

CATALOG

Manage complex product data with flexibility and efficiency

With Infosys Equinox’s intuitive business catalog tool and rule-based sales catalog builder, businesses can set up various catalogs for each region. The catalog enables centralized product information management and variety of product categorization.

Infosys Equinox Catalog helps merchants to set up different catalogs with multiple locales and content rich products to their stores.

Simple and complex catalog model creations that enable multiple product types, product relationships, product structure definitions, locales and catalogs based on region, sales and more.

Detailed product description where own attributes can be defined with various data types to describe the characteristics of the product including different images and digital assets.

Centralized product information that helps to manage & track changes within the catalog.

New AI first platform which helps with auto generation of product descriptions based on product attributes, auto translated content generation based on different locales and auto generation of specific images.



92+ secure & scalable API end points



API response time of less than 50ms



A robust and intuitive business catalog tool



Centralized product information management

Features

Multiple Product Types	Supports multiple product types such as bundles, fixed bundles, SKU kits and collections.
Product Relations	Allows to create different relationships (upsell, cross sell, compatible with etc.) between products to meet the modeling of complex product structure.
Custom Attributes	Own attributes can be defined with various data types (date, text, list, Boolean, number, decimal etc.) to describe the characteristics of the product including the different images and digital assets to be supported. Supports various sort/filter and comparable options.
Data Models	Group of attributes that always go together are named as models. The platform supports multiple level models to suit complex product structure needs.
Operational Support	Supports multiple locales, bulk import/export of attributes, products, SKU etc.
Multiple Catalogs	Supports multiple catalogs based on region, brand or any other business rules. Maintains an unlimited number of sales catalogs from the master catalog by setting sales catalog rules. Sales catalogs can restrict/allow further product/SKU updates based on their type (filter or default).
Product Information System	Centralizes and manages complex product data efficiently, ensuring accurate information across required channels. Feature-rich and intuitive tooling to assist business users. Robust, role-based approval workflows to manage & track changes within the catalog and enable detailed reporting. Change logs are enabled for catalog service that help the user to keep track of all the edits done through the workflow.
Product Tags	Supports product labeling (tags) to sort products by a certain feature and enable a specific, narrow product search. Manages single and multiple products with tag(s), enables import and export of tags.
Publish	Supports full and incremental publishing of catalog data from staging to production environment.
AI First	The AI first platform enables automatic creation of product descriptions based on product attributes, generation of attribute values along with new attribute suggestions, auto generation of the translated content based on different locales enabled in the store and auto generation of images based on multiple conditions. Supports validation of the product enrichment based on product score computed by various parameters.
App Integration	A reference catalog App integration added via the Infosys Equinox App Marketplace enables synchronization of Product/SKU updates with external source systems.

About Infosys Equinox

Infosys Equinox is a future-ready digital commerce and marketing platform built using Microservices-based, API-first, Cloud-native, Headless and eXtensible (MACH-X) architecture that enables businesses to drive human-centric experiences for their customers across touch points.

For more information and a product demo, please reach out to us at: contactus@infosysequinox.com

For more information, contact askus@infosys.com

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