

A collage of men's fashion items including shoes, ties, a watch, a belt, gloves, and a laptop, set against a green and blue background. The items are arranged in a way that suggests a catalog or a collection of goods. The background is a gradient of green and blue, with a red banner at the bottom left containing the text 'CATALOGUE CONNECT FOR BRANDS' and 'White Paper'.

**CATALOGUE  
CONNECT FOR  
BRANDS**

White Paper

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**CATALOGUE  
CONNECT FOR  
BRANDS**

White Paper

### Business Imperative for Product Content

Management Brands are keenly aware of the need to share timely, accurate, consistent and rich product content to their partners, since sales of their product are becoming increasingly dependent on the overall consumer experience. With the growth of "Omni-channel" consumer sentiment is driven not only by a great online and in-store experience, but also, by richness of data available online. Online consumers shop for products in multiple sites before they make a purchase decision. For the store-bound customer, online research is often done before they even walk in to a store – and then several times while in the store. The attributes that describe a product range from a few dozen to several hundred and growing! Large ecommerce and traditional retailers demand several different data sets from brands and suppliers. Since no two data sets are alike, brands often face the painstaking process of reconciling these different data sources into one internal database, then sharing that document with different departments. Online retailers and marketplaces are focused on rich online content that include high quality images, videos and product reviews from experts. These product attributes are also utilized by various other departments at a retailer or dealer.

For example, a retailer's supply chain group needs weights & dimensional data because of the automated receiving, put-away or cross-dock process at their mechanized Distribution Center (DC). The same group may want to know standard shipping location for each item to pre-arrange pick-up transportation, while the buying team is interested in accurate cost & GTIN/UPC number. Static attributes are now being replaced by dynamic content, such as worldwide social media sentiment at any given point in time - an analytics capability provided by IBM's Watson offering that uses artificial intelligence and real time analysis of unstructured "big data". Real-time or near real-time inventory availability is also being demanded by several retailers and marketplaces as "endless aisle" and vendor drop-ship programs are powering "virtual retail".



5045 Orbitor Drive  
Mississauga, ON  
L4W 4Y4



888.400.7950



excited@spicetg.com  
www.spicetg.com

## Technical Complexity & SPICE Solution:

A brand's retail and dealer partners need this information in a variety of technical channels. Sophisticated retailers and marketplaces demand real time, automated & unattended data, usually through an EDI transfer or through a real-time web-service API. Smaller retailers, independents and dealers need to be supported in a variety of means that include flat files, spreadsheets or rich web & mobile views. SPICE Catalog Connect makes it easy to keep all your product content in one system and to share the content with any Trading Partner in any format at any time. We support hundreds of item attributes including high quality images and videos.

With SPICE Catalog Connect, you can also bulklist your SKUs to a number of marketplaces and provide inventory availability information. SPICE also provides a complete order management capability which means that you can receive electronic purchase orders, respond with order acknowledgement, print shipping labels and send shipping notices and invoices to retailers. One simple, fast and affordable solution that provides you an end-to-end capability for your product content and order management requirements.



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