

# GXS Active<sup>SM</sup> Catalogue

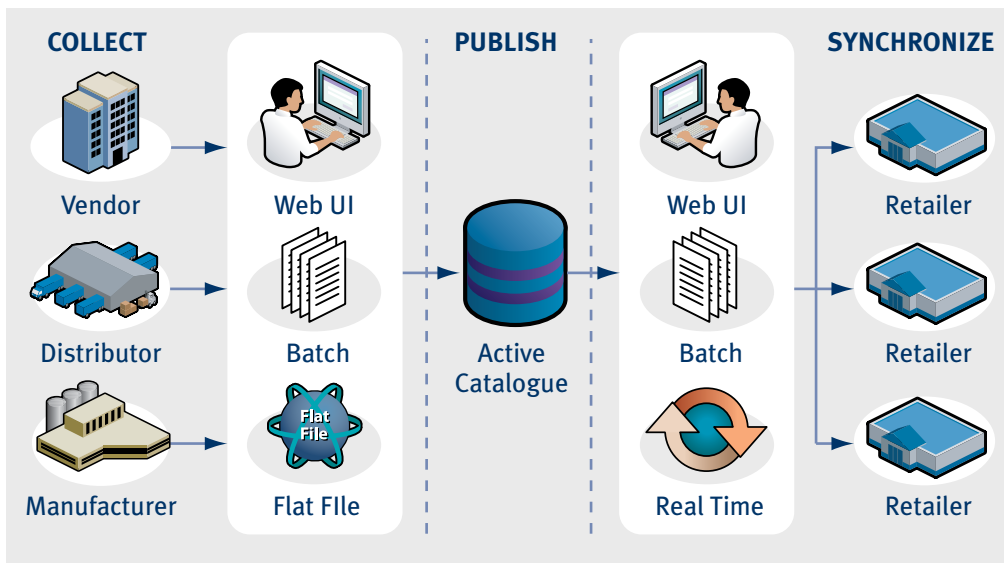
Synchronize Product Data with Your Global Trading Community

Retail business success depends on accurate product information. Merchandise selection planning, purchasing, inventory management and logistics all depend on accurate initial item setup, as well as ongoing updates to item data. But the global nature of retail has given rise to a variety of data standards, as well as means of synchronization, making it increasingly complex to ensure data accuracy. With mass merchants driving a new wave of industry standards for managing and relaying product information, the issue of data accuracy and accessibility is even more urgent. GXS can help.

## Global Item Setup and Synchronization

GXS Active<sup>SM</sup> Catalogue is the retail industry's leading product data synchronization application, allowing marketers, manufacturers and suppliers to share with retailers their latest product information, such as price, style, color, size and more than 600 product attributes and images.

Active Catalogue offers a complete solution for item setup and synchronization, supporting the latest GS1 System global standards and initiatives so that companies can move forward with confidence in a standards-based technology when they are ready.



**Active Catalogue enables item synchronization for supply chain speed and accuracy across your trading partner network.**

Home to more than 150 million current and unique items from more than 5,500 vendors, manufacturers, suppliers and their retail customers, Active Catalogue has the retail industry's largest database of product information. With its unsurpassed breadth and reliability, Active Catalogue is the cornerstone for global retail product synchronization.



### KEY BENEFITS

- Gain global breadth and reach with more than 150 million unique items
- Reduce processing time and maintenance costs through paperless item setup
- Improve efficiencies in merchandise planning, ordering and materials handling
- Reduce payment times by eliminating discrepancies between invoices and purchase orders
- Integrate into key enterprise applications, ensuring the most efficient supply chain communication process
- Accelerate order-to-payment lifecycle and ROI with rapid, low-risk implementation

With a proven track record for enabling retail supply chain automation, GXS ensures fast, reliable product catalog setup and support to reduce time to market and drive increased sales immediately.

## **Increase Revenue and Productivity**

By automating supply chain processes such as item setup and maintenance, promotional price management and product marketing content management, Active Catalogue helps customers achieve increased revenue and greater productivity. It supports global standards and the latest technologies that can be adapted to meet company-specific needs.

## **Manage Item Data from a Single Location**

With a centralized single source of information across the retail supply chain, Active Catalogue is the key to efficient and profitable business for both vendors and retailers.

## **Integrate with Third-Party Data Pools**

GS1 US' Solution Partner Program has certified Active Catalogue as compliant for 1SYNC<sup>®</sup> (formerly UCCnet) users. Active Catalogue customers can register Global Trade Identification Numbers (GTINs) with 1SYNC and publish Active Catalogue data to retailers that subscribe to 1SYNC.

## **Suppliers: From Data Quality to Security**

- Extended data attributes to hold all product content and share it with retail customers
- Support for Web Services, inbound EDI 832, PRICAT, XML and flat file (CSV) documents, as well as web-based data entry, ensures implementation options that match a variety of business processes
- Inbound data quality assurance via checks including GTIN uniqueness, check-digit validity, data-field integrity and other standards-based business rule validations
- Fast notification and easy correction when data problems are found, allowing the correct information to get back to the trading community within hours
- Data security, allowing suppliers to grant retailers access to their product information and to manage their own trading partner profiles
- Integration to publish product information to retailers that subscribe to 1SYNC (formerly UCCnet)
- Expert assistance from GXS in guiding suppliers through the data loading process
- Support for image exchange, enabling suppliers to send media files to retailers

## **Retailers: Easy Access to Current Product Information**

- Multiple access options including web-based user interface, EDI, XML and real-time application integration

- Attribute flexibility to support a wide range of products including grocery, pharmacy, do-it-yourself and pet food—plus others that can be flexibly added as retailers add new departments
- Automatic updates, allowing retailers to subscribe to the product information they want and receive additions and changes automatically
- Support for image content in addition to extensive product attributes to support data needs for in-store, print catalog and website applications
- Support for image exchange, allowing retailers to receive media files from suppliers

## About GXS

GXS is a leading B2B integration services provider and operates the world's largest integration cloud, GXS Trading Grid<sup>®</sup>. Our software and services help more than 400,000 businesses, including two-thirds of the Fortune 500 and 22 of the top 25 supply chains, extend their partner networks, automate receiving processes, manage electronic payments, and improve supply chain visibility. GXS Managed Services, our unique approach to improving B2B integration operations, combines GXS Trading Grid<sup>®</sup> with our process orchestration services and global team to manage a company's multi-enterprise processes.

Based in Gaithersburg, Maryland, GXS has direct operations in 20 countries, employing more than 2,400 professionals. To learn more, see <http://www.gxs.com>, read our blog at <http://www.gxsblogs.com>, follow us on Twitter at <http://twitter.com/gxs> and join us on LinkedIn at <http://www.linkedin.com/company/gxs>. You can also access our public filings with the Securities and Exchange Commission at <http://www.sec.gov/edgar.shtml>.



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