REDUCE WORKLOAD AND SPEED ITEM-SETUP TO DRIVE GROWTH

PDX Syndication is the fast, easy way to syndicate product information and content to all retail channels and partners. It's everything you need in a single, dedicated cloud-based application.

OPTIMIZED TO SAVE TIME, REDUCE HEADACHES AND DELIVER ENGAGING CUSTOMER EXPERIENCES

Manage, double-check, transform and publish product data with a single, flexible integrated, cloud-based solution. It's the smart, cost-effective and secure way to get updated information to everyone, everywhere, exactly how they need it.

Capture and upload data quickly and easily Upload directly from your own spreadsheets or connect your systems using our API.

Map and transform it to retailers' exact needs
Machine learning helps map data to match any retailer's unique requirements. Auto-mapping and automated categorization puts your teams ahead.

Validate and enrich using real-time feedback
Get instant input on content readiness to meet retailer standards; then transform and enrich as needed. Create unique data overlays to assist your branding efforts.

Correct for compliance, then publish and share
Update and validate to achieve compliance and share using appropriate standards and protocols. Then monitor and improve to drive collaborative success.

Configure channels to meet unique needs
Have a target that's especially important to your success? A flexible UI makes it possible to configure channels to meet their exact needs, requirements, attributes and validation rules. Retailers depend on you to deliver accurate, up-to-date product information and content to support the sale of your product. The challenge is they all have their own unique data requirements, collection tools and processes.

IMPROVED COLLABORATION

The process of sharing product data with retailers can be complex. Spreadsheets can be inaccurate, data portals hard to learn, CSPs limited in reach and the GDSN limited to certain product segments. PDX Syndication offers an easier, more accessible approach which supports the collaborative exchange.

PDX Syndication helps get those retailers and channel partners exactly what they need, when and where, and in the exact format needed. Enabling them to keep products current, sales moving and relationships growing and strong. Features and benefits include:

- Feeds data to retailers, data pools and content service providers (CSPs)
- AI-based automation at your fingertips
- All your data, content and digital assets in one place
- Build trust and collaborative confidence with retailers to keep products moving
- Drives sales by always giving customers what they need
- 100% cloud-based scalable, flexible app
- Intuitive and easy-to-use/learn, with easy to read dashboard for visibility across channels and products
- Automate time-consuming tasks and eliminate errorprone manual processes
- Ensure accuracy and consistency
- Deliver superior experiences

NEXXER