



Product Data Exchange Documentation

December 2023

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Product Data Exchange (PDX) Enhancements

2023.4 Enhanced features

This release includes language-specific conditions and language-specific channel attribute names and LOVs added to PDX. Additional capabilities and functions have been added to the Digital Catalog.

Language-specific conditions

Global manufacturers and brand owners syndicate their product data with dozens of languages, many of which can be delivered to the same retailer or marketplace. They often need to tailor their language-specific data to meet retailer needs or to better represent their products on the market, as well as use language-specific logic to determine which channels should receive which products.

With 2023.4, PDX Syndication users working with data across multiple languages and delivering multi-lingual content to various channels will automatically be able to assign products and transform their data to meet retailer requirements in a way that respects the different content across languages in their product data. This will limit manual data edits and user actions while ensuring the highest quality content is delivered to channels in a streamlined way.

The PDX syndication license is required for the functionality described above.

Language-specific channel attribute names and LOVs

Global manufacturers and brand owners syndicate their product data with dozens of languages, and the teams that are responsible for providing and verifying the product content in certain languages might not be as confident in their process if they do not see the attribute names and other elements of the channel requirements in their local language.

With 2023.4, PDX Syndication users working in channels that span multiple markets with multiple languages will be able to see the attribute names, descriptions, and LOVs in the language in which they are enriching the data, enabling them to be more confident in the correctness and completeness of the data they are providing.

The PDX syndication license is required for the functionality described above.

Digital Catalog capabilities

Until today, Digital Catalog owners could make their product content available for retailer and distributor partners but had limitations around multi-lingual content and complex data structures; they also did not have a simple way to unpublish products from their catalogs.

Enhanced capabilities for the 2023.4 release of Digital Catalogs include the following:

- Support for multiple languages, allowing manufacturers and retailers working across different geographies to provide and see product descriptions in different language layers. This will ease the

commercial process across international companies.

- An option for manufacturers to unpublish products from the catalog, via the PDX interface and API. This will prevent manufacturers from having to delete entire catalogs each time they want to prevent retailers from accessing products they might not carry anymore.
- Support for composite attributes used in PDX. These attributes will be rendered as a grid in the Digital Catalog interface to describe nutritional information or any other structured data elements necessary for consumers of the product data.

The PDX Digital Catalog license is required for the functionality described above.