



## Assortment Reinvented

### Mastering Product Assortments for Omnichannel Retail

Omnichannel consumers demand it all: plenty of product detail, limitless choices and a seamless view of your product lineup wherever they shop. Satisfying these high expectations makes item information more important (and complex) than ever, forcing retailers and suppliers to become “item centric.” Product details are the atomic unit of retail – and every consumer purchase decision revolves around item attributes.

The Assortment solution from SPS Commerce helps you provide omnichannel shoppers with what they want—more product information in the right places and at the right time. Our technology enhances collaboration with trading partners and ensures that you’re delivering the details consumers are looking for. Suppliers can easily share their latest product attributes, including pricing, images, video and marketing content, while retailers have the attributes they need to deliver the complete item information their shoppers demand.

#### Comprehensive Item Information

Our solution simplifies the transfer of product information among retailers and suppliers for today’s omnichannel marketplace. Once product information is uploaded, we aggregate, normalize and validate the data to ensure that retail partners receive accurate and up-to-date information specific to their business rules. This is an enormous value that other companies aren’t equipped to handle. Unlike rigid legacy catalog services, our solution uses a non-proprietary data pool that enables you to share product information with all connected retail trading partners, no matter which catalog service they use.

#### Retailers: Access the Right Product Details, Fast

Easily search and obtain the item information you need to get your products in front of more consumers.

With our Assortment solution, you have the power to:

- **Become item-centric:** Get the item-level data you need to stand out to shoppers and sell more product.
- **Boost customer satisfaction and loyalty:** Provide your customers with the detailed and complete product information they demand, for your entire lineup.
- **Access all of your suppliers’ products:** Browse for specific products or new items from multiple vendors, quickly and easily.
- **Get relevant product information:** Receive, review and accept item data from all trading partners in a single, centralized repository. Access information on-demand or via a scheduled export in multiple formats, including .CSV, EDI, XML and many more.





## Suppliers: Share the Item Attributes Retailers Demand

Our Assortment solution enables suppliers to share an unlimited set of item attributes with retailer partners, including pricing, detailed images and video, and marketing content. You can also:

- **Store unlimited item data:** Easily upload and manage the product data and digital assets retailer partners are looking for.
- **Promote marketing and selling attributes:** List product benefits, keywords, consumer descriptions and warranty information.
- **Establish permissions:** Provide trading partner-specific access to product groups and negotiated item pricing.
- **Easily set up and maintain items:** Manage your information via web, spreadsheet or file upload (including XML, EDI 832 and flat file options).

## Our Assortment Solutions Include:

- **Assortment:** Enable suppliers to easily share their latest product attributes, including detailed item information, pricing, detailed images and video, and marketing content, with retail trading partners.
- **Inventory service:** Makes trading partner integration effortless by allowing you to easily send product status information to your retail customers. Fulfill your retail customer EDI 846 (Inventory Inquiry/Advice) requirements without the technology and potential cost associated with supply chain projects.



## Build Your Omnichannel Assortment Strategy

Contact us today and learn how a new approach to managing detailed product information across shopping channels can prepare your business for the omnichannel marketplace.

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