

# Gepard & amazon: HOW WE LAUNCHED AFS CONNECTOR

JUMBO

DENVER®

icecat  
the open catalog



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Starting from 2022, Amazon is steadily moving to [Amazon Seller Central](#). The operations on Amazon Vendor Central are going down, while Amazon keeps expanding the opportunities for sellers.

Update

With this trend in mind, numerous businesses have to face the challenge of moving to Amazon Seller Central. Gepard is offering its clients support in migrating from Amazon Vendor Central to Amazon Seller Central and improving their product data syndication processes. Read more about flawless integration with Amazon Seller Partner API to explore how to get your products to the most popular sales platform.

## ABOUT AFS SAAS PROJECT

July 2018 Amazon established an AFS (Amazon Feed Specifications), an Amazon's data interchange standard.

The purpose of the AFS is to enable vendors to manage product content and sales with Amazon effectively, safely, and in a single manner.

Previously, a vendor needed to manually type in data to the Amazon Excel templates (NIS form). This slowed down the work process, giving way to possible errors and data validation issues.

## VENDORS CHALLENGE

Vendors wanted to sell their products on Amazon fast and efficiently. Since AFS structure demands a specific data format that should comply with JSON schema, this becomes a challenge for a vendor.

Plus, the structure emerges a need in a functional & safe environment to import and enhance these data at any time, without a call for a manual job.





## VENDORS

Denver and Jumbo vendors needed to optimize the flow of their product content to the Amazon marketplace. Therefore, Icecat and Gepard established a partnership to successfully perform product data syndication.

## PARTNERS

Icecat as a content provider or, according to Amazon's terminology, CSP (Catalog Service Provider) or data integrator.

Gepard as a team that helped Icecat to build a solution on a connection between Icecat and AFS platforms based on Gepard Syndicator.

## HOW A NEW STRUCTURE WORKS

Previously, vendors were sending/updating the product data through the Vendor Central manually.

However, now Amazon wants to automate data intake from all sellers. This entails different formats adaptation. Icecat's taxonomy differs from the one of Amazon (categories, attributes, etc.). Therefore, the question of data matching and delivery arises.

Now, as a file has been submitted via API, Amazon provides a report, which informs whether the feed is correct and was delivered successfully, or not. That means vendors had to follow these reports and deal with possible issues by themselves.

Therefore, the probability of mistakes and product description errors rises. This slows a workflow on each selling stage.

## SEAMLESS CONTENT DELIVERY TO AFS

- Automated a process of data input, combined with manual enrichment;
- Installed 2 times quicker mapping;
- Matched vendor's own product data with the Icecat's one;
- Mapped Icecat data model (taxonomy) to Amazon's one on categories, attributes and unit values level;
- Eliminated the possibility of errors occurrences;
- Set faster product feed management and regular marketplace updates.



## VENDOR'S CHALLENGE

Deliver product data to Amazon API in accordance with AFS (Amazon Feed Specifications).

Transform Icecat taxonomy to Amazon's.

Amazon has a very dynamic taxonomy (which could change monthly), therefore it is hard to keep product feed updated and stable.

Combine vendors' data with Icecat's.

Different taxonomy (product data model) in each Amazon country.

## SOLUTION

Icecat and Gepard team perform mapping, product data transformations and syndication in compilation with AFS and push it to Amazon. Product content can be manually optimized for better performance.

**Gepard Syndicator** matches and transforms Icecat's taxonomy to Amazon's to create an AFS product file.

We created a tool that allows keeping the taxonomy updated. It notifies our team if there is a need to map new features/attributes when Amazon taxonomy updates.

The structure of product data storage allows adding vendors' extra data.

Depending on the country, the category may have a different set of features and values. Gepard, together with Icecat, maps and syndicates data taking into account, that JSON schema is different for each country.

# HOW ADDING NEW PRODUCTS WORK

## BEFORE:

- 1** Vendor fills all products data to NIS form (with 150+ fields for each product) manually.
- 2** Manual upload to Vendor Central.
- 3** The product appears on Amazon.
- 4** In case of any corrections and updates, the vendor still needs to put the information manually each time.

## AFTER:

- 1** Vendor prepares a product file with just 2 necessary fields (brand and MPN) in CSV and sends this file to Gepard.
- 2** Gepard transforms and syndicates Icecat's mapped data to Amazon specifications (in JSON). Manually optimized content is applied on top of automated data
- 3** The product appears on Amazon.
- 4** Each new cycle is an automated process, with no need from a vendor to input/update product feed data to Amazon.





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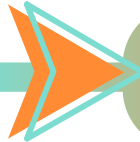


Vendor



Product List

ICECAT AFS  
CONNECTOR  
BY GEPARD



AFS product  
feed



**icecat**  
the open catalog

Gepard



\*Vendors can send extra product data. Icecat and Gepard team merges it with AFS product and sends it directly to Amazon.



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## LEADING THE WAY

Emre Tan, Managing Director at Icecat.

Victoria Melnychuk, Project Manager at Icecat.

Darina Bondar, Project Manager at Gepard.

Cyril Dorogan, Chief Commercial Officer at Gepard.

# Gepard

Gepard content syndication platform empowers manufacturers and retailers to deliver the product information consumers demand.

### Key benefits:

- + Increase mapping speed;
- + Direct integration with Icecat as co-developers of an Icecat platform;
- + Multiple languages and GEOs support;
- + Saves time on manual work;
- + Reduce maintenance & overhead costs.

## CONTACTS

To learn more about Gepard, visit **[gepard.io](https://gepard.io)** or send an email to **[info@gepard.io](mailto:info@gepard.io)**.



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