

Solution & Services Overview

SPICE CATALOG



Product
Catalog &
Content
Management

WHITE PAPER

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Business Imperative for Catalog Management

The modern consumer demands extensive information prior to making a purchase decision. Organizations whose sales depend on accurate product details and descriptions and the timely set up of new product data in your legacy and online systems rely on SPICE to deliver the most comprehensive item synchronization and management solution in the industry. The geographic and systems complexity of retail has given rise to a variety of data standards, as well as means of synchronization, making it increasingly complex to ensure data accuracy. SPICE Catalog enables suppliers to easily share their latest product attributes, including detailed item information, pricing, detailed images and video, and marketing content, with retail trading partners. This ensures your partners have access to all the information they need to bring in sales as well as drive efficiencies with retailers pressured to provide online shoppers more details than ever before.

Solution for Retailers

Retailers need detailed product information from the supplier in order to set up the item data in their internal systems. These systems include ERP, WMS, eCommerce and other systems. In setting up new items for sale, timeliness and accuracy of available data matters a lot to retailers. In verticals such as fashion: style, size, colour & dimension add further complexity and labour to the task. This often results in new items not being set up in time to cut purchase orders or items being set up with erroneous data (such as missing or wrong vendor UPC), which in turns causes downstream delays between buyer, supplier and the warehouses as they try to figure out what the right product was meant to be in the first place. In the world of omnichannel commerce, these errors and delays can be devastating to the retailer.

SPICE provides different solutions to solve this data synchronization problem for retailers, depending on the nature of their business. With SPICE Catalog Connect, retailers can aggregate millions of SKUs from thousands of brand manufacturers & distributors and directly synchronize the data with their ERP, product information management (PIM) or master data management (MDM) system.



Supplier Onboarding

SPICE works with the retailer to onboard suppliers for Content Synchronization and for EDI integration leading to a fully digital supply chain that is ready for omnichannel. SPICE provides suppliers with many different means to connect to the SPICE Catalog Connect platform including excel spreadsheets, web portal, EDI 832, web services, XML, flat files and other means to send their data.

Single Access Point for All Product Content – fully integrated

By leveraging SPICE Catalog Connect, retailers do not have to spend time chasing suppliers for their catalog data or accessing multiple data portals for this content. Furthermore, because SPICE's solutions integrate with the retailer's back end systems, the supplier UPC data can be digitally "linked" to the retailer's internal SKU or barcode. This allows for ongoing, real time

updates to take place as the suppliers update their catalog data.

As suppliers submit new catalog, buyers are automatically notified. They can review catalog submissions from their entire supplier-base and choose which products they will be buying. The Merchandise Associates or catalog team can utilize the same data synchronize their data and to set up the internal items and synchronize with the supplier data and create the e-Link.

Enabling Endless Aisle

Hundreds or thousands of suppliers can make their entire catalog available to retailers. This means that retailers pursuing an "endless aisle" strategy can use the supplier extended catalog to create and publish thousands of web-only SKUs available for sale. Furthermore, they can use SPICE's supplier integration network to have the supplier drop-shop these orders to consumers, without stocking the product. Endless aisle drives sales and margins!

Hot Seller, Critical Part -Order Now!

In certain industries, such as fashion, the window of time available to reorder a hot seller is very small. In manufacturing or field services, the spot availability of a critical part from a supplier can mean the difference between a happy customer and an expensive piece of machinery out of commission. SPICE collects and displays real time or near-real time inventory availability information from its suppliers. This information can be used by buyers to quickly place last minute orders and ensure product availability for those items.

Quicker access to product data means faster time to market with new products and more new products being made available for sale.

Features of SPICE Catalog Connect for Retailers

- Multiple suppliers in all categories of retail.
- E-Link ("matchy-matchy"): real time e-Link between supplier UPC and retailer SKU for ongoing automated item updates
- Extended data attributes to hold all product content
- Integration support for Web Services, inbound EDI 832, XML and flat file (CSV) documents, as well as web-based data entry, ensures implementation options that match a variety of business processes
- Adoption of retailer's existing item setup template within SPICE Catalog Connect
- Data quality assurance via checks including GTIN uniqueness, check-digit validity, data-field integrity and other standards-based business rule validations for retailer and supplier data
- Fast notification and easy correction when data problems are found, allowing the correct information to get back to the trading community within hours
- Data security, allowing suppliers to grant retailers access to their product information and to manage their own trading partner profiles
- Expert assistance from SPICE in guiding suppliers through the data loading process
- Product Data and EDI Integration: Full integration, data quality check and data augmentation for outbound EDI PO to suppliers.

HUNDREDS OF ATTRIBUTES

- ❖ Cost
- ❖ Descriptions
- ❖ Unit of Measure
- ❖ Weights & Dimensions
- ❖ Colour
- ❖ Style
- ❖ Size
- ❖ Images
- ❖ Inventory Status