



Informatica®
CLOUD FIRST. DATA ALWAYS.™

How to Reimagine Retail Commerce with Cloud Data Management

Harness the power of data to create
seamless customer experiences



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Get Ready for a Reset in Retail

Since COVID-19 changed the world in 2020, the retail industry has accelerated its digital transformation. To serve people who were locked down, avoiding in-person shopping or making purchases using multiple channels, retailers needed to find new ways to meet consumer expectations. And they did.

But now additional market forces are in play. Facing supply chain disruptions, worker shortages and surging inflation, retailers are considering how they can best meet these challenges – and convert them into valuable opportunities.

Deloitte recently surveyed 50 senior retail executives across multiple retail industry subsectors about their expectations for the coming year.¹ Here's a high-level snapshot of the results:

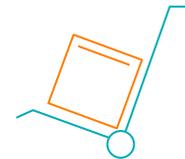


Workforce

The Great Resignation is forcing retailers to develop creative new approaches to hiring and retaining employees.

83%

Of retailers are investing most heavily in employee recruitment and retention



Supply Chain

Retailers must become more resilient to supply chain disruptions and logistics issues.

80%

Of retailers expect stock availability to become more important to consumers than brand loyalty



Digital

With consumers increasingly relying on digital and physical platforms, leaders expect the digitization of the physical world to accelerate.

67%

Of retailers view e-commerce and online shopping platforms as top investment areas to replace outdated legacy technology

¹ <https://www2.deloitte.com/us/en/pages/consumer-business/articles/retail-distribution-industry-outlook.html>



Get Ready for a Reset in Retail (continued)

Prioritizing the Consumer Experience

60%

Of leading retail organizations plan to deliver trusted, memorable engagements to differentiate themselves.²



90%

Of top retailers will employ edge computing in stores by 2026 to optimize the use of data, improving workforce productivity and customer experiences.³



“How are business leaders finding ways to differentiate themselves amid this explosion of new, digital-first touchpoints? Increasingly, that answer comes down to using data and analytics in smart ways – to better anticipate consumer needs and to deliver ‘human’ customer experiences at the right time.”

– **Rohit Kapoor**, “How Data is Humanizing Customer Experiences,” MIT Sloan Management Review, March 23, 2022

² <https://www.idc.com/getdoc.jsp?containerId=US48297321>

³ https://goto.webcasts.com/starthere.jsp?ei=1488591&tp_key=2cf61bbae8



Improve Commerce by Addressing Critical Data Challenges

To keep up with the industry's rapid rate of change and address evolving customer behaviors, retailers must accelerate their digital transformation. They need technology solutions that help them meet critical customer satisfaction goals. To achieve this, solutions must address the following data challenges for greater insight into business imperatives such as customer engagement, digital commerce, real-time supply chain logistics and data protection.

The right digital technologies can help retailers overcome these data challenges so they can focus on the customer and capitalize on emerging opportunities. To modernize both their infrastructure and applications, retailers must deploy solutions that support cloud-native data integration, management, privacy and governance capabilities powered by artificial intelligence (AI). These solutions should also use advanced analytics for relevant customer insights that help retailers offer more engaging consumer experiences.



Retail commerce goals ¹	Create a better customer experience	Support omnichannel commerce	Improve inventory fulfillment and optimization	Increase supply chain resilience	Enhance compliance and reduce risk
Data challenges	<p>Lack of a trusted, single view of customer data</p> <p>Inability to deliver a personalized customer experience</p>	<p>Difficulty managing complex product content</p> <p>No automated way to create, manage or syndicate product content</p>	<p>Need to integrate enterprise resource planning and advanced planning and scheduling systems</p> <p>Complexity of managing large, dynamic product portfolios</p>	<p>Poor visibility into supplier activity</p> <p>Limited insight into supplier sustainability compliance</p>	<p>Exposure to data breaches</p> <p>Lack of governance, leading to non-compliance with data privacy laws</p>

¹ <https://www2.deloitte.com/us/en/pages/consumer-business/articles/retail-distribution-industry-outlook.html>

Create a Seamless Experience with Microsoft and Informatica

Helping retail organizations reimagine tomorrow with cloud-based capabilities to empower better experiences and enable better insights.

The retail industry urgently needs transformative solutions that help improve both customer experience and access to actionable insights for retail organizations. That's where Informatica and Microsoft can help.

Microsoft Cloud for Retail provides the critical building blocks to empower and activate a connected experience across data, workflow and cloud-scale analytics. A cloud-native infrastructure helps retailers deploy new business applications quickly, simply and on time. Running

these tools on the cloud is the best way to ensure effective, timely integration of the data received by heterogeneous applications and the data they generate across the enterprise.

The Informatica Intelligent Data Management Cloud (IDMC) supports Microsoft Cloud for Retail by extending key capabilities across the retail ecosystem that make data fit for business use, enabling retailers to make insightful decisions based on trusted high-quality data. Combined, Informatica and Microsoft help companies continuously harness the power of their data so they can innovate and deliver engaging customer experiences in a digital-first world.

With Informatica's integrated solutions, you can seamlessly and securely exchange information between retail applications (such as point of sale, payment processing, inventory, etc.) and other retail data management systems across on-premises and multi-cloud environments. Informatica's IDMC for Retail accelerates cloud transformation to enable our joint customers to rapidly innovate in the cloud.

Together, Informatica Intelligent Data Management Cloud for Retail on Microsoft Cloud for Retail address the following industry priorities.



Deliver Superior Customer Experiences

Data analytics and new store technology help build stronger relationships with customers across all touchpoints. Customer experience is the biggest contributor to brand loyalty, with a negative experience being the most significant factor affecting a customer's likelihood of making a repeat visit. Getting to know customers from their previous interactions, purchases and interests can help retailers drive loyalty.

To provide a superior customer experience, retailers need the ability to gain more customer insights and value from data by unifying data sources and creating a holistic view of the customer. Together, Informatica and Microsoft deliver key capabilities that empower retailers to:

- Enable AI-powered customer insights to respond quickly to changing trends and demand
- Quickly and easily onboard customers in a central location with guided workflows and process orchestration

- Improve employee productivity and satisfaction by offering self-service access to customer and relationship data
- Use AI to increase productivity by sharing clean, consistent customer data with applications, processes and employees
- Grow loyalty by engaging with customers more authentically across your organization

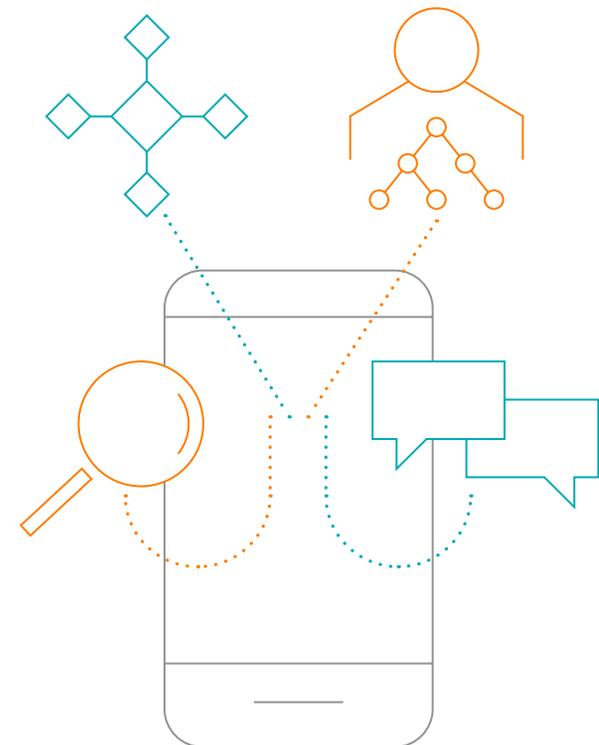


Create Personalized Buying Experiences Across All Touchpoints

The omnichannel commerce approach provides customers with a seamless shopping experience across all touchpoints. That means customers have a consistent, unified experience whether they're shopping on a retailer's website, in a store or through a chatbot. Today's omnichannel product experience must be customer-centric, personalized, search-guided and social-powered.

To keep up with this rapid evolution in the buying experience, retailers must make sure they're fully leveraging product information to create a new experience that attracts and converts shoppers. By creating rich and personalized omnichannel experiences, retailers can increase customer loyalty, sales and margins. Informatica and Microsoft empower retailers to:

- Deliver product content in real time to various channels, enabling tailored, connected interactions
- Meet changing product demand and launch new products faster by streamlining the creation of product content
- Automate the management and delivery of rich product content, including images and digital assets
- Embed data quality checks and enrich and auto-classify products by categories using AI-powered intelligent automation
- Deliver product data in real time to channels of your choice for tailored and connected interactions

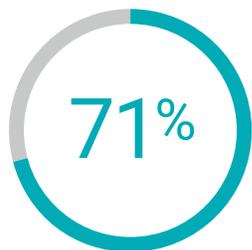


Optimize Supply Chain Operations and Continuity

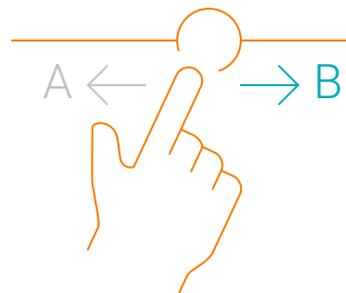
Since the onset of the pandemic, most consumers have experienced out-of-stock items. In response, retailers have needed to increase their supply chain flexibility and agility. Investing in supplier relationship management can also help, and it can directly impact customer experience and loyalty. Customers are also increasingly demanding transparency into how retailers are managing sustainability and climate challenges.

When retailers have end-to-end insight into their supplier relationships, they can better understand macro demand trends, enable rapid identification of alternate suppliers, improve collaboration and automate supplier onboarding for faster time-to-market. Informatica and Microsoft empower retailers to:

- Enable complete transparency and visibility across the global supply chain, allowing you to address sustainability requirements
- Drive top-line growth by selecting suitable suppliers for the right product at the right place
- Boost productivity and cut costs by reducing business overhead and automating the management of supplier information
- Negotiate pricing and payment terms based on aggregate spending across the business
- Drive top-line growth by selecting suitable suppliers for the right product at the right place



71% of consumers recently surveyed will switch brands or retailers when faced with out of stocks.⁴



⁴ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis>

Prioritize Data Privacy and Compliance with Data Protection Regulations

The recent introduction of various laws, such as the General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA) in the US, demonstrates a growing movement to protect customers' rights to privacy.

For this reason, any attempt to gather analytical data about customers should be made with careful adherence to the law. Data privacy regulations directly affect the way retailers conduct their business; they face steep financial penalties for noncompliance. Retailers need to implement robust data management policies and train their staff on handling sensitive data.

By implementing enterprise-wide governance, retailers can drive collaboration across teams, improve the trustworthiness and quality of their data to power key business initiatives and ensure regulatory compliance. Informatica supports Microsoft Cloud for Retail with key capabilities that empower retailers to:

- Respond to customers' privacy requests, demonstrating that their private information is handled responsibly
- Rapidly find and compile personal data, which is held in countless disconnected systems throughout an organization
- Address subject requests and data breaches quickly, within the timelines specified by regulations such as GDPR and CCPA

- Improve data security by implementing privacy-by-design approaches and mitigating the risk of damaging data breaches
- Foster IT and business collaboration with AI-driven data intelligence, increasing productivity and accelerating reporting processes



Case Study

Enabling Faster, Smarter Business Decisions

Challenge:

Increasing volumes of data were overtaxing a global CPG company's ability to capture and deliver insights from financial information stored in their data warehouse. Limited data-driven insight compromised workers' ability to make timely, accurate business decisions.

Solution:

Informatica breaks down the data silos and brings in data from several business units spread across the world, democratizing data analytics by integrating with Microsoft to drive actionable business decisions.

Results:

By consolidating their vast data sources into a single, trusted platform that gives them the ability to make insightful business decisions quickly, the company can remain nimble and competitive across every market they serve.



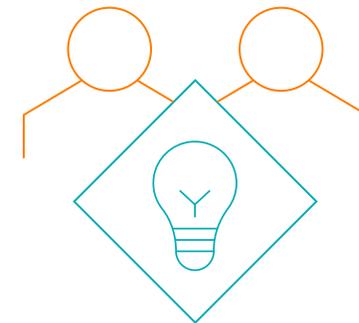
Surpass Customer Expectations with the Intelligent Data Management Cloud for Retail

Informatica provides comprehensive solutions for enterprise cloud data management that augment and mesh with Microsoft Cloud for Retail. The Informatica Intelligent Data Management Cloud for Retail helps companies accelerate business growth using a comprehensive platform for managing customer, product and supplier data. It includes retail accelerators that speed time to value significantly. The platform also supports transaction and interaction data — all in a single solution.

Built on a microservices architecture, the Intelligent Data Management Cloud for Retail offers new intelligent capabilities to help companies unleash the power and value of their data, whether stored in local systems or on hybrid or multi-cloud environments. The solution ensures data is trusted, protected, governed, accessible, timely, relevant and actionable by enabling:

- A unified view of data, allowing AI-powered insights across critical retail business domains
- The integration of application silos, such as point of sale, payment processing and inventory, helping to automate retail business processes
- The ability to boost productivity and cut costs by reducing business overhead and manual effort for managing and onboarding suppliers

- The ability to share data with retail ecosystems and partners using a self-service data marketplace
- The ability to efficiently acquire, manage and publish relevant and trusted product content, anywhere
- The protection of customer data and compliance with regulations such as GDPR and CCPA
- A consistent view of trusted data across channels and customer interactions

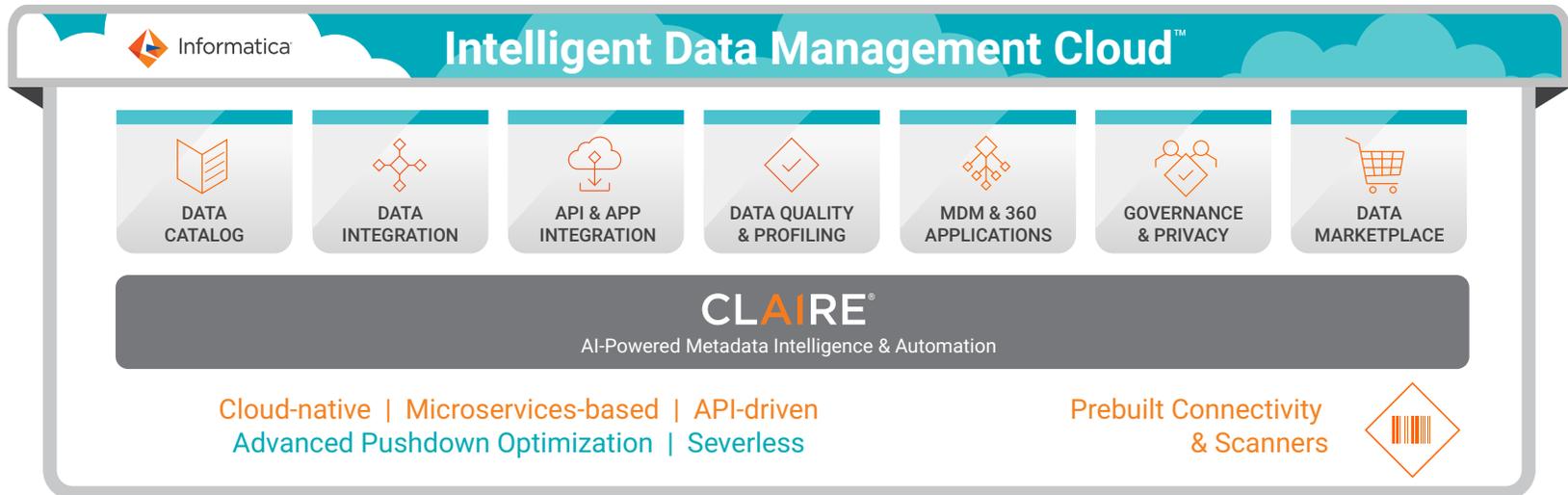


Surpass Customer Expectations with the Intelligent Data Management Cloud for Retail (continued)

With the Intelligent Data Management Cloud for Retail, retailers can rapidly deliver data-driven transformational outcomes and expand their opportunities for success.

DATA CONSUMERS

-  ETL Developer
-  Data Engineer
-  Citizen Integrator
-  Data Scientist
-  Data Analyst
-  Business Users

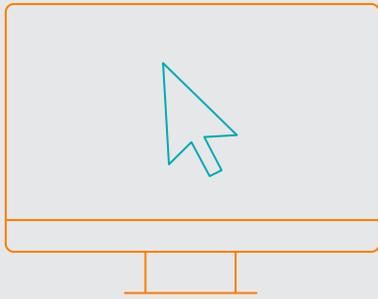


The diagram shows the Informatica Intelligent Data Management Cloud architecture. At the top is the Informatica logo and the product name. Below this are seven functional blocks: Data Catalog, Data Integration, API & App Integration, Data Quality & Profiling, MDM & 360 Applications, Governance & Privacy, and Data Marketplace. These blocks sit on top of the CLAIRE (AI-Powered Metadata Intelligence & Automation) layer. Below CLAIRE are the platform characteristics: Cloud-native | Microservices-based | API-driven | Advanced Pushdown Optimization | Severless, and Prebuilt Connectivity & Scanners with a barcode icon.

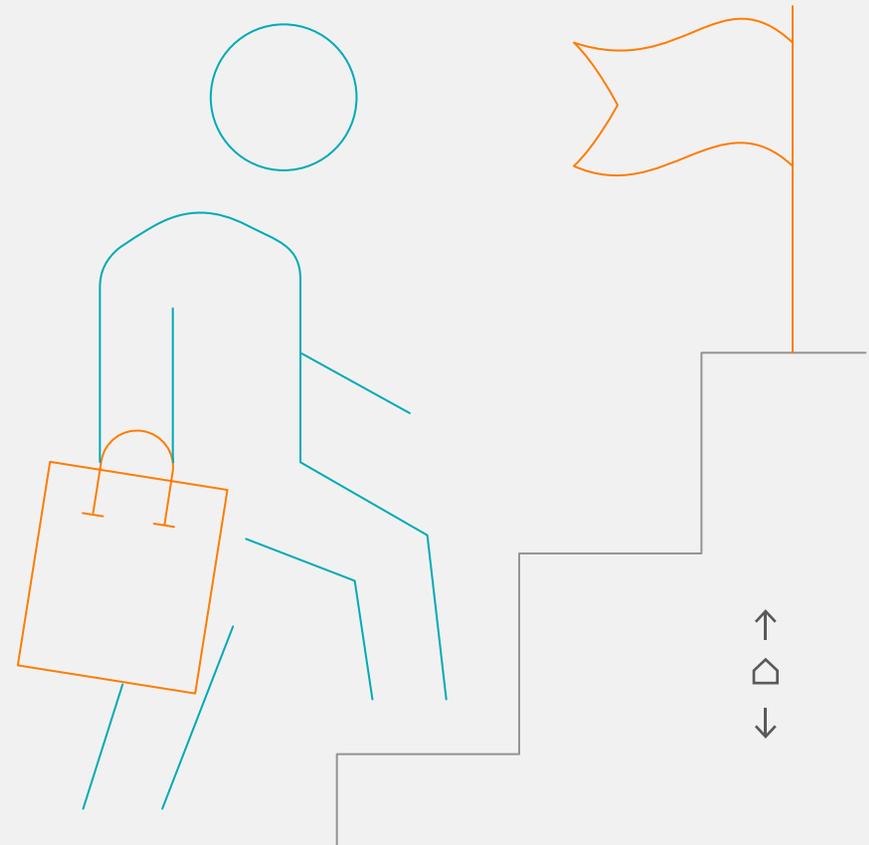
DATA POSSIBILITIES

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Next Steps



To learn more about Informatica solutions for retail, visit www.informatica.com/retail.



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™.

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