

Vendor Portal

Single Centralized Solution for All Incoming Vendor Data



Get the high-quality product information and vendor data you need in a consistent, timely manner. The Syndigo Vendor Portal offers a single hub to collect fit-for-use product data that's easy to share, manage, enrich and verify for use throughout your business.

The Product Data You Need, When You Need It

- **Accelerate vendor onboarding** – Quickly onboard new suppliers and grow your assortment, starting with our unmatched network of 12k+ vendors
- **Improve speed to market** – Create and enforce clear instructions on data needs and quality checks at the point of data entry
- **Reduce vendor workload** – Use the work already done in the Content Experience hub to give vendors a head start
- **Streamline incoming data** – Design custom workflows for reviewing and enriching data
- **Acquire rich imagery for any need** – Build a library of creative assets for space planning, advertising, coupons, shelf tags, eCommerce and more
- **Validate mission-critical data** – Enforce precision accuracy for weights and dimensions, ingredients lists, nutritional data and health claims with prescriptive rules and validations
- **Distribute data wherever it's needed** – Syndicate complete product records to operational systems across the business

Data Completeness, Readiness, and Accuracy-Guaranteed



Custom Dictionary

Spell check, grammar, terms



Real-Time Readiness Scores

Monitor the health of all products



Custom Audit Rules

To meet your specific requirements



10k+ Data Validation Rule-Sets

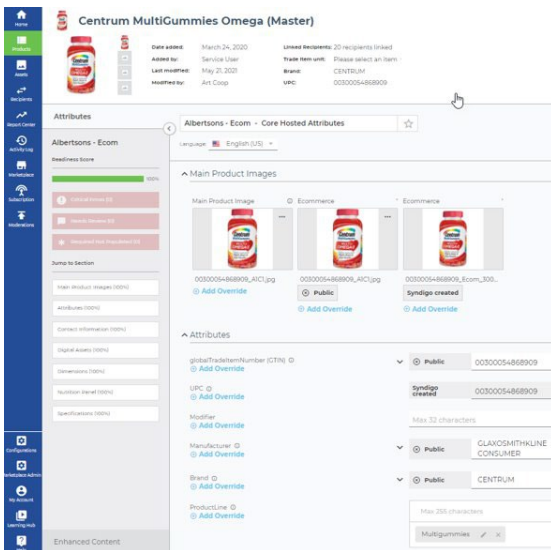
Comprehensive enforcement for specific industries and recipients



Responsive Feedback

Send timely inline feedback on vendor data

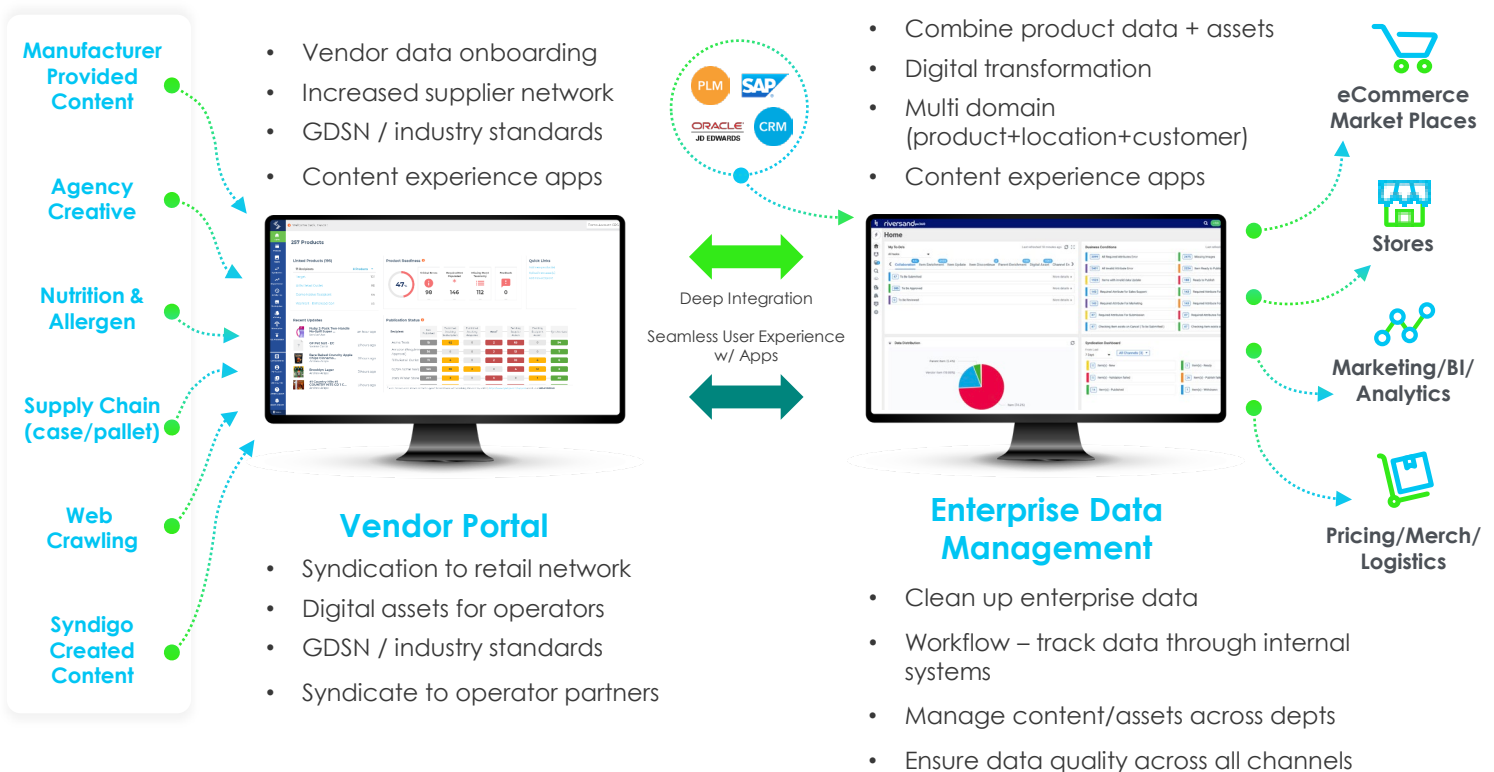
The All-in-One Solution for Managing Vendor Product Data



- Provide vendors a prescriptive and guided experience to deliver exactly the data and assets you want
- Integration with GDSN for enabled vendors
- Collect data and assets content to power your entire enterprise
- Dynamically render your specific product taxonomy (categories)

Integrated Merchant Portal

Seamless integration between vendor and merchant results in quality product data that's fit for use.

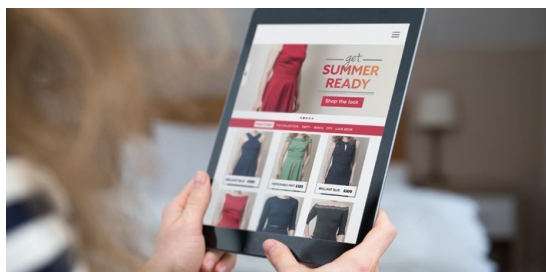


The Key to Transforming Product Data into Customer Experiences

Syndigo is delivering the real-time economy solution. From increasing speed to market to harnessing the exponential growth of data, we power commerce and make it possible to win every shelf.

With consumers in full control and their expectation at an all-time high, organizations must repeatedly deliver the greatest offers and experiences at a precise moment to the right customer to remain relevant and get ahead of the competition. Syndigo PIM gives you a single source of truth for all your product data. As a result, you are empowered with the tools, the workflows and the processes to launch your products first to market and into your customers' hands.

Syndigo PIM



Syndigo's cloud-native product information management (PIM) empowers companies to plan, manage, and adapt their product information and visual assets with Experience and Intelligence apps to deliver best-in-class commerce experiences. Increase your product adoption and sell on all channels with a single unified platform solution tested for enterprise scale and complexity.

"Today, more than ever, the product information has become the "product" itself as digital commerce requires richer experiences and fast access to buyers and sellers all the time and everywhere, in a truly global online marketplace. With the intelligence and experience functionalities of a well-governed Master Data Experience Platform, the curation and enrichment of product data across existing and new channels become relevant, personalized, and contextual for your customers."



Nikhil Bhatia

AVP Product Management
Syndigo

Key Business Benefits



Streamline product data updates

Deliver relevant product data in many languages, in your brand voice to all your touchpoints.



Expand to new channels and markets

Easily manage and expand new channels with high-quality, channel-ready information.



Increase productivity and time to market

Onboard supplier data, establish change control and governance, and increase conversions with intelligent automation and analytics.

The Key to Transforming Product Data into Customer Experiences

What PIM Does For You

Manage what you sell. Win every shelf.

Find a unified focus on aligning product data with your brand's business needs and strategy to seize emerging opportunities in a rapidly changing business and IT landscape.



Plan



Source



Enrich



Govern

Position to sell better. Today and tomorrow.

Onboard and drive user adoption by creating highly personalized engagement experiences based on user demographics and behaviour.



Contextualize



Promote



Recommend

Extend and customize. In present and future.

Future proof your business by leveraging the Riversand App Marketplace or building your own apps to grow, scale, and get more value from your investment.



Product Experiences



Connectors



Content Services

Automation and actionable insights. Inside and out.

Our in-built digital commerce analytics applications help users uncover actionable insights to improve speed to market.



Optimize



Learn



Improve

Expand and sell. Everywhere and anywhere.

Deliver product content across new channels quickly and seamlessly. Syndicate product content to reach buyers (and sellers) across marketplaces, channels, data pools, and D2C. Provide on-demand data with devices, channels, or applications, regardless of geography.



Publish



Data-as-a-Service



Self-Service

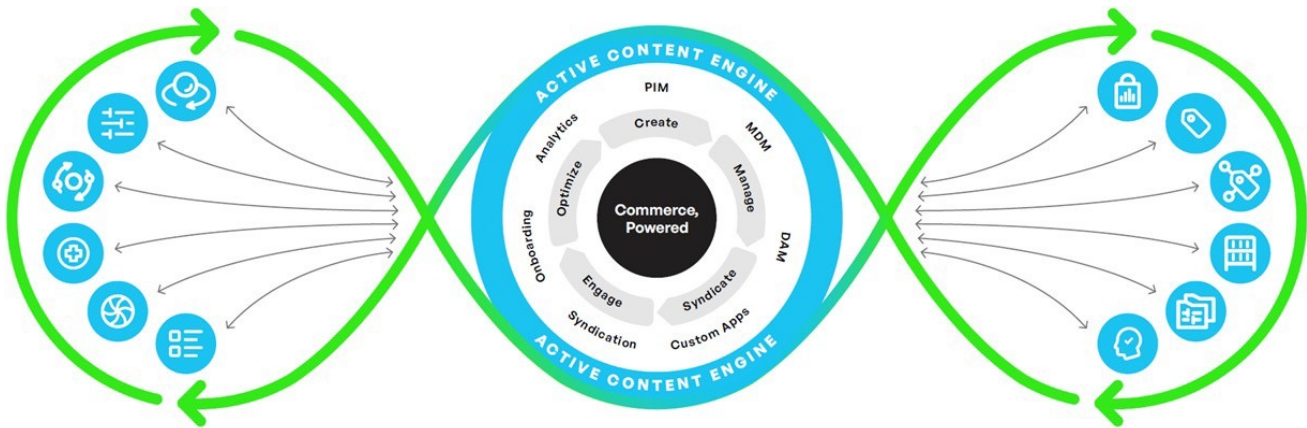
The Key to Transforming Product Data into Customer Experiences

A Unified Solution

In order for data and content to continuously flow freely, intelligently and efficiently throughout multiple systems, a fully integrated, comprehensive engine is needed.

Syndigo is that Active Content Engine

Global Leader in Content Management across Domains



Operational Highlights



Unified Cloud-Native SaaS Solution



Offices Globally



Global Employees



Customer Services Rating

Wide Range of Verticals



The Key to Transforming Product Data into Customer Experiences

Trusted by Over 12,000 Global Brands & Manufacturers

Retail



Consumer Goods



Industrial, Manufacturing & Distribution



Other Verticals



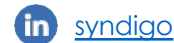
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About Syndigo:

Syndigo is the first Active Content Engine built to power modern commerce by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

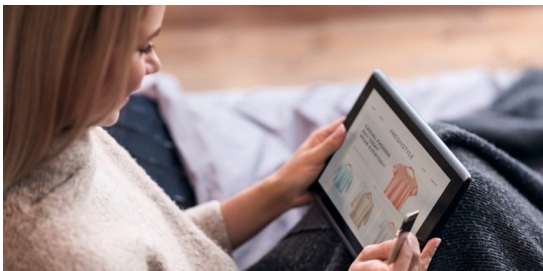
Syndigo serves more than 12,000 manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.



The Key To Leveraging Your Master Data Into Insights

The heart of cutting-edge digital commerce with optimized supply chains and increased customer engagement... all made possible by the combined power of multiple domains of master data. With Syndigo you can manage your products, customers, stores, suppliers, warehouses and digital assets with a single solution that provides you a single source of truth.

Syndigo MDM



Syndigo's multi-domain, cloud-native Master Data Management (MDM) solution is a key enabler for providing a single, accurate, and trustworthy source of master data. You can start with your most pressing business needs, then scale to compete more successfully and lead more confidently.

"Companies have many sources of data today. They need to match, merge, and integrate them all to create the 'golden record' to govern their CRM, ERP, procurement, or legacy systems that run their company. The power of MDM comes from the connections between data domains: It's product data, plus customer data, store location data, and more. When the information flows through the organization, products move quickly to the customer, leading to more profitable sales."



Mark Detelich
Chief Product Officer

Key Business Benefits



Eliminate data silos

A single view of business-critical data, from multiple, duplicate, and conflicting information sources... all in one place.



Enable data transparency

Find a 360-degree view of relationship insights residing in your data to serve your purpose around customers, products, suppliers, and more.



Accelerate growth

Data-driven transformation enabling rich customer experiences, optimized marketing, seamless retailing, accurate supply chain optimization, complete governance and compliance, and more.

The Key To Leveraging Your Master Data Into Insights

What MDM Helps You Do

Innovate faster. Operate efficiently.

Align your entire organization to create and launch ultra-personalized products and services quickly with a modern cloud-native master data architecture.



Create



Validate



Govern

Organize complexity. Deliver value.

Tackle complex issues and easily share accurate views of data between business functions and applications including product, vendor, asset, location and pricing in a single, centralized platform.



Vendor



Location



Parts

Execute faster. Increase productivity.

True multi-domain integration of data systems functions seamlessly as a joint force at strategic, operational, and tactical levels—flexible and reconfigurable in a way so you can connect everyone to everything.



Onboard



Publish



Extend

Smart innovation. Inside and out.

Our in-built analytics applications help users uncover actionable insights to improve speed to market.



Embedded analytics



Actionable insights

Extend and customize. In present and future.

Future proof your business by leveraging the Riversand App Marketplace or by building your own Apps to grow, scale, and get more value from your investment.



Product Experiences



Connectors



Content Services



Customer Intelligence



Data Quality

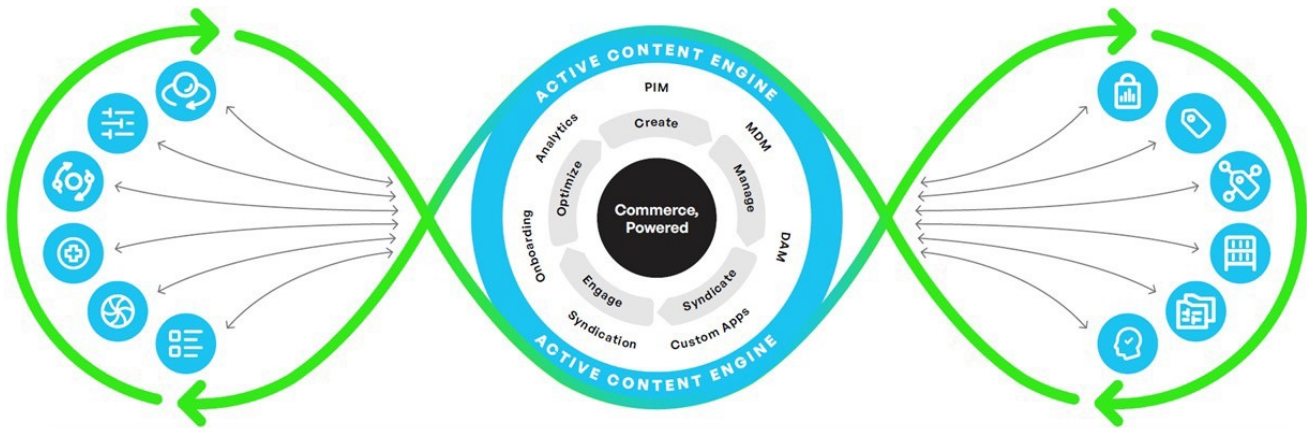
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1 Unified Cloud-Native SaaS Solution



14 Offices Globally



1,000+ Global Employees



95% Customer Services Rating

Wide Range of Verticals



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Other Verticals



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