Productsup Integrates with SAP Product Content Hub Solution, Delivering an End-to-end Product Content Flow to Customers

Productsup signs OEM agreement with SAP to leverage their leading content syndication and feed management capabilities for SAP Product Content Hub solution

Berlin, 22 August, 2019 – Productsup today announced it has signed an original equipment manufacturer (OEM) agreement with SAP (NYSE: SAP). Through this agreement, SAP integrates Productsup's leading product content syndication and feed management capabilities into their SAP Product Content Hub solution. The bundled cloud solution enables businesses to integrate, manage, syndicate and publish product content across numerous digital channels.

"We're committed to empowering businesses to break through digital walls in commerce and this partnership shows it. We're proud to have been chosen by SAP to be a part of Product Content Hub and we're excited to see how our joint customers benefit from this integration," said Emile Bloemen, SVP Strategic Partnerships, Productsup.

Consumers nowadays look for product information on many social media, marketplaces and devices. To stay competitive, companies have to meet consumers across these multiple touchpoints with relevant information and maintain coherence while doing so. Companies need an agile solution that helps them conquer new channels and markets quickly and reliably.

SAP Product Content Hub allows businesses to create a 360° view of their product data for use in omnichannel commerce. Product data can easily be onboarded from multiple source systems, then enriched and maintained in SAP Product Content Hub. Data can then be syndicated to a variety of sales channels using Productsup's capabilities. As Productsup is fully integrated within the new offering, users don't need to leave the platform to make use of it, nor do they need to sign an additional agreement with Productsup. Productsup powers SAP Product Content Hub with the following features:

- Data load / import
- Data transformation (source target attribute mapping),
- B. I. driven data manipulation
- Data syndication
- Assessing channel readiness

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About Productsup

Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize their product content for all digital marketing, shopping and business channels, such as Google, Amazon, Facebook, or Walmart. With agile data and seamless connectivity, the award-winning company helps customers break through data silos and get their products to market quickly.

Headquartered in Berlin, Germany, Productsup is trusted by more than 800 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

Visit www.productsup.com to learn more.

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