

# Retailer Guide - How to use Syndy

Retailers use Syndy to source which ecommerce product content from their suppliers. Using Syndy's next-generation platform, retailers can extract all product content from suppliers, customized to their needs. The use of Syndy for retailers is free, as is access to all content on the platform.

## How does it work?

- 1** Login on Syndy, enter your login details as received from us on [my.syndy.com/signup/](https://my.syndy.com/signup/)
- 2** Welcome to your **DASHBOARD** - here you see all the suppliers in your assortment on Syndy.
- 3** Click on **PRODUCT RANGE** and you will be able to see all products in your assortment on Syndy.

The image shows two screenshots of the Syndy platform interface. The top screenshot displays the 'Dashboard' for a user named 'COOP.nl' with 31 members. It features four main sections: 'Product Range', 'Brands', 'Active', and 'Inactive'. Below this is a 'Brands Overview' table with columns for Brand, Manufacturer, Status, and Completion. The bottom screenshot shows the 'Product Range' view, displaying a table of products with columns for Product Name, Article Number, Status, Barcode, and Completion. A 'Sign up - It's FREE' form is visible in the top right corner of the dashboard view.

**Dashboard**

COOP.nl View profile Members: 31

Product Range Brands Active Inactive

**Brands Overview**

Brand	Manufacturer	Status	Completion
	McCormick Nederland B.V.	Verified	Completion 16%
1/4 d'heure Gascon	Baarsma Wines	Verified	Completion 100%
2 Lips	Superunie	Inactive	Completion 13%
	ria N.V.	Inactive	Completion 100%
	sdorf N.V.	Verified	Completion 57%
		Inactive	Completion 42%
	Wijnkopers BV	Inactive	Completion 13%
	ic Products Bv. -Food-	Inactive	Completion 36%
	orma BV	Verified	Completion 23%
	sd Soft Drinks B.V.	Verified	Completion 56%

**Product Range**

MY PRODUCTS (28540)

Product Name	Article Number	Status	Barcode	Completion
		Active	4015400689614	Completion 100%
1/4 d'heure Gascon Colombar-sauvignon		Active	3294180000142	Completion 100%
1/4 d'Heure Gascon Gros Manseng Cotes ...		Active	3294180000173	Completion 100%
12M601 Ap Peer Abrikos Banaan	270598	Active	8710624209155	Completion 100%
3Dwhite Brilliance Tandpasta	317660	Active	4015600754921	Completion 100%

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- 4** Create a custom-made export for all your content on Syndy by clicking on **EXPORT**. Select your template and export content by brand, changes made since a certain date or specific EAN(s).

The screenshot shows the Syndy web interface. At the top, there is a navigation bar with 'syndy' logo, a search bar, and tabs for 'DASHBOARD', 'PRODUCT RANGE', and 'EXPORT' (highlighted with a red box). The user is logged in as 'SF' and the location is 'NETHERLANDS'. The main content area is titled 'Create new export' and is divided into three steps:

- Step 1 of 3: Select a template** - A dropdown menu shows 'Ontbijt en beleg'.
- Step 2 of 3: Select product range and language** - Radio buttons for 'By brand' (selected), 'All products updated since...', 'EAN specific', and 'All Products'. A dropdown for 'Snelle Jelle' is shown under 'By brand'. Below, 'Select language' has a dropdown for 'Dutch'. A checkbox for 'Include profile images' is present.
- Step 3 of 3: Share your export** - A section titled 'Share your export' with a description: 'You can share this export with a retailer by entering an e-mail address and name of your contact person. Syndy automatically tracks delivery and number of downloads.' It includes input fields for 'E-mail', 'Recipient name', and 'Message (optional)'. A 'Summary' section shows '9 of 9 EANs for sorted by Brand'. At the bottom right are 'Cancel' and 'Generate export' buttons.

### The Benefits

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The online platform enables retailers to quickly and easily provide customized product content from supplier offices and existing data sources.

- ✓ **Directly from the supplier;** all types of content and images
- ✓ **Personalized per retailer;** 100% in line with existing retailer templates
- ✓ **100% reliable content flow;** available was given by the supplier on all content
- ✓ **Messaging service;** communicate and work directly with your suppliers
- ✓ **FREE content when invited by supplier**

Do you want some additional information or are you interested in using Syndy for more of your suppliers? Contact Syndy's Customer Success team!

We're here to help you!

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

- **CHAT:** my.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