# 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	Syndy ⊊		Sign In
1	Go to my.syndy.com/signup/		Sign up - it's FREE For suppliers, retailers and developers	
2	Fill in your full name, email, and password.		Syndy Support Superbsupport@syndy.com	
3	Select 'I'm a Supplier', and your country.		NEXT	
4	Then, fill in your company name, role, phone number, and which webshops sell your products.		Oit Already have an account? Sign.in PrOperty of the second secon	
	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* 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 of EAN.
- Select from various **FILTERS** to segment your search.

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M	IY PRODUC	CTS (83)					
	Q Find	l a product		+ ADD PRODU	CT DAVITAMON	•	RETAILERS
							Reset filters
		Product Name	EAN	Brand Name	Online Retailers	Status 🔻	
		Dav Jr 3+ Omega Visolie 60	8710537704280	Davitamon	7	Completed	110 / 110 Fields
		Dav Baby Vitamines D+K 25	8710537703702	Davitamon	7	Completed	110 / 110 Fields
		Dav Calcium + D Mint 60 tab	8710537707939	Davitamon	7	Completed	110 / 110 Fields
	8	Dav D kind 50 smelttabletten	8710537707359	Davitamon	7	Completed	50 / 110 Fields

# 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.

- Image: Sender
   Imag
- Note: check 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.

						ybnya 🔊	Q Search	MY PRODUCTS EXPORT TEAM	ITALY	
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# **Create an Export**

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

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Create new export - step	eate new export	2		Create new expo	rt - step 3 of 3		X 1	tails	
Select a retailer	1013	Create new export		Summary This export will c 12 of 12 EANs	ontain following	data	a	mazon	com <sup>.</sup>
l Bol.com Walmart.com Amazon.com		By brand     Max Factor     All products up     EAN specific	dated since	Retailer: Amazo	n.com			lowr	nload
Feelunique.com	pe_timothy@t	Select language					Cancel Next	owr	lload
ja	oe_timothy@t			Cancel	lext step		By brands	Dowr	load

Example 'Create new export':

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	Create new export						
	Created By	Created On 🔻	Number of products	Channel	Downloaded	Details	
	vittorioumarino@ioscobuoom	13-12-2018	18		*	VIEW REPORT -	
	<del>vittorionnarino@icccai.com</del>	12-12-2018	18		*	VIEW REPORT -	
	vittorio.marino@icocob.com	12-12-2018	18			VIEW REPORT -	
	vittorio.marino@iccest.com.	11-12-2018	18			VIEW REPORT -	
	-editor@ayndy.com=	11-12-2018	18			VIEW REPORT -	
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Select the **'Channel'/ retailer** desired to export and continue by clicking on **Next** step.

Now, select the product range by brand, dates, EAN's or select all products.

After, insert your retailer's info below and click on 'Generate export'.

Your export will now be created.

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### **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, 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