

# SupplierXM

A product data platform built for flexibility, scalability, and collaboration

## Collecting product data from suppliers is hard

Across the entire retailer ecosystem, data collection from suppliers is a pain point, and yet great customer product experiences are created with optimized data collected from suppliers.



**10 to 15**

interactions with  
a supplier to  
launch 1 SKU  
(responsiveness)



**2 to 5**

hours to verify  
product data per  
average SKU  
(scalability)

These challenges are due to several different issues:

- Retail tech stacks comprised by fragmented systems.
- Antiquated databases intended for in-store data.
- Siloed publishing and approval processes.

The result is a lack of *scalable, accurate* supplier data.

**SUPPLIERXM** allows retailers to establish product content requirements and collect accurate supplier data at scale.

Salsify's **SUPPLIERXM** platform enables retailers to win the omnichannel shopper through deep collaboration with their suppliers at every stage of their commercial relationship.

This allows retailers to efficiently collect accurate, error-free product data, build comprehensive, continuously adaptive approval processes, and collaborate with suppliers at scale.

## Successful Customers



# SupplierXM enables retailers to achieve 3 key objectives:

## Quickly engage and collaborate with suppliers

Retailers have to work with thousands of suppliers to receive, approve, and optimize product data. This requires having an **automated and frictionless supplier onboarding process** that is built on a platform to handle omnichannel product data.

## Publish product data more efficiently

Retailers have to publish product error-free product data as quickly as possible. This requires building **responsive and collaborative** approval processes that are flexible to serve their suppliers.

## Keep up with ever-increasing data quality volumes

Retailers have to manage supplier data quality at scale, while at the same time constantly optimizing their publishing requirements. This requires **continuously adaptive data quality management tools** for an increasing number of suppliers, products and attributes.

# SupplierXM enables retailers to take 5 critical actions:



## Customer Testimonial

“ In 2019, all E.Leclerc entities switched to SupplierXM to engage with their suppliers. It is a virtuous circle that has a positive impact for our customers.

*Michel-Edouard Leclerc, Chairman & President  
Leclerc Group*