

Benefits of shared data supply chain





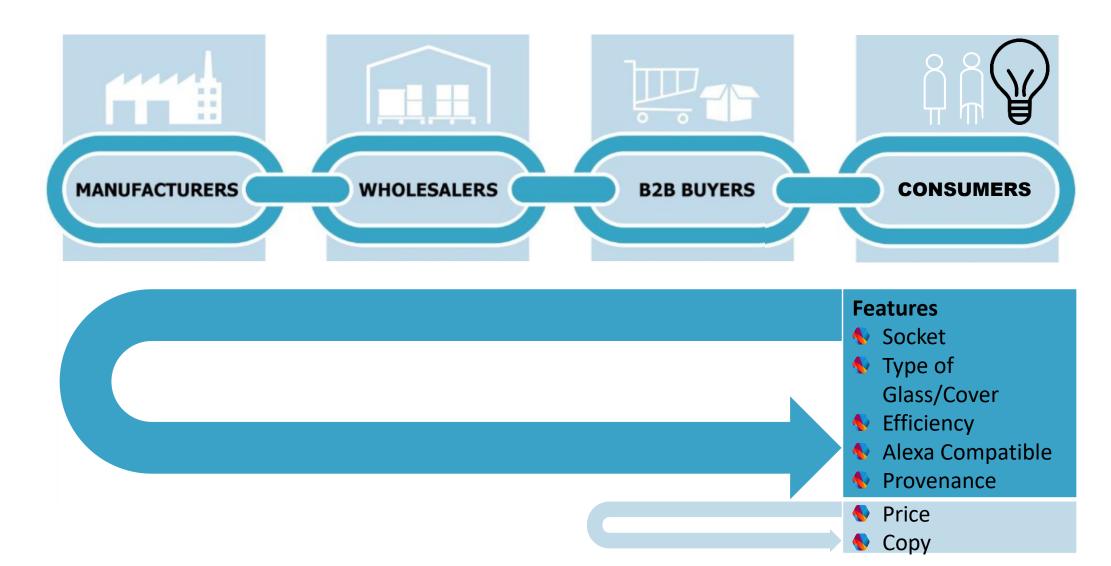
- ✓ Time & cost efficient data syndication
- ✓ Control over product presentation and branding
- Increase chances of products being found and selected
- ✓ Reduced go to market time

- ✓ Time & cost efficient data acquisition
- ✓ Data direct from manufacturers – "single source of truth"
- ✓ Rich accurate data improves UX and reduces errors
- ✓ Faster new product onboarding

- ✓ Easier to find products that meet a particular specification or solve a specific problem
- Less chance of mistakes, returns or delays on site
- Reduced purchasing overheads
- ✓ Improved user experience

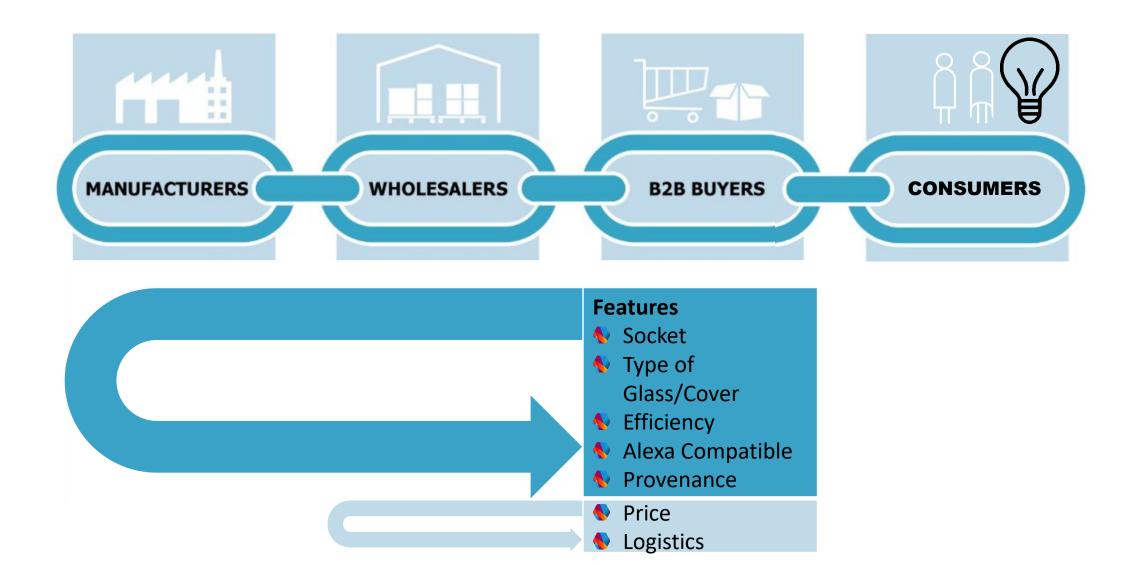
What data needs to be supplied?





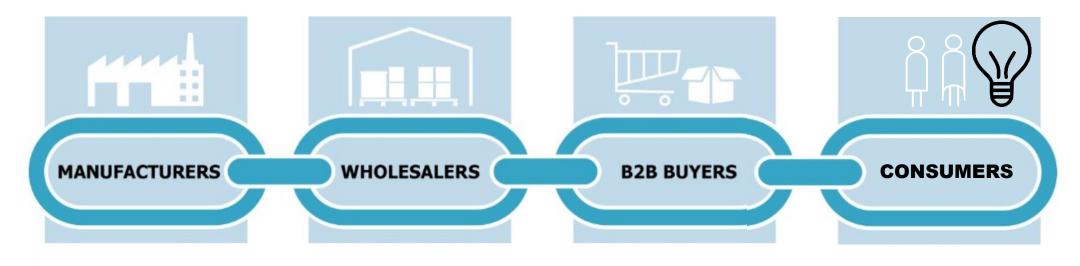
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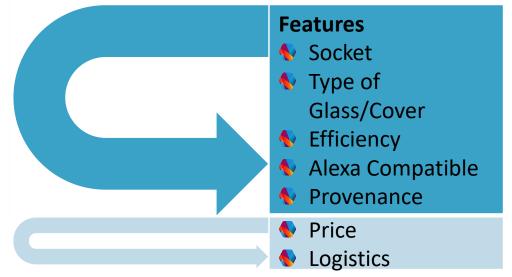




What data needs to be supplied?







What does good data look like?



Data Standards

Classification

Features



Test on the way in

Test on the way out





Data Mapping / Quality Tools

Artificial Intelligence
/Machine Learning

Product information Management





What about data governance?



And...wake up

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