



# AUTOMATING PRODUCT DATA FLOW TO LAZADA FOR HP DISTRIBUTORS

Gepard



**icecat**  
the open catalog



Lazada

# PARTICIPANTS

## HP ASIA PACIFIC IS ACTIVELY EXPANDING ON THE SOUTH-EASTERN ASIA MARKET



One of the elements of its development plan is to promote and support its Lazada seller base.



To make it happen in the most efficient way, HP needs to set an automatic push of a new and updated product content, directly to sellers' accounts.

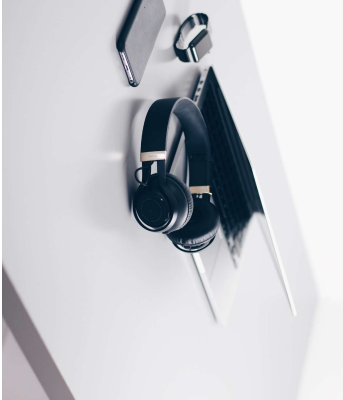
Read more about how Gepard Team dealt with HP's challenge in this case study.



## LAZADA, A SOUTHEAST ASIAN MARKETPLACE

Lazada is a Southeast Asian e-commerce online marketplace, operating in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. With 300 million + products SKUs, it empowers retailers to sell products of diverse industries — from fashion to consumer electronics, and even groceries.





## BEHIND THE SCENES: WHO'S MAKING IT WORK

### MEET HP

HP wants to **set a regular content flow** for the sellers of its products (Aone Plus, SNS and Superb Multimedia) on Lazada online marketplaces. But it became obvious that performing a content push by themselves is an inefficient practice.

#### WHY?

- Manual work is a big time-to-market consumer
- Follow fast product feed regulations updates
- Apply any changes in time and correctly

To take the responsibility off sellers' shoulders, HP takes initiative on providing its product data directly to Lazada Open Platform. So sellers do not need to be involved.

### LAZADA GROUP

With Lazada Group you got a chance to get acquainted previously. Here it provides an API enabling the seller's data push within Lazada Open Platform.

### ICECAT

Here's a hail to Icecat, providing product content and modeling the data for HP.

### GEpard

And, Gepard team: making the product content delivery happen smooth without a need for client's interference.





HP APJ company sells products on the 6 country-oriented Lazada marketplaces (Lazada Indonesia, Lazada in Malaysia, Lazada in Philippines, Lazada Singapore, Lazada in Thailand, and Lazada Vietnam) and needs a regular update of these products' descriptions. To distribute Icecat product content to the Lazada endpoint in the required format to each seller, HP got a Gepard help. Here, the team acts as a provider of a solution based on Gepard Syndicator.

Read how Gepard and Icecat helped HP to deliver HP Data to Lazada:

## CHALLENGE

HP needs a description of its products to be standardized

Conform HP's product descriptions to Lazada taxonomy

Adapt and deliver product data to 6 countries marketplaces with different taxonomies

Adapt and deliver product data to different sellers' accounts with an individual product portfolio

Instantly react to product content updates and simultaneously implement any changes

1

2

3

4

5

## SOLUTION

Cooperates with Icecat to get the product described

Icecat team sets mapping rules. Then Gepard matches Icecat's and Lazada's product data taxonomy, while adjusting formatting - from JSON to XML product feed files

Gepard sets automated product content transformation flow & push directly to Lazada Open Platform complying with taxonomies of 6 different locations

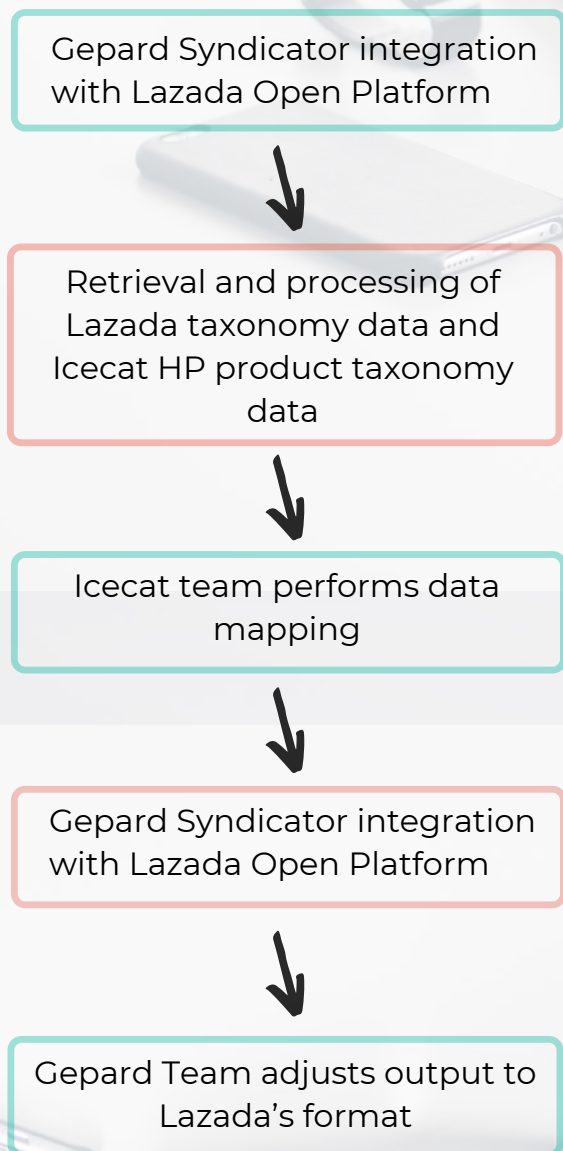
Gepard delivers transformed product data to each seller's account with individual product portfolio

Gepard Syndicator automatically receives all updates. As a result, the info is shared and implemented across all necessary channels. Automatically. Without sellers' and HP's interference

# WORKFLOW

As we already know - to deliver product content to the Lazada endpoint in the required format, HP needs **Gepard Syndicator**. Now let's refer to a scheme to get a basic understanding of how we do a set up and how the work flows.

## HOW WE DO A SET UP



# WORKFLOW

## HOW THE CONTENT FLOWS



1

Gepard team transforms and syndicates mapped data to Lazada's specifications

2

To determine which product needs an **update** Gepard retrieves HP product data from the sellers at Lazada

3

Gepard **requests** and imports data on a required HP product from Icecat

4

Gepard Syndicator **transforms** an Icecat HP product to Lazada sellers' format

5

Data push to Lazada (API)

6

Regular **product descriptions updates** on Lazada Open Platform

# LEADING THE PROJECT



- Peter Sol, Commercial Director at Icecat
- Ekaterina Rudchenko, Project Manager at Icecat
- Anna Chumak, Project Manager at Gepard
- Cyril Dorogan, Senior Partnership Manager at Gepard
- Omar Kassim, Project Manager at Lazada
- Scott Johnson - VP, Product Operations Lazada



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

## **Gepard Syndicator benefits:**

- Aggregates information from multiple content sources
- Transforms product descriptions into the appropriate format
- Establishes connections between numerous software solutions
- Delivers data to every retailer in the required format and taxonomy

Gepard

TALK TO US AT [INFO@GEPARD.IO](mailto:INFO@GEPARD.IO)

