

## PartnerAccess™

Allowing manufacturers to streamline product releases and influence the product content delivered to our DataSource customers.

- Ensure accurate and timely product information for your partners
- Control and manage product information distributed in the channel
- Syndicate product information to more than 2,100 channel partners all at once



### OVERVIEW

PartnerAccess allows manufacturers to integrate directly into our product data production process and distribution network and assists manufacturers in providing their customers with uninterrupted and timely access to product information. Through the use of an online portal, manufacturers can automate and streamline each step of the product content management process. From content creation and launch, through product content delivery and tracking, manufacturers can now easily and effectively manage product information in the channel. Manufacturer product information gets delivered to the channel through CNET Content Solutions' premium DataSource™ service.

### FEATURES

- Create new product SKUs for the market
- View and provide feedback on the product information we produce
- Identify which retailers use CNET Content Solutions for a specific SKU
- Identify channel partners who use CNET Content Solutions by market
- Communicate end of life products that are no longer in production
- Upload marketing text and related product data



### BENEFITS

- **Improve quality and completeness of product information** – Timely access to product information to resolve incomplete data
- **Experience more timely product launches** – Get products to market faster
- **Increase cost efficiencies** – Update once and disseminate to more than 2,100 leading channel partners in U.S. and Europe

## PRODUCT COMPARISON

FEATURES	PARTNERACCESS	PREMIUM
Single market access	✓	✓
Product lookup	✓	✓
Change technical specifications	✓	✓
View dissemination information		✓
Edit end of life products		✓
Edit marketing text		✓
Add related products		✓
Upload rich content		✓
Bulk uploads		✓
Multiple log-ins		✓

CNET Content Solutions is the world's leading independent source of product information.

With detailed content in 34 markets on over 12 million technology products in 23 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line.

Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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