

Fueling the Information Value Chain with Master Data

How Supply Chain Data Drives Exceptional Customer Experience

A lack of visibility into supply chain data is often the reason for poor supply chain performance. This can lead to under-informed decision-making, missed market opportunities, excessive costs, slow time-to-market, and increased manual workloads. Moreover, it frequently results in bad customer experiences.

Supply chain leaders recognize that a well-managed supply chain requires an accurate and up-to-date information value chain. Today's ideal supply chain is built on a foundation of well-managed data, ensuring that suppliers and customers can provide and obtain any needed information. This end-to-end information value chain provides an essential foundation for a positive customer experience. Analysts agree that customer experience is a crucial competitive battlefield, and this competition will grow even fiercer in the future.

Some of the aspects of the customer experience that are driven by the information value chain include:

- A seamless, consistent, and engaging buying experience across channels
- A simplified B2B or B2C purchase journey that includes highly searchable, accurate, and complete product and supplier information
- Supply chain transparency so that all parties can understand where products are sourced from

To ensure meaningful and engaging customer experiences, teams across a business need to be able to rely on data management solutions that will arm them with accurate, timely, and complete supplier, product, and customer data. To deploy this efficiently, the business needs automated processes for capturing, updating, and sharing supplier and product information across supply chain and merchandising systems and processes.

The Challenge: Low-Quality, Siloed Supplier and Product Data

Many organizations still manage information about their suppliers, products, and services in multiple siloed systems across regions, departments, or business units. Adding, changing, or correcting the information in one system doesn't automatically update all the other systems that need that information. In fact, many of those updates never reach critical systems that distribute product content on multiple channels.

As a result, the information required for processing, distributing, or selling products and services is inaccurate, inconsistent, incomplete, and fragmented. This disjointed way of managing business-critical data impedes a single trusted view of all supplier and product data. Retailers, manufacturers, and distributors need a better way to manage their product and supplier data across functions, processes, and systems to meet their customer needs, reduce operational inefficiencies, and speed up time-to-market.

Fuel Your Value Chain with Trusted, Relevant, Accessible Data

To overcome this problem of fragmented and inconsistent data, leading supply chain and product management leaders have turned to master data management (MDM). They deploy business applications fueled by master data to streamline their supply chain or product information management (PIM) systems with a 360-degree view of product and supplier data.

Informatica MDM 360 Solution Streamlines Processes to Manage Supplier and Product Data

Informatica® supports an organization's business users across multiple departments, teams, and suppliers by providing the ability to collaboratively manage their supplier and product data and omnichannel tasks on a single platform.

The MDM 360 solution combines two seamlessly embedded business applications: MDM – Supplier 360, and MDM – Product 360. Together, they streamline data-driven digital workflows and processes along the entire information value chain, from manufacturing to consumption. This empowers retailers, manufacturers, and distributors to connect their supply chain and go-to-market strategies, and to improve end-to-end visibility.

Master-data-fueled Supplier Management

Sourcing, procurement, finance, and supply chain executives leverage Supplier 360 to manage supplier life cycles, monitor supplier risk, and collaborate with suppliers, vendors, or service providers.

With Supplier 360, Informatica provides a master-data-fueled solution for a next-generation 360-degree view of suppliers across the enterprise that simplifies supplier collaboration and enables centralized management of supplier information.

[To learn more about the features and functionality of Informatica MDM – Supplier 360, download the solution brief.](#)

Engaging Omnichannel Experience Based on Rich Product Content

Merchandisers, product managers, e-commerce teams, and marketing managers can collaborate on product content ready for sales and marketing with Product 360.

Product 360 enables companies to successfully manage complex product data and digital assets and publish trusted and relevant product content for omnichannel commerce. Product 360 streamlines these processes and helps the business easily and accurately create new products, enrich them for marketing, and, ultimately, publish them to any customer touchpoint.

[To learn more about the features and functionality of Product 360, download the solution brief.](#)

Streamline Workflows with Supplier Self-Service Portal

Suppliers have access to a self-service portal that allows them to register and share all the information you require, including financial, tax, or compliance documents.

Once onboarded, suppliers can use the portal for all interactions with your company. They can update and share company and contact information or upload new product catalogs to Product 360.

Supplier Qualification and Onboarding

This approach replaces the typically disjointed approach used to manage the full lifecycle of suppliers across regions and business units. Through a process-driven workflow, key stakeholders (e.g., finance, procurement, or legal personnel) can easily verify information and documents provided by a potential new supplier, qualify it for onboarding, or reject it for reasons such as non-compliance.

Rich and Trusted Supplier and Product Information

Use Informatica's Data as a Service (DaaS) Contact Record Verification Suite to verify or validate contact data (i.e., address, email, and phone) and to enrich your supplier profiles with third-party information.

For product data enrichment, it is essential to send the right product information to the right employees and the right departments. Product 360 streamlines and facilitates the process of enriching product information with intuitive and specific role-based input fields.

Transform Data Inputs to Value-Driving Outputs



Figure 1: Manage your information value chain on a single platform

Easily Manage Complex Product Data and Digital Assets

Suppliers often provide product data in a variety of different formats. Product 360 lets you process different data formats and add even large volumes of product data to your assortments, automatically using data-driven review mechanisms.

Using Digital Asset Management (DAM) functionality, you can easily and centrally manage unstructured product data like images, graphics, documents, audio, and video. Manual workloads can be reduced by automatically locating and formatting assets for a specific publication channel.

Publish Rich Product Data for Omnichannel Commerce

Product 360 helps you deliver a unified product experience across all channels. This equips you with an omnichannel solution ready to tackle complex challenges (e.g., serving international markets), as well as future sales and marketing channels.

Actively Manage Supplier Relationships and Risks

The application provides a 360-degree view of clean, consistent, and connected supplier information, as well as all supplier relationships across the business. It allows supply chain teams to quickly and easily access, manage, and analyze business-critical vendor data and relationships.

Configurable, role-based dashboards, combined with an intuitive user interface designed for the business, help you monitor and analyze suppliers. You can easily assess compliance, supply chain, and procurement risk management based on locations, products supplied, delivery performance, or invoice status. Alerts inform your teams about expiring certificates or any other specified information.

Fuel Applications with Robust Supplier Data

Using Supplier 360, supplier information and documents are all managed in one central location. This trusted, governed, and connected supplier information fuels other business and analytical applications, including enterprise resource planning (ERP), bidding, quotation, accounts payable, invoicing, Product 360, and other business applications that require accurate and current product information.

Embedded data quality rules, which are at the core of the Informatica MDM applications, ensure that data coming in from and going out to trading partners is always trusted and complete. This results in high-quality product information used across all sales channels to deliver an optimal customer experience across all touchpoints.

Working in concert, the combination of Supplier 360 and Product 360 provides:

- Support for workflows—from strategic sourcing to omnichannel management—based on one horizontal platform with intuitive role- and task-based user interfaces designed for the needs of the business
- Strategic and secure management, enrichment, and collaboration on supplier and product data, across teams, business units, and geographies, as well as with partners
- One supplier self-service portal that fuels all interactions
- A solution built on top of the Informatica Intelligent Data Platform™, which encompasses industry-leading proactive Data Quality and end-to-end Data Integration products, as well as Informatica's holistic Data Governance solution

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Additional Business Benefits

Deploying Informatica Product 360 and Supplier 360 leads to significant measurable business outcomes, including:

- Ability to quickly react to changing customer demands, creating and maintaining an engaging customer experience
- Improved supply chain transparency
- Streamlined and automated workflows related to data management, leading to increased efficiencies and significant cost reductions
- Faster time-to-value, faster supplier onboarding (from weeks to days), and accelerated time-to-market (up to 4 times)
- Increased agility and responsiveness
- Higher margins and conversion rates in e-commerce

Streamlining Digital Processes

- Cost savings realized by an aerospace customer using MDM 360 Solution
- Customer needed to onboard 10 million parts to increase e-commerce sales and streamline supplier onboarding

Business Need	Without Informatica	With Informatica
Reduce time for loading parts	Impractical task that would require 34 years to load all 10 million parts	<ul style="list-style-type: none"> • Can be done in a practical timeframe (6 months), a reduction of more than 98% • Data is more accurate, increasing ecommerce volume across all channels
Reduce costs for loading parts	\$2,000 per part	<ul style="list-style-type: none"> • Expected reduction in costs: approximately 90%
Streamline supplier onboarding	Customer has had to turn away suppliers due to capacity constraints, resulting in estimated lost revenues in excess of \$90 million	<ul style="list-style-type: none"> • Streamlined supplier onboarding including supplier self-service capabilities • Fewer customer resources spent on supplier onboarding • Opportunity to increase revenue by at least \$90 million

Figure 2: Representative business value achieved with Informatica MDM 360 solution



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