ERP	100%	<1%
Mobile	81%	19%
Print Catalog	64%	36%
Web shop	26%	74%

Rule Name	Count	Pass	Fail
Check English Item Marketing Text	799	0	4968
Short desc min length check	106	0	5661
Preset values violation checks	26	0	5741
Missing attributes	9	0	5758
Missing attribute value checks	4	0	5763

Item no.	Status	GTIN	Short description (English)	Net customer price (from 1)
5032/7626	Approved	4019588327269	Techni/Vision 32 HD ISIO, black (81 cm)	1,039.99
5022/7626	Approved	4019588227262	Techni/Vision 22 HD ISIO, black (55 cm)	639.99
5028/7626	Approved	4019588267268	Techni/Vision 26 HD ISIO, black (66 cm)	879.99
IW_5840/0316	Rework Needed	4019588840164	Multy/Vision,40,ISIO,titanium	

Do the right things: The Quality Dashboard provides a quick overview of the data quality with the possibility of a channel, category, product or SKU specific drill down.

Digital Asset Management

Media Manager Features

Multimedia Information

Manage and categorize digital assets and assign them to items, products and structure groups.

Add External Data as Multimedia Information

Add images, data sheets, or technical drawings, and assign these to items, products, or structure groups in Product 360.

Pipeline for Conversion

Pipelines can be defined to convert files from a source format to a new target format. These pipeline definitions can be used for example to create a proxy object (flv) from video files (e.g. avi, mov and mpg) automatically.

Order Updates via Pipeline

A pipeline can be used to trigger the update of a production order.

Management of Multimedia Information

Such as product images or data sheets in folders so that specific documents can be retrieved without delay.

Usage List for Multimedia Documents

Information of where documents are used before they can be deleted.

Derivatives

Derived from a master asset can be created and downloaded automatically.

The Workflow Engine

The built in workflow engine offers a range of automation options for flexible control of individual workflows, including file processing, conversions, program controls, status and event monitoring, notification of participants, and media restoration and retrieval.

Search

The user can use drag & drop to assign results from the hit list directly to a product, item, or structure group.

Change Notification for Media Objects

To ensure efficient delta updates of products and items, the relevant data objects must be identified as having been changed. The same applies even if you only make changes to reference objects, such as images or document attachments.

Automatic Resolution of File References

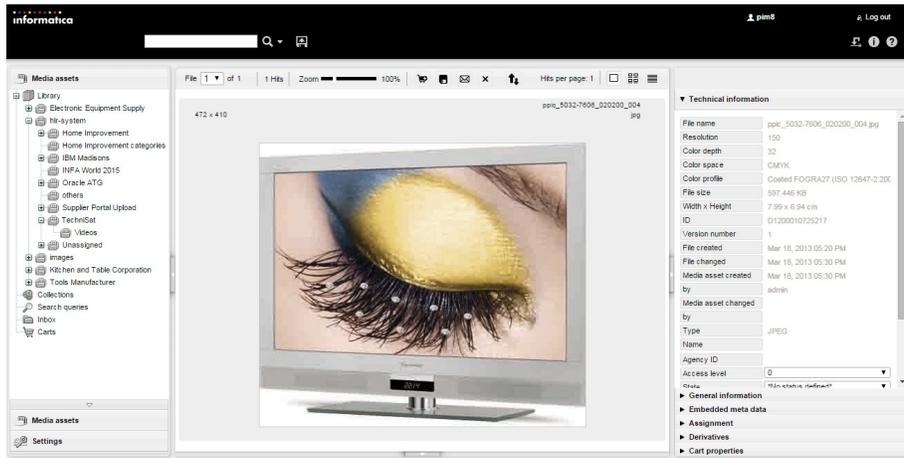
When catalog data and corresponding documents are imported into Media Manager, a fully automated synchronization of document references is performed.

Automatic Assignment of Digital Assets to Data Objects

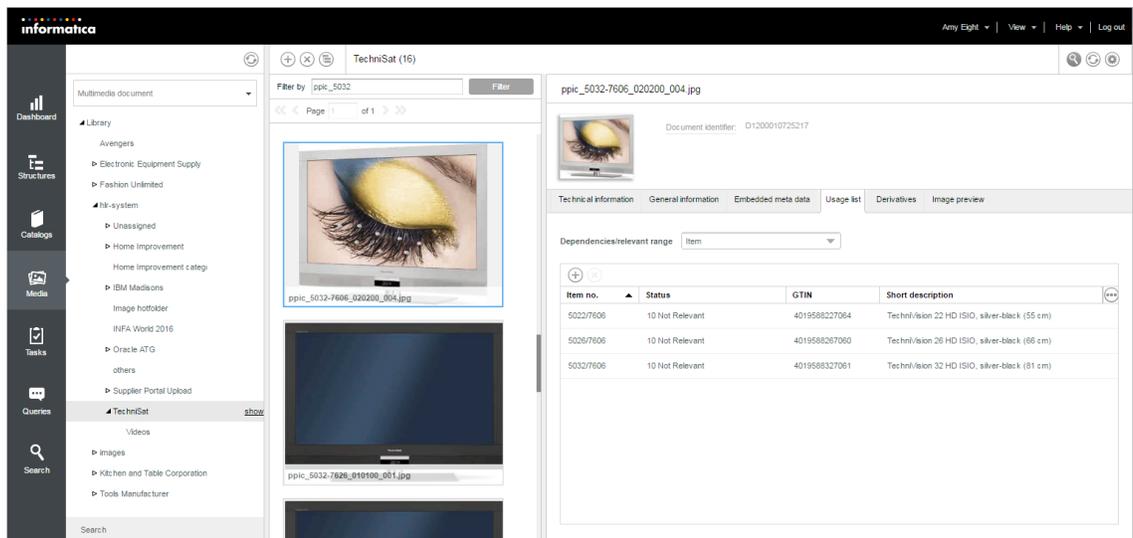
Media Manager supports a collaborative approach to formatting and editing media objects. These objects are often uploaded directly by the media service provided using the web based user interface of the Media Manager.

Time and effort are also saved by an automatic assignment of the documents provided to the data objects, based on naming conventions.

The automatic assignment of a digital asset to a data object simultaneously triggers the creation of the relevant derivatives (i.e. different sizes, quality, formats).



Marketing employees, agencies, external photographers or service providers can make professional images, film, and other media files available for product communication via the web portal.



Product 360 displays a preview of the images used. The usage list of the digital asset can be displayed within the user interfaces.

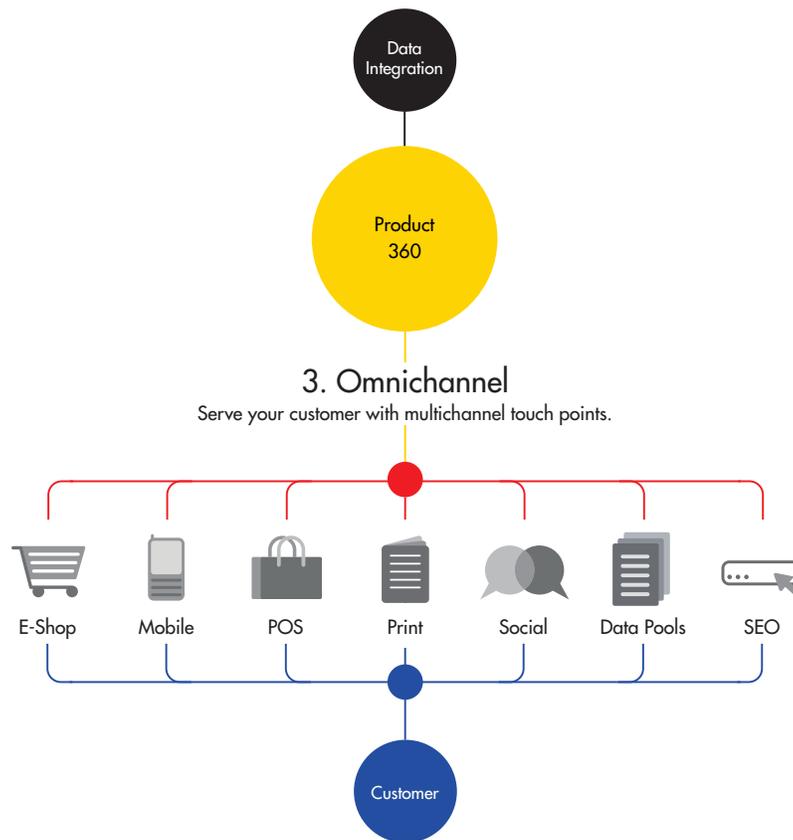
Omnichannel Commerce

Where do your customers look for and buy products? Whether you're dealing with individuals or business customers, these days everyone expects you to supply perfect information at exactly the right moment. Product 360 gives you a central platform for the sales and communication channels of today.

Online, mobile, social media, catalog or retail – new sales channels are emerging on an almost daily basis. Omnichannel strategies often require large product assortments. Flexibility and speed are other key success factors. So, are you ready?

With Product 360, you are best-positioned to offer the right product in the right place at the right time. Product 360 allows distributors and manufacturers to manage all product data centrally for all sales channels.

PARTNER



Product 360 offers the ideal springboard for your omnichannel commerce strategy. Product 360 offers access to all sales and marketing channels based on high quality data.

It doesn't matter whether you're marketing your products in the online, mobile, social media, catalog or retail channel – with its certified interfaces, standard integration, export templates and flexible configuration, Product 360 is better suited to omnichannel commerce than any other enterprise solution.

- Ecommerce Integration: Data templates for IBM WebSphere Commerce, Oracle ATG Web Commerce, Demandware, Oxid eSales, e-Spirit, Intershop, Magento and Hybris. Flexible applicable on your online channels.
- Print: Direct connection of print solutions for creative and standardized catalogs with priint:comet or Xactuall.

THE BENEFITS

- Faster product launches across all channels
- Greater customer loyalty thanks to high-quality service and information
- Higher margins & conversion rates in Ecommerce
- Increased sales through smart cross- and up-selling

www.pim-roi.com

- Data Exchange: For a secure exchange of data between your system and connected company software, such as ERP or CRM solutions.
- E-Catalogs: Product data for distribution to your industry customers in formats including BMEcat, XML or CSV and as an online catalog for product searches in the sales department.
- Channel Envision: Multichannel previews enable neutral editing of products and display in the presentation in various channels at the click of your mouse.
- E-Procurement: Direct integration with the e-procurement systems of large customers with individual assortments and prices.

The extensive export functions of Product 360 allow formatted product data to be adapted to individual publication channels (omnichannel), and thus to various target systems. As a result, Product 360 provides a central location for managing and maintaining product information, and for formatting the data for output in various target systems, including online shops, print catalogs, flyers, and procurement systems.

Long tail strategies and shadow assortment strategies are supported, as data can be exported from both the master catalog and supplier catalogs.

Features Omnichannel

Central Cockpit

For managing all channels via export templates and profiles.

Data Quality

Data Quality rules can be combined to provide a channel specific quality status.

Export Editor

For creating new export format templates (including csv, xml and html).

Export Functions

Enable process-based manipulations and transformation of data.

Data Validations

Are defined at field level for all export format templates and export channels.

Execute Single or Recurring Exports

As well as immediate exports or scheduled exports.

Ecommerce Channel

Leading Ecommerce Providers Recommend Product 360

In Ecommerce, the customer's decision to buy or not to buy a product is based on the availability, richness, consistency and comprehensiveness of product information. If the required information is not there the chances a customer would buy from the site is highly unlikely. Product 360 being the master source for product data helps facilitate provide the necessary content for commerce sites. Reduce implementation and operating costs with pre-configured data templates for successful Ecommerce integrations with IBM WebSphere Commerce, Oracle ATG Web Commerce, Demandware, Oxid eSales, e-Spirit, Intershop,

Google Shopping, Magento and Hybris. Leading international Ecommerce providers recommend using Product 360 as a central platform for product information.

IBM WebSphere Commerce Accelerator

Product 360 has officially been recognized as a verified solution for IBM WebSphere Commerce Version 7 FP7.

The commerce accelerator supports the new IBM attribute dictionary model that enables reduced maintenance and reuse across multiple products. It also enables a commerce site to provide complex search, filter and product comparison capabilities which helps provide enhanced service to the customer.

Different export scenarios pertaining to full catalog, delta or the possibility to trigger the publication of selected products instantly with just a click are supported.

In summary, the commerce accelerator redefines the cross-channel commerce experience you are capable of delivering, by providing the latest product and catalog management capabilities. Ultimately, achieving a seamless shopping experience, across a growing number of channels, has never been so effortless.

Demandware

Product 360 has officially been recognized as a verified solution for Demandware Version 16.1.0.

The accelerator supports Product and Category publication to Demandware using WebDAV. It conforms to standards specified by Demandware and supports use cases pertaining to Item creation, maintenance and delta and full catalog exports to Demandware without the need for any modifications to the storefront.

Oracle ATG

This accelerator is compliant with Oracle ATG 11.2 and has been completely rewritten to ensure it meets customer requirements as is. It comes with flexible framework and reusable assets that can be deployed in any client environment.

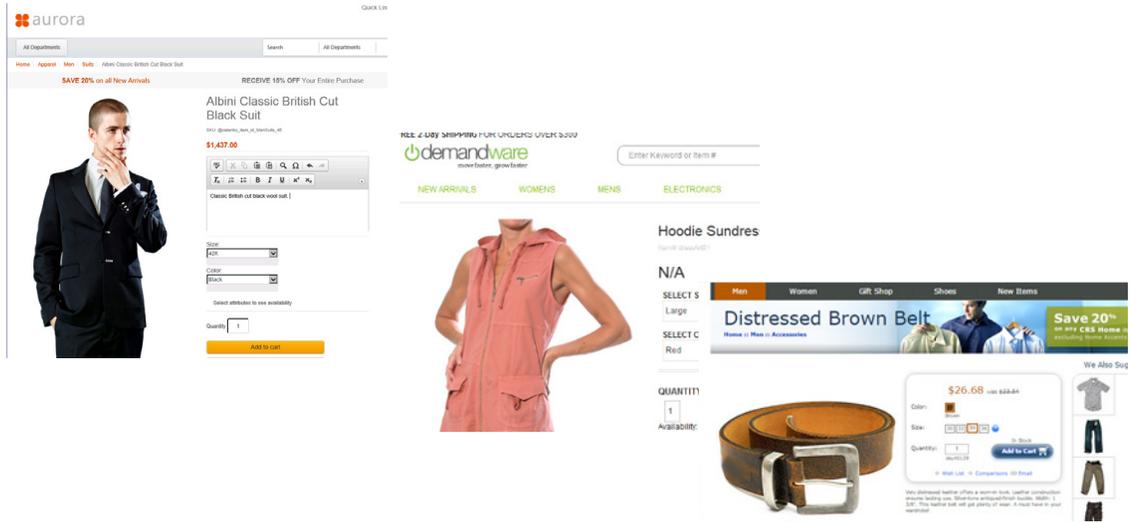
The accelerator can support management and publishing of product and sku data, pricelists, bundled offers, media attachments, product categories, unstructured data for product and sku's, multilanguage etc.

Different export scenarios pertaining to full catalog, delta or the possibility to trigger the publication of selected products instantly with just a click are supported.

It also comes with data loaders to Business Control Center (BCC), preconfigured workflows to BCC and eventual display in a commerce site for fast deployments.

It also enables a commerce site to provide complex search, filter and product comparison capabilities which helps provide enhanced service to the customer.

In summary, the commerce accelerator redefines the cross-channel commerce experience you are capable of delivering, by providing the latest product and catalog management capabilities. Ultimately, achieving a seamless shopping experience, across a growing number of channels, has never been so effortless.



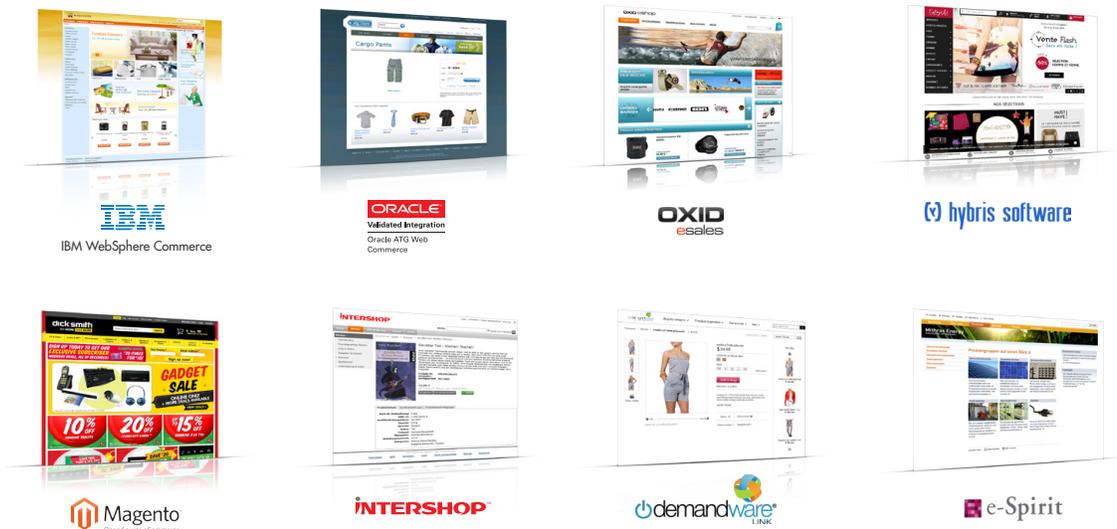
IBM WebSphere Commerce Accelerator, Demandware Accelerator, Oracle ATG Accelerator

Google

With more than 100 billion searches per month, Google answers a significant number of the world's product and shopping-related queries. And online shoppers expect product information, such as images, descriptions and variants, to be accurate, rich and consistent

Product 360 supports the integration to Google Merchant Center where a merchandizer can export product data which is of high quality automatically and let millions of shoppers see their online and in-store inventory and help turn online shoppers into in-store customers where applicable.

Product 360 supports the integration to Google Manufacturer Center where a manufacturer can export product data from Product 360 automatically to manufacturing center to provide high quality product data that represent their products to shoppers across Google.com, Google Shopping and other Google services to ensure shoppers make more informed buying decisions and also get insight on how shoppers interact with the brand to optimize product data and grow impression volume as well as shopper engagement.



PARTNER



Print Channel

As a master data platform for omnichannel commerce, Product 360 supports various print publishing solutions like print:comet by Werk II or Xactuell by Codeware.

E-Catalogs Channel

The E-Catalogs Channel allows you to create file-based outputs of product data for distribution to your industry customers. With this channel, it's easy to supply your customers' data systems with valuable product information in formats such as BMEcat, XML, or CSV.

Data Exchange Channel

The Data Exchange Channel ensures a secure exchange of data between Product 360 and connected company software, such as ERP or CRM solutions. As a result, Product 360 fits seamlessly into your company network as the main system for managing your product information data.

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.



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