

MDM – Product 360 Cloud Edition



Across industries, including retail, manufacturing, CPG, food and fashion, companies strive to deliver a great customer shopping experience with consistent and complete product information across all sales channels, improve productivity and compliance. But they are faced with multiple soloed systems that result in data that is incomplete, fragmented and inconsistent across channels.

With Informatica MDM – Product 360, a powerful Product Information Management (PIM) system, business users effectively manage and collaborate on product data.

Product 360 Cloud Edition is provided by Informatica Cloud (ICS). Cloud Edition allows customers to benefit from full Product 360 capabilities while securely outsourcing IT management efforts, such as hardware or software migrations, installations or upgrades.

Customers use MDM – Product 360 to

- provide unique Omnichannel experience to their customers
- work with task and role based user interfaces
- ensure that all product data is valid, standardized and complete
- streamline the collaboration on product data enrichment
- speed up their time to market by up to 4 times
- start small and grow fast with the markets only end-to-end MDM solution

Key Features

Combine the power of MDM – Product 360 with the speed and agility of Informatica Cloud

Informatica MDM – Product 360 Cloud Edition accelerates the speed of deployment of PIM and leverages the simple, pay-as-you-go pricing approach of ICS, thus removing an up-front investment in infrastructure. Whether you are an enterprise, small or medium business, this pricing model will help you access all the benefits of Product 360. Additionally, ICS provides a massive global cloud infrastructure that allows you to be agile, innovative, and still pay only for the capacity you use.

Auto-upgrade to leverage latest features

With Product 360 Cloud Edition, organizations get all the features of Product 360 along with automated upgrades and fixes. This means you will no longer have to worry about upgrading the software—security updates included—thus freeing up your time to focus on driving business value by creating a trusted source of reliable product information. This also lets you leverage the latest and greatest enhancements, features, and functionality Informatica delivers with each release.

Lower maintenance costs and IT expenses

With Informatica MDM – Product 360 Cloud Edition, IT management is now Informatica's responsibility. Eliminate infrastructure staffing costs for a small monthly fee. This is the most cost-efficient method to use, maintain, and upgrade your MDM system, significantly lowering the company's IT expenses.

About Informatica

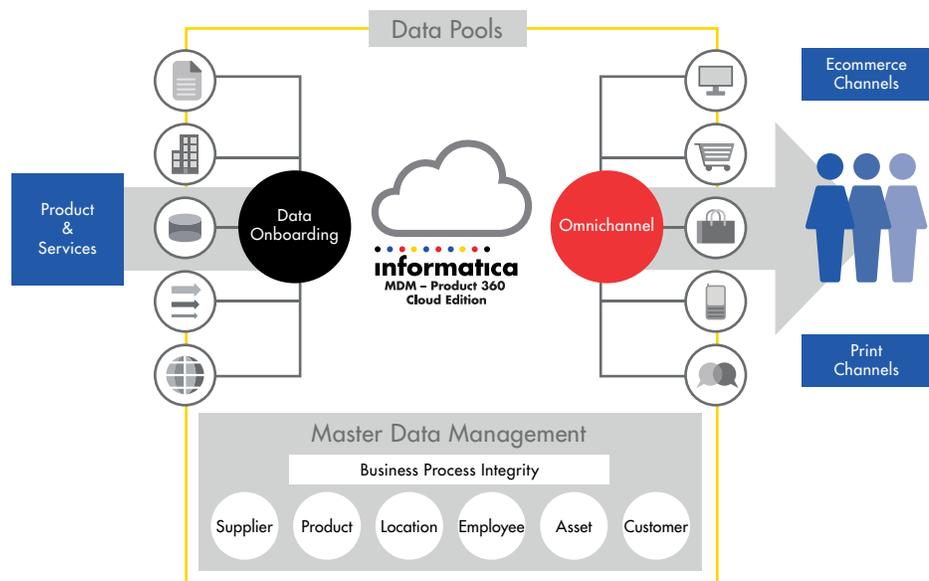
Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.

Enjoy full Product 360 capabilities

Product 360 Cloud Edition offers all the capabilities that an on-premises installation offers. It embeds Informatica's market-leading Data Quality, Data Integration, and Business Process Management solutions. Informatica's award-winning data security combined with Amazon Web Services's multi-layer operational and physical security ensure the integrity and safety of your data in the cloud.

Solution Benefits

- Reap the full benefits and capabilities of Informatica MDM – Product 360, including embedded data integration, data quality, and business process management options that are built on top of industry-leading multidomain Master Data Management (MDM)
- Focus on your business—leave IT management to our experts, including software migrations, installations or upgrades and benefit from the latest features and enhancements
- Reduce costs for infrastructure, staffing and maintenance costs and leverage Informatica's installation and configuration service for a low monthly fee
- Speed-up installation and configuration of Informatica MDM – Product 360 that help you ensure faster time to value
- Benefit from award-winning data security to ensure your business-critical data is safe in the cloud
- Leverage best in class service from a company that is #1 in customer loyalty



For more information, please visit www.informatica.com/Product360



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