# INFOSYS HYBRIS COMMERCE PIM / PCM PLATFORM

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.

## Highlights of Infosys Hybris commerce PIM / PCM platform

- Ready-to-use and adaptable product, catalog, media, and customer data models
- Simplified data model and business processes to manage product data and digital assets
- Seamless integration of product information throughout the organization via various inbound / outbound channels
- Improved product data quality through assortment grouping using catalog, classification, or category structures
- Internationalization / localization support

## Key capabilities

### Data centralization and administration

- Maintains standard product, media, catalog, and customer / partner structures
- Integrates by importing data from diverse systems into a centralized PIM / PCM repository in an automated environment
- Authors by enriching product data in PIM by adding attributes, media, taxonomy, hierarchies, and relationships
- Publishes / manages data and media by approving / authoring / publishing product data and digital assets through various user workflows
- Ensures data quality and security by applying automatic data quality rules on product attributes. It also provides access only to the concerned user groups
- Provides search / reporting by generating timely reports for audit / quality purposes

### Data distribution

- Seamless onboarding of new outbound systems to enable quick time-to-market
- Efficient search and export facility on product information
- Internationalization and localization support for product distribution to specific countries and localized sales / marketing units
- Omnichannel support for data distribution
- Support for efficient end-to-end security and performance
- Automation of various steps to avoid manual intervention
- Customizable outbound templates for export and web services
- Extended quality check and data filtering of the outboud data

### Technical

- Consistent and centralized view
- Management and monitoring of the life cycle of the product data through various workflows
- Complex data transformation and distribution [SAP and non-SAP]
- Multi-tenant support
- Internationalization support
- Extensive administration and authoring capabilities through back-office and admin cockpits
- Mass upload and incremental data load in an automated environment
- Management, enrichment, and publishing of product data received from various heterogeneous systems
- Management, uploading, and publishing of digital media assets

### Adaptable to any industry segment

### Robust data model and quick integration

### Administration and authoring

### Scalable and configurable

| Digital assets | Model attributes | Reporting | Admin console | Omni-channel support | Automation | i18n | Workflows | SAP IDOCs |
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## Infosys experience in PIM / PCM space

| For a leading bearing manufacturer, hosted on Infosys Cloud | For a leading chocolate manufacturer in the US | For a leading telco service provider in Singapore |
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**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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