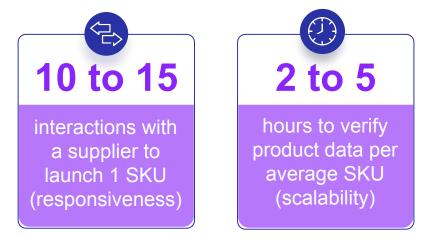
# **SupplierXM**

SALSIFY

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.



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.

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

Salsify's SUPPLIER**XM** 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.



## 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**

**66** 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

> Learn more about SupplierXM www.salsify.com/platform/supplierxm