

## **NETCONOMY and Productsup announce partnership to provide end-to-end omnichannel solution to their customers**

*This partnership enables brands and retailers to enhance their omnichannel experiences and provide a frictionless customer journey*

**Berlin, 11 December 2019** - NETCONOMY, premier innovation partner for customer experience, and Productsup, leader in ecommerce data integration, today announced they have entered a strategic partnership that enables their customers to create seamless, personalized and inspiring customer journeys across all touchpoints.

Productsup offers an innovative, easy-to-use platform for product content syndication, feed management, marketplace integration, and vendor onboarding, empowering brands and retailers to optimize and syndicate product content to any digital marketing, shopping, or business channel. As a leading full-service partner for SAP Customer Experience solutions, NETCONOMY drives business innovation for companies across numerous industries and geographies.

“NETCONOMY is an instrumental part of our solution integrator growth strategy. We’re very excited to welcome them into our partner ecosystem. Together we will help more businesses optimize their technology investments and enhance omnichannel customer experiences,” said Emile Bloemen, SVP Strategic Partnerships, Productsup.

“An agile channel connector plays an important role in making customer journeys seamless and frictionless. We are very excited to partner with Productsup to drive innovation for our joint customer base,” said Martin Barzauner, CEO, NETCONOMY.

The two companies have a growing shared customer base whose growth will accelerate through this partnership.

###ENDS###

### **About NETCONOMY**

With a strong focus on innovation NETCONOMY is shaping the future of digital leadership for its clients. With the flexible SAP Customer Experience Suite and the SAP Cloud Services we create a future-proof platform for an extraordinary customer journey in an agile business environment. NETCONOMY has 20 years of experience and employs more than 430 CX professionals. By introducing and driving innovation initiatives around customer experience, we support clients on the road of shifting their businesses into the digital world. More info:

[www.netconomy.net](http://www.netconomy.net)

## **About Productsup**

Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize and syndicate their product content to 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](http://www.productsup.com) to learn more.

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