INFORMATICA FRANCE

Courbevoie (92400), France

‣ Informa

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NFORMATICA focuses 100% on data, because it is the data that makes the world go around.

Businesses need data solutions for the cloud, big data, real time and streaming data.

Informatica is the world's leading provider of data management solutions in the cloud, on-site or in a hybrid environment.

More than 7,000 companies around the world use Informatica's data solutions.

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Product Information Management - Product 360:
Acquire accurate product information, distribute it and distribute it across all channels.
A unique experience of the brand, everywhere
Customers are more loyal when they can access high-quality information leading to improved customer service.
With Product 360, you can create better product and brand experience by enabling your customers to make smarter purchases.
You ensure increased agility and your business because collaboration between your teams and marketing agencies is easy.
The conversion rate is higher in the omni-channel trade;
Whether sales are made through online, mobile, retail, catalogue, point-of-sale or electronic procurement channels, Product 360 transforms information to allow it to close a small sale when it was not a winnute.
Product 360 provides higher conversion rates, higher margins, more new customers and a higher number of sales per customer.
'Bull'
With the increase in connectivity (data and customers), companies need adapted solutions to best understand their digital transformation.
Product 360 ensures that the right customers have access to the right product information at the right time.
Gartner's Magic Quadrant 2015 in data

Contact

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Company's information

Year of foundation : 1998
Company size : PME < à 250 personnes

Target audience

All sectors : 1

DIW / building :

Jewelry, watchmaking :

Logistic and transport :

Textile :

Technical Industries :

Cosmetics :

E-commerce :

Home furnishing :

Trusty :

Food-service :

Leisure :

Fresh products :

Healthcare :

Mass market products :

Wines and spirits :

Target audience

Clientèle cible :

SMEs < à 250 :

ETI < à 5000 personnes :

GE >= à 5000 personnes :

All sizes companies : 1

Activities of software publishers / integraters

Marketplace editor :

E-commerce website editor :

Marketplace flow integrator :

ERP commercial management tool :

Dematerialization tool :

Customer management tool (CRM) :

Files management tool (GED) :

WMS/OMS/WCS logistics management tools :

PIM / BIM product information management : 1

(TMS) transport management system :

MES, Manufacturing Execution System :

Image recognition :

Blockchain solution :

Reverse logistic solution :

IOT solution :

RFID solution :

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