Bring your product data into shape!
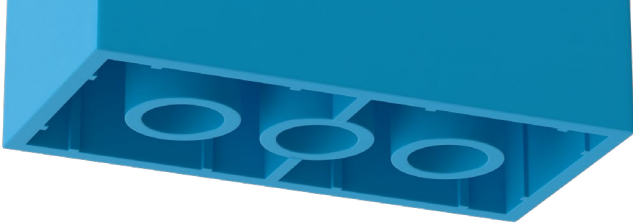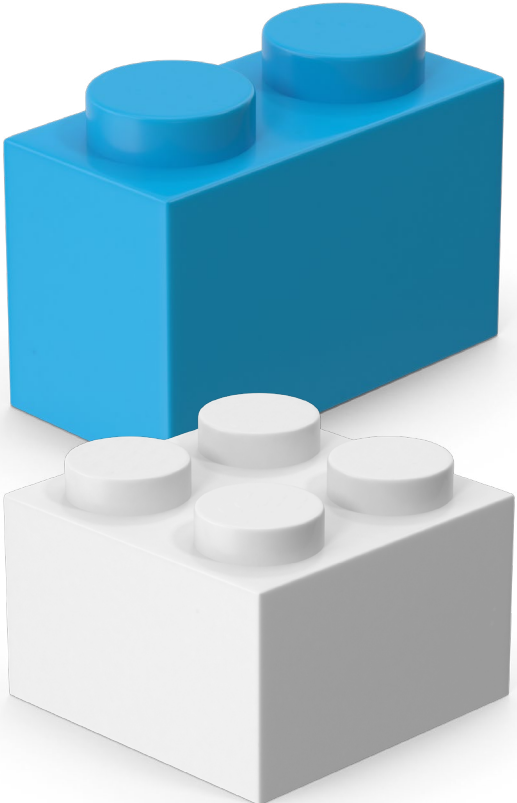
Productsup enables companies to easily **collect, merge and consolidate product data from multiple suppliers**

Table of contents

Introduction

Commerce anarchy is forcing businesses aggregating product catalogs to waste huge amounts of time and resources manually preparing, optimizing, and updating the feeds they receive from sellers and vendors. Because of the sheer amount of manual work that's now required to manage multiple feeds from countless formats, firms risk providing inaccurate product data to the end consumers or even leaving out essential item attributes such as price or stock from their final catalogs.

Even isolated cases of inaccurate product data or order information can damage brands because consumers quickly lose trust in businesses displaying incorrect product details or information. A **Seller and Vendor Onboarding solution** powered by the latest product-to-consumer (P2C) technology is an essential tool that frees up time and resources for both the sellers/vendors and the sites onboarding the catalogs.

Systems that use artificial intelligence (AI) to automate previously manual tasks are the future of managing product catalogs. AI enables companies importing hundreds of thousands or even millions of SKUs across multiple feeds in different formats to clean and optimize catalogs without needing IT support.

A P2C seller and vendor onboarding solution will give back time to your organization, freeing up resources to work on executing growth plans, onboarding more sellers and vendors, as well as dramatically reducing or eliminating errors common with manual catalog management.

From spreadsheets
to great customer experiences

It has never been so difficult to create compliant, accurate, and compelling product data. The task becomes even more complicated for businesses merging numerous seller or vendor catalogs into one neat export feed. There are many piecemeal tech solutions on the market that make parts of this task easier. But almost all solutions still require considerable manual work when it comes to creating sales events or optimizing product listings in the export feeds and product catalogs. With tens or even hundreds of thousands of SKUs in several catalogs, rule-based bulk editing, or AI-backed quality control are essential.

Compliance with channel requirements, harmonized attributes, compelling product images, videos, or descriptions is no longer enough to satisfy consumer expectations. Consumers now demand excellent shopping experiences, which puts huge pressure on manufacturers and brands to **syndicate product content that is consistent and high quality.** Resellers, marketplaces, and marketing endpoints are also under pressure to execute first-class product data onboarding and syndication.

Up until now, most product data management and master data management solutions have focused on internal processes and technology, which came in the form of PIM and MDM platforms. Despite helping manage data, these systems don't provide comprehensive solutions that address the broader issue of customer experience and how and in which state the information reaches customers.

Product information
onboarding

Size?

Material?

Color?

Brand?

Style?

Price?

Seller and vendor data onboarding essentially involves acquiring different data types from suppliers or providers. This data or product information can include any number of data types and attributes such as product, pricing, and supplier information as well as descriptive product attributes that vary by product category.

The process of onboarding vendor product data is critical for resellers and marketplaces responsible for creating their own scalable product offers. Implementing better, more automated onboarding practices and processes not only improves the chances of increasing sales revenue but can also generate huge savings on time and resources.

There are two phases for onboarding product data:

- The initial integration of the seller and vendor feeds or catalogs into a system

- The merging and optimization of that data for the export feed and/or product catalog

Product information
onboarding

Most resellers and marketplaces operate with multiple systems in place in order to execute both of the phases introduced above. The onboarding process is always complicated by some or all of the following issues:

- Manually processing product data in several formats

- Writing custom code for exception management

- Mapping, norming, and validating data

- Merging data across multiple sources, standards, and types

- Adapting to new product lines or variants with additional features/attributes

- Supplier demands for quicker time-to-market for new products or special sales

- Creating an easy onboarding experience for the sellers and vendors

All of these issues can place a huge burden on the teams tasked with onboarding the sellers and vendors. Traditional PIM or MDM solutions can only help overcome some of these hurdles. The workarounds required for the enhancement of data or for quick adjustments are, however, not scalable, particularly if the product catalogs entering the system contain hundreds of thousands of SKUs.

Net weight?

Ingredients?

Variables?

Size?

Your onboarding software should offer:

- Rapid mapping, norming, and validation of incoming data

- Data merging from all sources without the need for coding, i.e., a no-code platform

- Unlimited scalability for all incoming feeds

- Centralized data dashboards where the product information can be manipulated in bulk across all catalogs
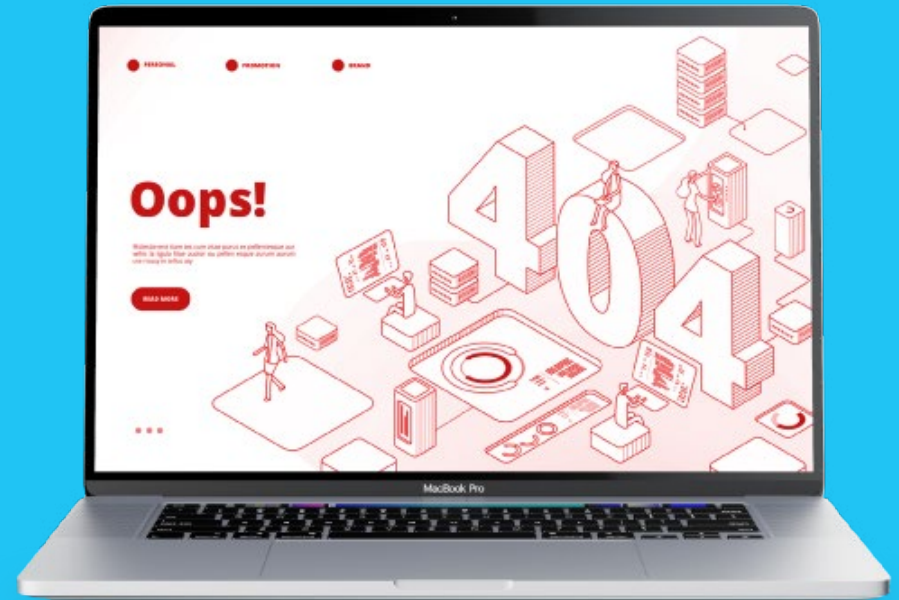
Seller and Vendor
onboarding

There are many different types of sellers and vendors. The quality and reliability of the data they export to their reseller or marketplace can vary greatly, especially when dealing with enormous data volumes. The first steps in onboarding are to:

- Configure the transformation of all the incoming data

- Automate validation and adjustment rules

- Data quality control

Sellers may be providing their product catalogs in various formats. Once the data is in the system, the second onboarding step is to:

- Segment data and feeds for brand-specific campaigns

- Apply any special promotions for the data in bulk

- Synchronize local inventory data for accurate listings

- Investigate if brands have changed attributes and naming conventions

Onboarding tools
What to avoid

Manual input

Product data from sellers and vendors is compiled from fragmented sources and disparate supplier systems which creates unwieldy, complex spreadsheets. Human errors eventually lead to inconsistent and unreliable data being sent out to consumers.

Complex tools that only developers can manage

Whatever the tool, it's crucial that all departments in the business can access and easily manage the product data without involving IT. Ideally, marketing teams and customer services should also be able to manipulate data or fix any errors themselves.

Seller and vendor
onboarding checklist

Data mapping

From supplier/vendor to export feed, a centralized overview of all product data flows

Data merging

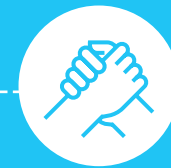Ability to consolidate data sets in any formats

Bulk editing

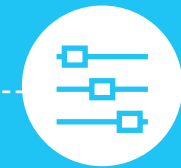Automated and manual bulk-editing capabilities for the incoming products data, as well as on the export feed

Management buy-in

Buy-in across the whole organization, from management to IT

Easy team onboarding

Easy onboarding process for all teams working with the tool

Scalability and flexibility

Solution must be scalable and agile to adapt to the rapidly changing omnichannel retail space

The benefits of using modern P2C data onboarding tools

To create seamless onboarding experiences for sellers and vendors, it's crucial that the software or system can execute all of the above tasks, with as much automation as possible. Product-to-consumer (P2C) technologies use artificial intelligence (AI) to map, norm, and merge all catalog types. P2C tools can automatically work out what the data is, where it's from, and where it needs to go.

Only a P2C management strategy will enable you to place all the benefits outlined above into a future-oriented growth model. Productsup is the leading P2C platform, offering the necessary infrastructure and capability to enable performance data sharing, so you and your partners are always on the same page. Leaving you more time to focus on growing the business by improving customer experience and product-market adherence rather than forfeiting valuable time and resources fixing processes and putting out fires.
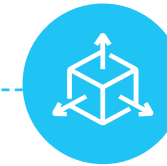
1. Larger product assortments

When businesses burn resources managing existing product assortments, it becomes difficult to grow and modernize those assortments. However, businesses can grow by automating upkeep processes and streamlining initial integrations. Businesses can quickly integrate new vendors and suppliers, increasing their product assortments overnight.

2. Better business and buying strategies

Every facet of business today needs to be optimized in order to achieve maximum competitiveness. That includes buying strategies. Faster onboarding practices make it easier for the end-consumers to get a better overview of tour customers products. There's no need for your customers to stick to the same products or strategies. Clear oversight lets buyers not only ensure they're choosing the best deal but also ensure that they're getting access to the most relevant products at the best prices.

3. Business agility, shorter time to market, happier customers

Marketplaces and retailers are under a lot of pressure to be agile and responsive to ever-changing trends and environments. They always need to have the latest trend, match the latest offer, and try to be first-to-market with the latest goods. Keeping up with power players like Amazon makes it necessary for these businesses to move quickly and get new products to market quickly. When a business can handle any kind of product data format or file, they can reduce the workload on their suppliers, and they can easily transform these products and funnel them to the public.

The benefits of using
modern P2C data onboarding tools

4. Reduced departmental spending and work

Whether a business onboards data in-house or through an agency, they will be drawing on resources. That means money is being spent either on an agency or an internal team to manage the load. By automating vendor onboarding processes, a business can quickly reduce its resource spending and allow existing stakeholders to take on more meaningful tasks.

5. Keep existing vendors happy and find new ones

What's just as important as growing quickly and expanding your assortment? Vendor satisfaction. Currently, vendors spend a lot of time preparing their catalogs. By employing better onboarding practices, your suppliers' workload can be greatly reduced which, in turn, will benefit your business relationship. Moreover, relaxed product catalog requirements enable you to work with businesses that were previously unable to manage your product catalog requirements such as startups.

6. Keep processes in-house or keep clients happy

Agencies who take control of the onboarding process offer businesses great value to their customers. They let teams focus on more meaningful work instead of onboarding. However, agencies using outdated tools and methods are expensive. For retailers or distributors, a P2C vendor onboarding solution will enable you to move work in-house and cut out the need for external agencies. For agencies, more efficient onboarding practices will help you work faster and keep your customers satisfied.

Conclusion

Businesses need a technology-enabled approach where all departments work hand in hand to guarantee the best possible quality for your product data: uniformity, accuracy, reliability, and, above all, governance. In a nutshell, you're aiming for smooth import of product data from vendors and suppliers, adding value to that data internally and then pushing it through your internal and external channels to the end customer.

When your product data is consistent and up to date, you will be in the perfect position to capitalize on increased revenue opportunities. And you can also scale and grow your business quickly and in a way that could give you a competitive edge over your competitors who aren't using P2C technologies.

Productsup's Seller and Vendor Onboarding solution ensures that you have one single source of truth for each product. All of this translates to greater efficiency when importing, processing, and enriching product data from multiple catalogs. Most importantly, it eliminates any data inconsistencies on various marketing channels and customer touchpoints, making your product offer more customer-centric. This leads your business away from commerce anarchy and towards commerce success.

Get in touch with us and **schedule a call** with our seller and vendor onboarding team who can talk you through this and other solutions to overcome commerce anarchy. You can also visit our website and **build your own demo** video to see how our unique P2C platform works.

More control!
Assume complete control over all incoming data in centralized dashboards

More efficiency!
Free up resources and save hundreds of hours of unnecessary manual work

More consistency!
Guarantee brand consistency and data accuracy across all touchpoints

Productsup

Empowering commerce

Get in touch today!

hello@productsup.com

www.productsup.com