The multitude of applications and digital services that enable businesses require excellent data synchronization across heterogeneous systems to manage product data reliably and consistently. Therefore, market leaders in product information management (PIM) / product content management (PCM) segments need to respond faster and differentiate themselves continuously.

Infosys Hybris Commerce PIM / PCM platform is developed to cater to these rising expectations of business buyers to improve data-centralization and data-distribution, as well as enable quick time-to-market. It provides powerful support to every industry segment to centralize and manage products, catalogs, media / content, customers, and a lot more with a unified back-office experience; alongside distribution channels for both the customer / organization and the outbound systems.

The Infosys Hybris Commerce PIM / PCM platform is currently built to serve the manufacturing and retail segments and can be quickly adapted to any PIM / PCM industry subsegment using our extract, transform, and load (ETL) data hub, hotfolder ETL, scheduler, product-cockpit, omnichannel support, and our domain expertise across industries.
Infosys experience in PIM / PCM space

For a leading bearing manufacturer, hosted on Infosys Cloud

- **Client**
  A leading bearing manufacturer in Japan
- **Solution**
  Centralized product information from the central warehouse and sales companies that are spread across the globe. Heterogeneous source systems (like SAP and IBM host systems) were integrated with Hybris Hotfolder ETL setup along with a scheduler module for automation.
- **Benefits**
  - Provided a consistent and centralized product view that conformed to legal, trademark, and intellectual property rules, as well as country- or company-specific content and attributes
  - Implemented multi-country rollouts with i18n features. These were quick to market
  - Enabled access control on product data and digital media that provided controlled enrichment and authoring with various user workflows
  - Utilized the PIM solution as a foundation for building a B2B storefront for various sales companies

For a leading chocolate manufacturer in the US

- **Client**
  A leading chocolate manufacturer in the US
- **Solution**
  The PIM solution utilized the DataHub features to address the requirements of integration and data transformation from various heterogeneous systems like SAP ERP, legacy systems, external DAM, etc. Consolidated the product and media links in Hybris PIM and enabled distribution to outbound systems via web services. Complex data transformations were implemented in DataHub to ensure a simpler structure and management of the product data via product cockpit.
- **Benefits**
  - Enabled the customer to market their products through various digital channels with their centralized product catalog, where the data is organized and published through various workflows
  - Automated the import and data distribution framework
  - Provided a consistent and centralized product view that enabled the client to utilize the PIM and build their B2B commerce solution to support their global business

For a leading telco service provider in Singapore

- **Client**
  A leading telco service provider in Singapore
- **Solution**
  Utilized the OOB features of Hybris PIM and enabled catalog import and rollout through product cockpit, back office, and Hybris Management Console (HMC). Leveraged Adobe’s AEM-Hybris integration for content authoring and publication along with OCC integration
- **Benefits**
  - A business-friendly solution capable of onboarding multiple service providers, thus enabling faster time-to-market
  - Flexible product bundle, process plan structure, and management
  - Centralized both product data and AEM’s digital asset metadata into a common location to enable integration with various external storefronts
  - Simplified the business process of managing product and digital assets
  - Enabled better performance and scalability

For more information, contact askus@infosys.com

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