



SPS COMMERCE

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SPS Commerce Ushers in New Era of Digital Product Data Management with Next Generation Assortment

Retailing can move beyond legacy systems with agility to advance at the speed of today's digital-centric consumer

MINNEAPOLIS, May 01, 2017 (GLOBE NEWSWIRE) -- [SPS Commerce, Inc.](#) (Nasdaq:SPSC), a leader in retail cloud services, unveiled the next version of SPS Commerce Assortment at the company's annual retail industry event, SPS Commerce [In:fluence 2017](#). Using data from the SPS Commerce network, the industry's largest retail network, the enhanced Assortment solution sets a new standard for helping retail trading partners streamline product data management.

With more than half of today's retail sales involving digital engagement, either in-store or online, studies show that detailed product content is a factor in shoppers purchasing decisions. Additionally, as consumers shop across all channels, legacy technologies for product data management are not equipped to connect today's multichannel systems and handle the constantly changing and expanding requirements e-commerce sites demand of today's retail environments.

With next generation SPS Commerce Assortment, newer, faster data streams automatically validate and process supplier item data to quickly, easily and accurately track thousands of SKUs across sales channels. This enables brands to more quickly post robust and relevant product content online for today's digital consumer with one connection to the SPS network.

Feature-rich, SPS Assortment provides functionality that simplifies the time-intensive product data management process so retailers can access a supplier's product data, but also publish and update it across all channels as often as they choose. The solution also creates a unified partnership between retailers and suppliers with end-to-end visibility that reduces costs and increases sales for both.

Additionally, SPS Assortment provides unprecedented visibility into supplier data, saving suppliers thousands of hours in complying with or responding to the varying requirements of retailers and trading partners.

"Detailed product data is driving today's shopper and retailers must adopt solutions that can help them go beyond the limitations of single channel catalog systems to more quickly update product data online that capitalizes on trends and other factors driving the purchasing habits of channel-agnostic consumers," said Peter Zaballos, senior vice president and chief marketing officer, SPS Commerce. "Cloud-based and user-friendly, SPS Assortment simplifies product data management so brands can continually offer consumers a wide selection of items with expansive product information online, while also reducing costs and increasing sales."

SPS Assortment provides retailers with a single online view of a supplier's available product catalog and the tools and services needed to access product descriptions, prices, images and other descriptive attributes that can then be transformed into the most appropriate format (e.g., text, photo, video, 3D drawing, etc.) for the retailer's online product offering. With so many turning to mobile devices while shopping in-store, the need for product content on every channel has never been more critical.

"Reaching consumers across multiple touchpoints with rich and relevant product data is critical to winning new consumers and earning consumer loyalty," said Nathaniel Polky, director of information technology, McLendon Hardware. "SPS Assortment contributes to our broad content strategy to feature our vast in-store assortment to a wider online audience and gives us the ability to better and more quickly collaborate with trading partners to get product details posted, improve the consumer's shopping experience and maximize sales."

About SPS Commerce

SPS Commerce perfects the power of trading partner relationships with the industry's most broadly adopted retail cloud

services platform. As a leader in cloud-based supply chain management solutions, we provide proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. SPS Commerce has achieved 65 consecutive quarters of revenue growth and is headquartered in Minneapolis. For additional information, please contact SPS Commerce at 866-245-8100 or visit www.spscommerce.com.

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