

# Supplier Guide - How to use Syndy

Syndy enables suppliers to deliver perfect product content to any retailer, with our next-generation distribution platform. Using Syndy, your content can be imported in, and exported out of Syndy, to then be distributed to all retailers in retailer-specific formats.

Publishers can also have a real-time API connection with Syndy, so any changes will be instantly displayed on a connected party's website. As a supplier you can distribute your product content to any online store, website or mobile app. This is product content delivery for the 21st Century.

## 1. Getting started

### Sign up



- 1 Go to [my.syndy.com/signup/](https://my.syndy.com/signup/)
- 2 Fill in your full name, email, and password.
- 3 Select '**I'm a Supplier**', and your country.
- 4 Then, fill in your company name, role, phone number, and which webshops sell your products.

- ✓ Now you are signed up! The Syndy team will grant your access to your products, generally within 24 hours of signing up.

### Login

Once you receive a confirmation email from Syndy, your account has been set up. Go to [my.syndy.com](https://my.syndy.com) and login using your email address and password.

### My products

After logging in you will see all products in your market.

- Click on a product , or **SEARCH** for specific products on name, brand or EAN.
- Select from various **FILTERS** to segment your search.

Product Name	EAN	Brand Name	Online Retailers	Status
Dav Jr 3+ Omega Visolie 60	8710537704280	Davitamon	7	Completed
Dav Baby Vitamines D+K 25 ...	8710537703702	Davitamon	7	Completed
Dav Calcium + D Mint 60 tab	8710537707939	Davitamon	7	Completed
Dav D kind 50 smelttabletten	8710537707359	Davitamon	7	Completed

# Supplier Guide - How to use Syndy

## 2. Manage content for retailers

### View connected Retailers per product

See which retailers are connected to each product. Click on a retailer to upload retailer-specific content.

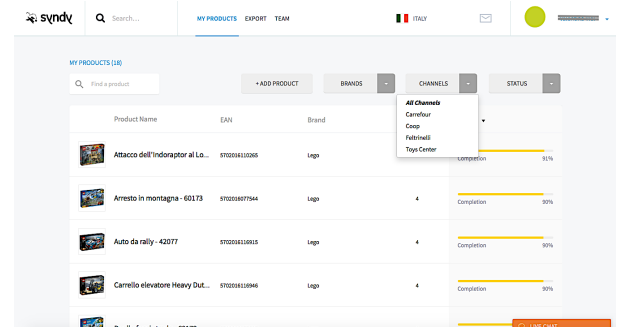
### Add content per Retailer

After clicking on a retailer, you can add all the missing content.

### 100% completion

Ensure all products are 100% completed so retailers get optimized content.

- Note: check [www.syndy.com/faq/](http://www.syndy.com/faq/) to understand how completion score are calculated.

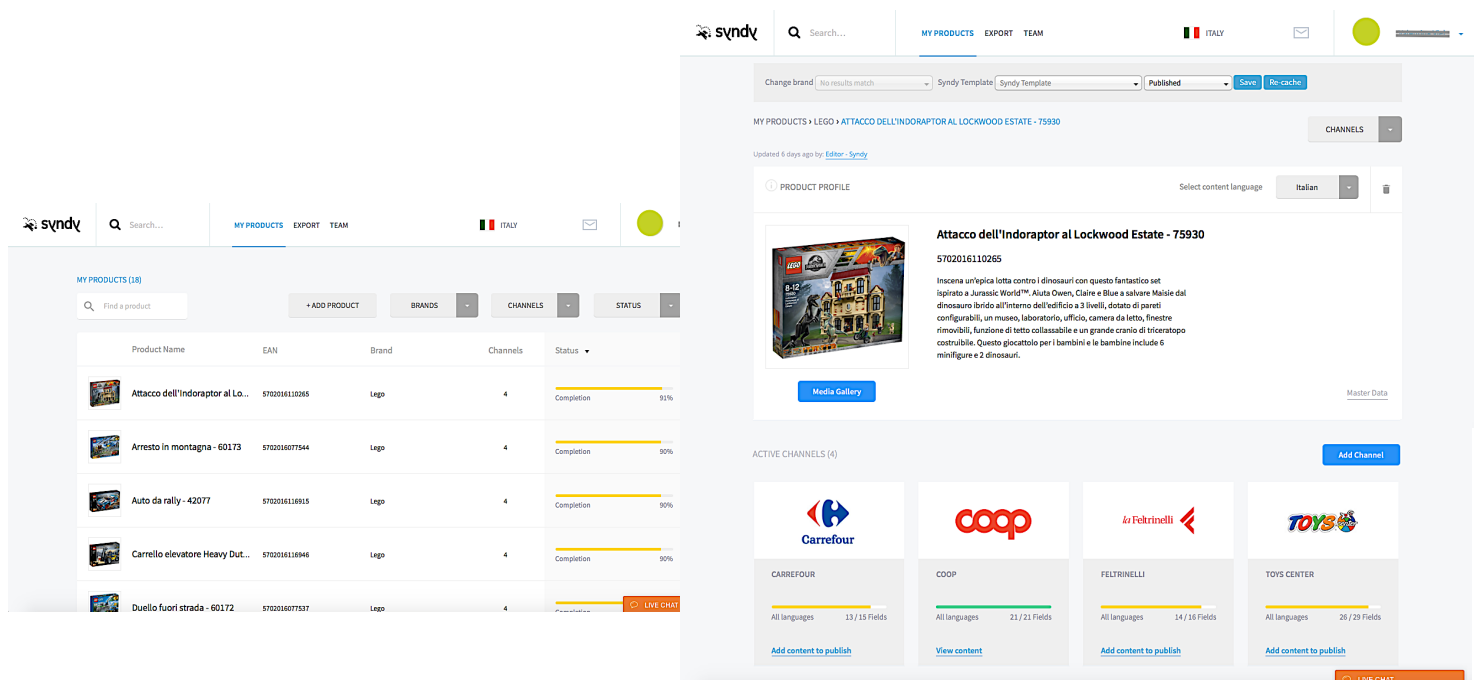


## 3. Send content to retailers

### API or Export

You can see for each product which retailers are connected by API (means they get content automatically). For all other retailers, Exports must be created.

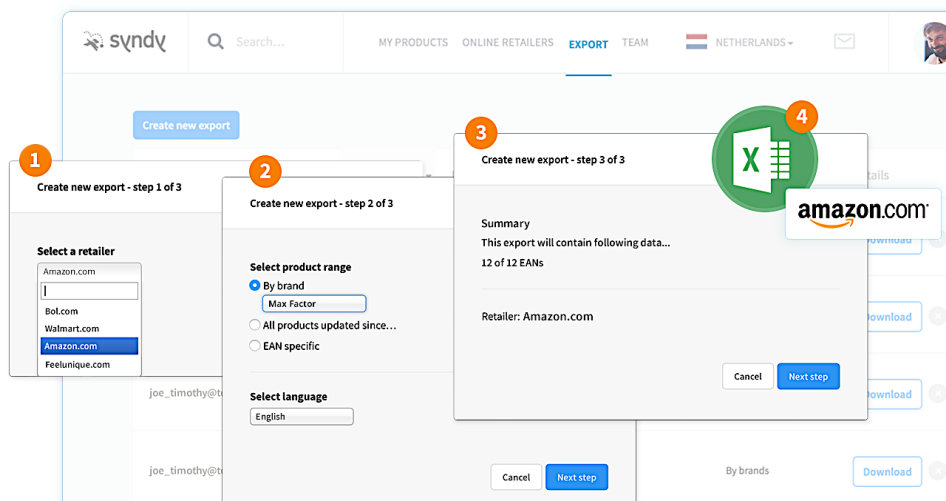
- Click on **EXPORTS** to start creating exports.



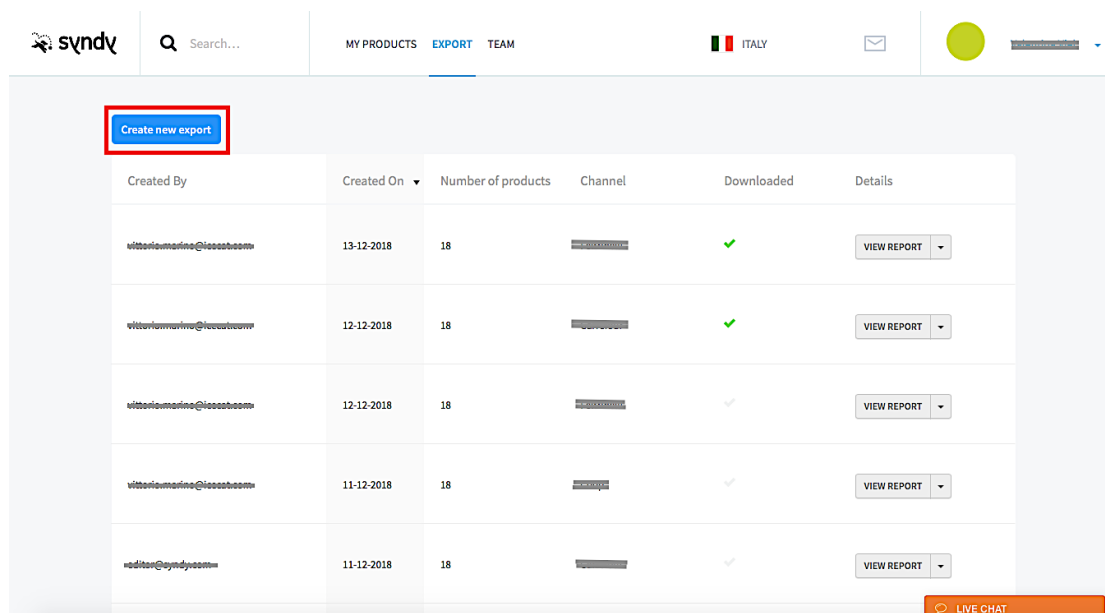
# Supplier Guide - How to use Syndy

## Create an Export

Creating exports is easy. Click on **'Create new export'** and follow the 3-step process.



## Example 'Create new export':

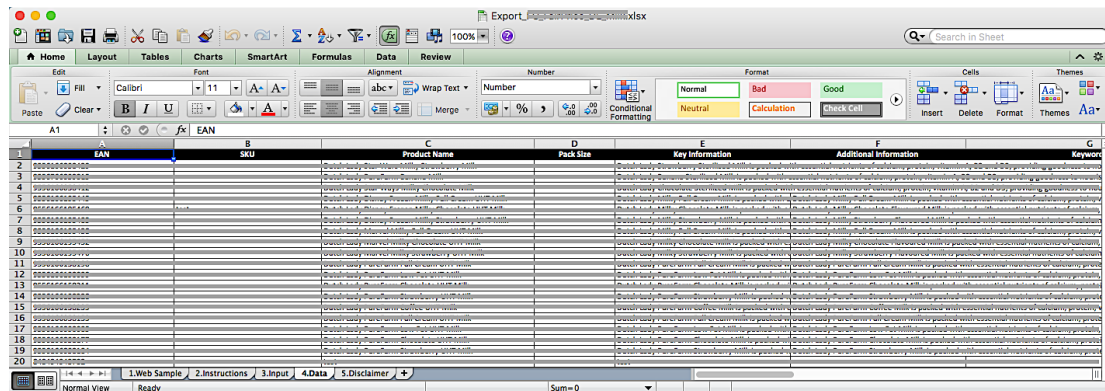


- 1 Select the **'Channel'/ retailer** desired to export and continue by clicking on **Next step**.
- 2 Now, select the product range by brand, dates, EAN's or select all products.
- 3 After, insert your retailer's info below and click on **'Generate export'**.
- ✓ Your export will now be created.

# Supplier Guide - How to use Syndy

## Track Downloads

Click on **'View Report'** to see if and when retailers download the export.



We're here to help you!

Syndy's Customer Success team is here to help you succeed. Get in touch!

- **CHAT:** [www.syndy.com](http://www.syndy.com), every working day from 09:00 – 18:00 (CET)
- **CALL:** +31 (0) 20 894 3110, every working day from 09:00 – 18:00 (CET)
- **EMAIL:** [support@syndy.com](mailto:support@syndy.com)