

IMPROVING ITEM MANAGEMENT

TO WIN IN OMNICHANNEL



SPS COMMERCE

INFINITE RETAIL POWER™

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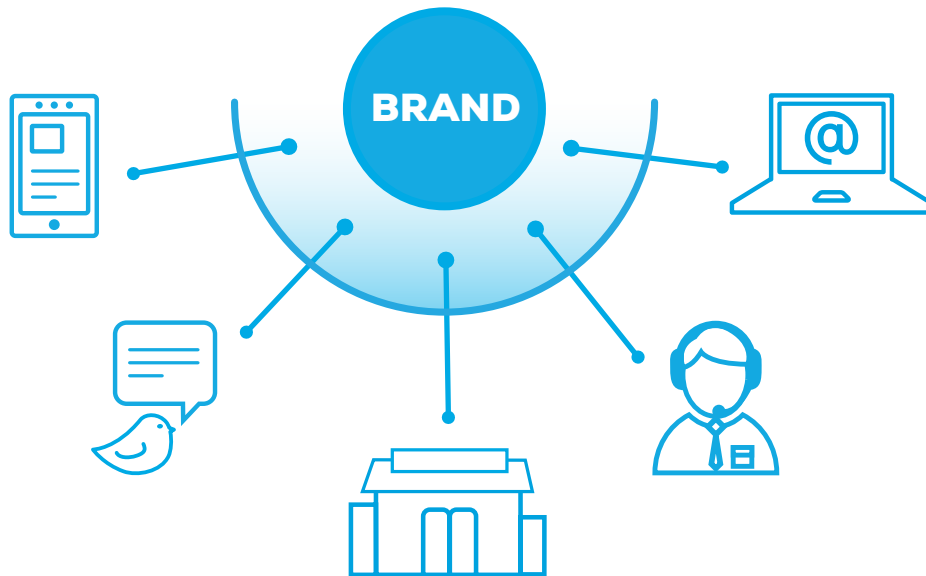
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THE IMPACT OF OMNICHANNEL

ON ITEM MANAGEMENT



An omnichannel strategy creates brand visibility, resulting in a seamless experience for consumers wherever they shop.

ITEM MANAGEMENT IS THE ATOMIC UNIT OF RETAIL

ITEM MANAGEMENT HAS ALWAYS BEEN IMPORTANT (AND COMPLICATED)

As much as 30% of the item data in retail catalogs is incorrect¹, leading to:



product rollout delays



lost sales



invoice issues



stocking problems



warehousing challenges



consumer frustration



shipping delays

ALTHOUGH ITEM MANAGEMENT IS THE FOUNDATION OF RETAIL, IT PRESENTS MANY CHALLENGES:

- › Retailers struggle to streamline and automate product information from multiple vendors, for hundreds of items
- › Suppliers must manage item data for hundreds of products
- › Suppliers need to make the latest product data readily available to retailers to increase sales

1. GS1 Australia Data Crunch Report, 2011.

TODAY'S DIGITAL CONSUMERS DEMAND IT ALL

(AND PERFECTION, TOO)

Plenty of item
DETAIL

Limitless product
CHOICES
&
VARIATIONS

COMPETITIVE
PRICES

Faster order
FULFILLMENT

CONSUMERS EXPECT MORE ONLINE

THE E-STORE EXPERIENCE MUST EXCEED THE IN-STORE EXPERIENCE

Complete item descriptions

Detailed product specs

Consumer reviews

Warranty info

**Side-by-side product
comparison**

AND

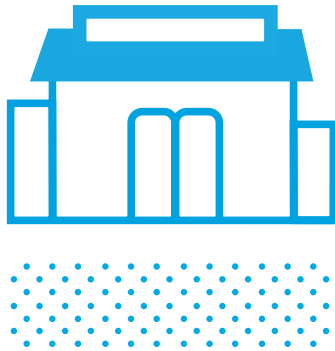
if consumers don't
get what they need
at your site, your
competitors are only
a



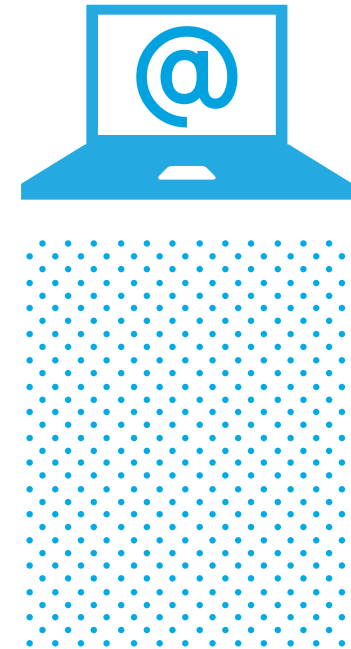
swipe away

SATISFYING CUSTOMERS MAKES MANAGING ITEM DATA

MORE COMPLEX THAN EVER



◀ Marketplaces have evolved from hundreds of products in-store to thousands of products online



Suppliers have a bigger opportunity to market their products online, yet they have to provide more item detail ▶

BAD DATA PREVENTS RETAILERS AND SUPPLIERS FROM DELIVERING THE ENDLESS AISLE OF PRODUCTS THAT CONSUMERS EXPECT

IN THIS NEW ERA,

MORE ROBUST ITEM DATA IS KEY TO:

- › **Boosting sales**

- › **Keeping consumers loyal**

- › **Differentiating yourself from the competition**

- › **Enhancing collaboration with trading partners**

- › **Meeting the demands of a faster, more nimble supply chain**

HOW CAN RETAILERS AND SUPPLIERS REIMAGINE AN ITEM MANAGEMENT STRATEGY THAT:

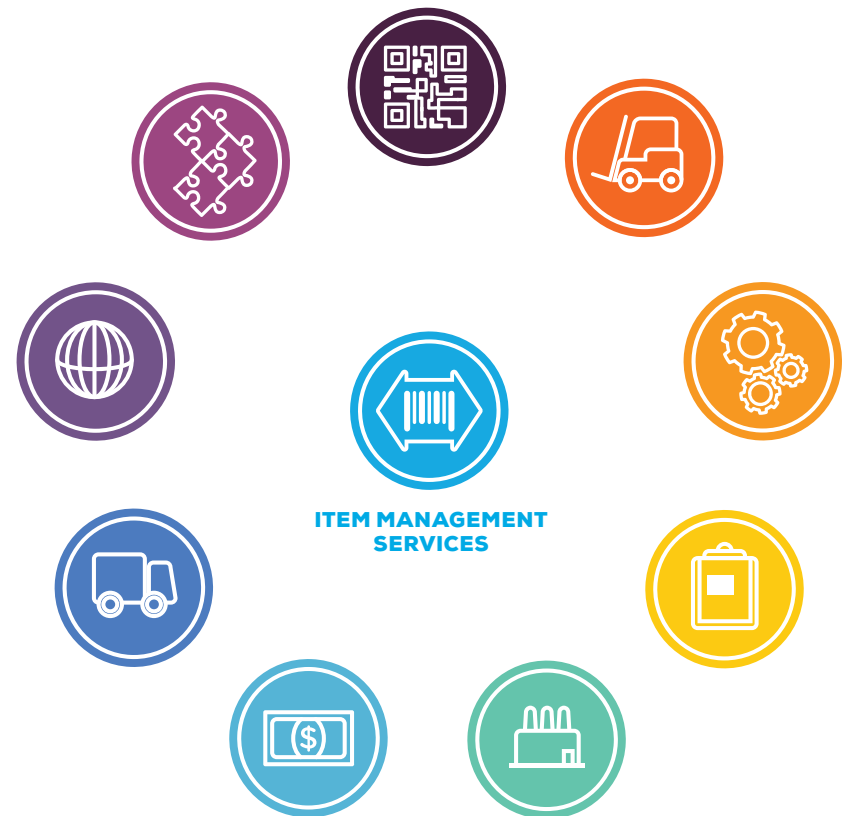
SUPPORTS MORE SALES TODAY?

AND

ENABLES THEM TO SCALE FOR FUTURE SUCCESS?

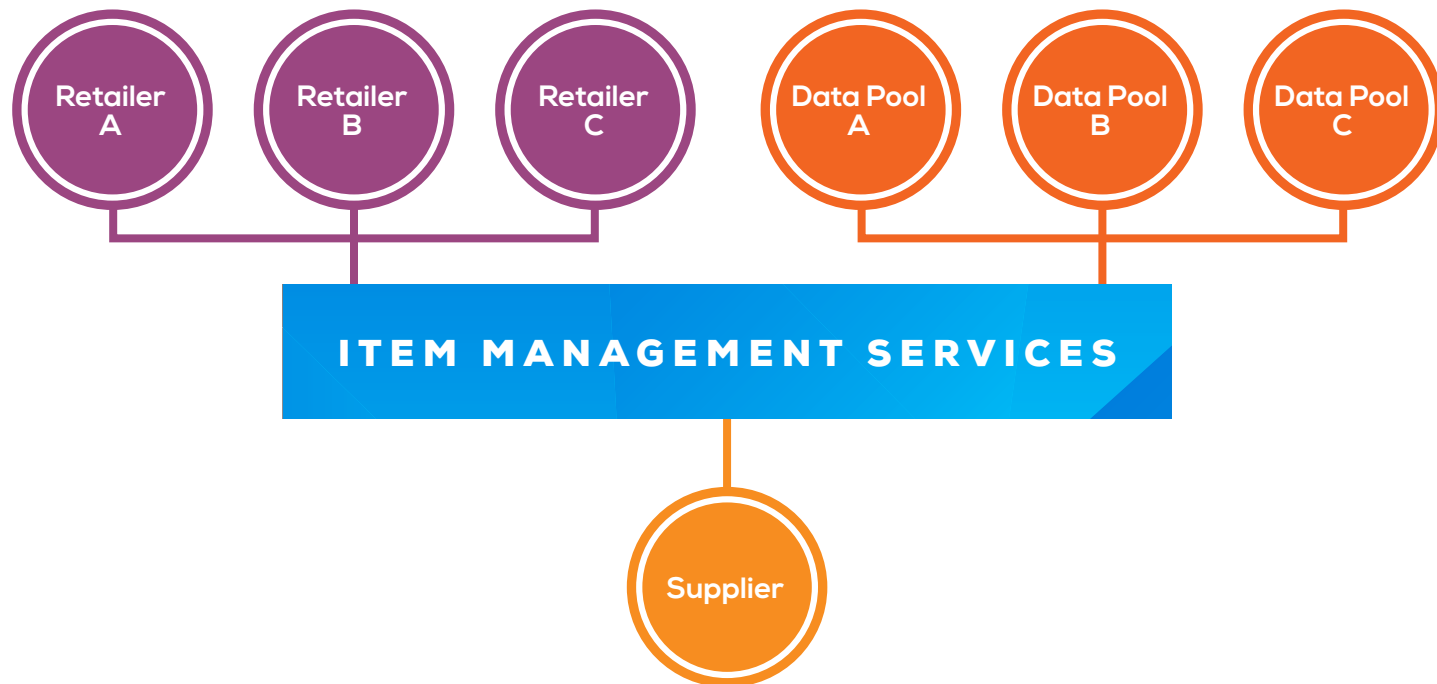
ITEM MANAGEMENT SERVICES

THE ELECTRONIC
SOLUTION THAT ALL
TRADING PARTNERS
MUST HAVE TO COMPETE IN
THE NEW CONSUMER-DRIVEN
WORLD OF RETAIL.



SUPPLIERS CONNECT

WITH MULTIPLE RETAILERS AND DATA POOLS



ITEM MANAGEMENT SERVICES GIVE SUPPLIERS
THE POWER TO SELL MORE PRODUCTS

- › **Manage an array of product data and provide it to all retailers**

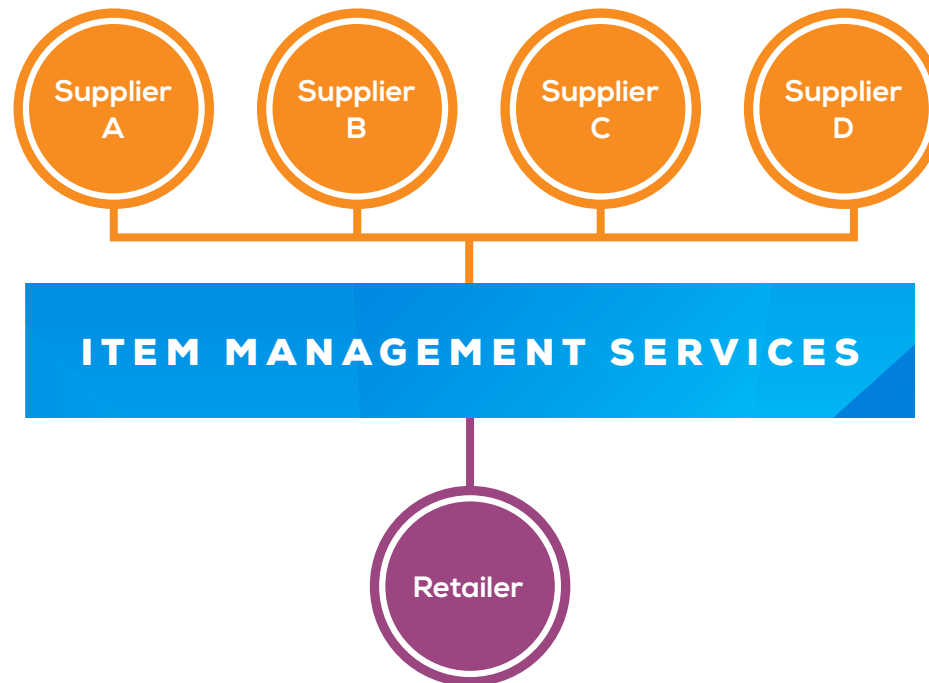
- › **Easily upload data, including digital assets, warranty guides and PDFs**

- › **Normalize and validate item information**

- › **Flexibly support XML-based sources of information, as well as legacy methods like online, spreadsheet and EDI**

ONE CONNECTION

ENABLES RETAILERS TO CONNECT TO MULTIPLE SUPPLIERS



ITEM MANAGEMENT SERVICES GIVE RETAILERS
**INSTANT ACCESS TO PRODUCT DATA ACROSS
THEIR ENTIRE VENDOR COMMUNITY**

- › Access an array of data from multiple vendors

 - › Reduce time-to-market for new products

 - › Receive, review and accept item data from all trading partners in a single, centralized repository

 - › Easily manage e-commerce attributes for online stores

 - › Eliminate dependence on limited EDI data

 - › Gain visibility into suppliers' entire product line
-

THE IMPACT OF STREAMLINED ITEM MANAGEMENT

- › Higher consumer satisfaction

- › Strengthen brand loyalty

- › Fewer lost sales

- › More repeat business

- › The infrastructure to win in the new world of omnichannel

IS YOUR ITEM MANAGEMENT SYSTEM
READY FOR AN OMNICHANNEL WORLD?

EMBRACE THE FUTURE OF
ITEM MANAGEMENT
AND GROW YOUR BUSINESS
WITH TODAY'S INCREASINGLY SAVVY CONSUMER



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