https://cloudblue.com

Syndication Agreements

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What is Syndication?

Syndication represents a method for distributing products from one marketplace to another. In general, syndication enables to synchronize product data across multiple sales channels while complying with their provided business and legal requirements.

Syndication can be increasingly important for Connect users, since syndicating can drastically increase product exposure. Which in turn helps Connect users reach new audience and new potential customers.

Your organization can also skyrocket the sales by distributing a product across different marketplaces. Customers tend to use various platforms and sales channels for various needs. For instance, a customer can acquire certain products by using global marketplaces (eBay, Alibaba, etc.), while this customer can buy specific products from niche-focused platforms (like ASOS or Bonanaza).

Therefore, syndication enables Connect users to address flexibility and diversity in their marketing strategies, which consequently greatly increases the company's sales.

Overview

Distributors create a syndication agreement to sign a syndication contract with Resellers on the CloudBlue Connect platform. Thus, Connect enables Distributors to establish sale chains via Reseller marketplaces by creating syndication agreements and activating syndication contracts.

> ●
> Note
>
> Syndication agreements are also called **Indirect Sourcing Agreements** within the provided graphical user interface. In general, Resellers do not have direct business relationships or communication with Vendors. Hence the name *indirect*.

The following diagram illustrates syndication agreements and syndication contracts data model.

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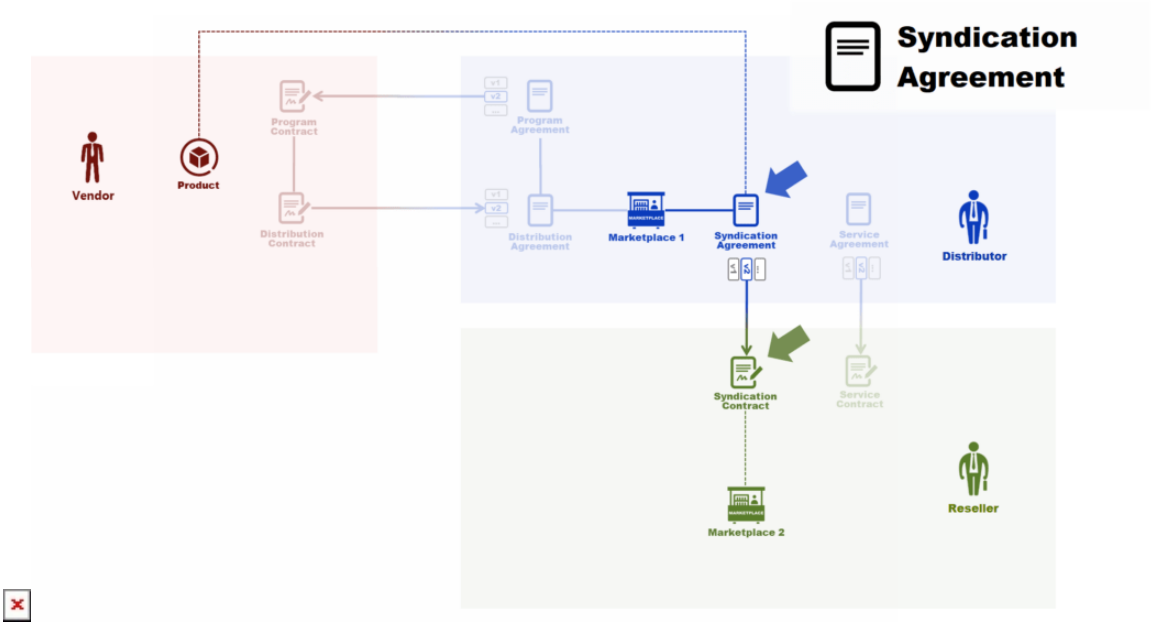

As displayed in this diagram, *Distributor* uses a distribution contract with *Vendor* and a syndication contract with *Reseller* to distribute specified *Product* via two marketplaces, one owned by *Distributor* and another one owned by *Reseller*.

Creating Syndication Agreements

Create a syndication agreement to define terms and conditions for your syndication contract. Follow the steps below to successfully create a syndication agreement.

1. Start creating a new agreement

Click the **Create Agreement** button to start creating a new agreement.

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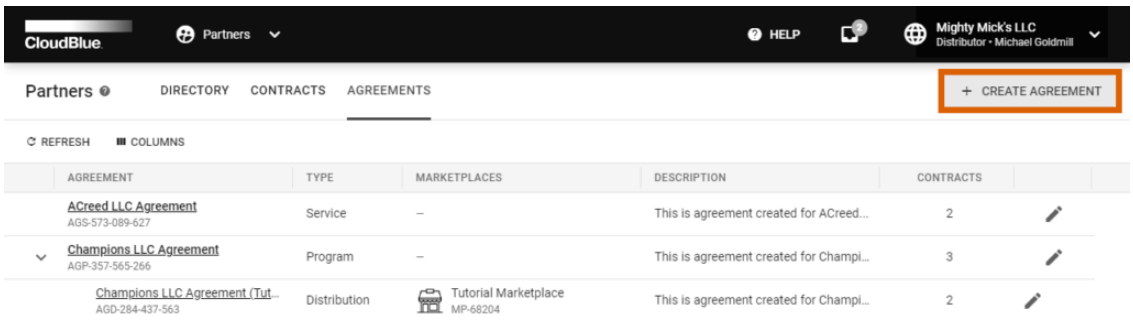

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2. Specify agreement attributes

Fill out the following agreement form:

- **Type**: Select the *Syndication* agreement type.
- **Name**: Enter a name for your agreement.
- **Description**: Provide a description for your agreement.
- **Document source**: Select *External Document* to provide a link to your agreement document or choose *Uploaded File* to upload a document file (in the PDF format). Otherwise, select *None* to show your Partner only the text from the *description* field.
- **Activate version**: Activate your agreement version by checking this checkbox. In case this checkbox is left unchecked, your agreement version can be specified and activated from the agreement details screen.

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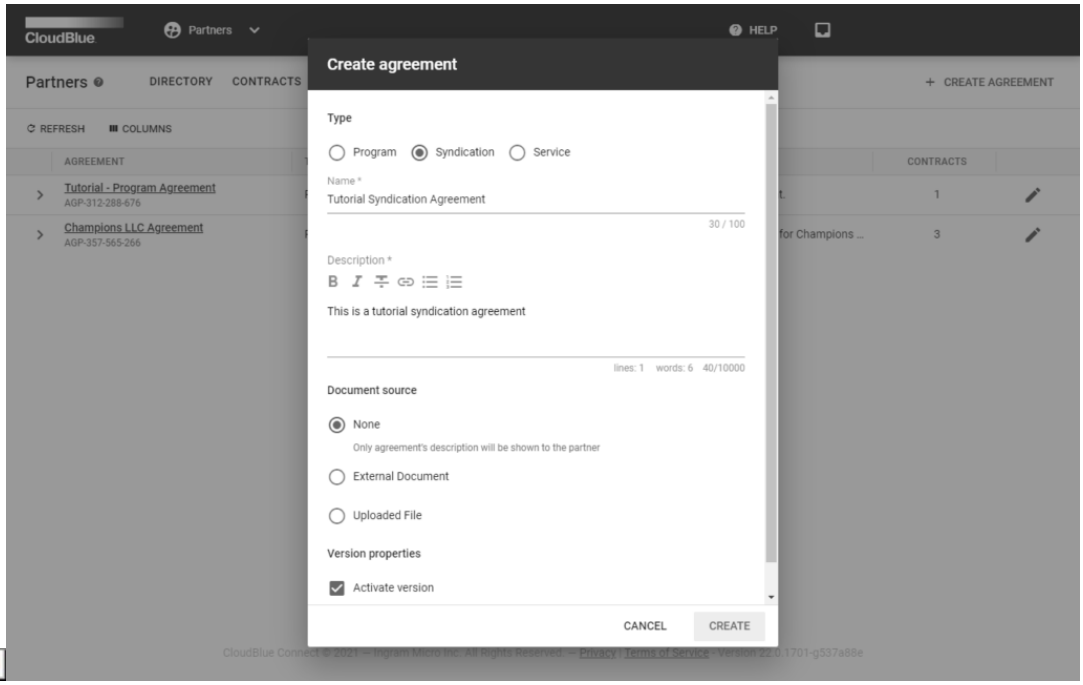

Click the **Create** button to finalize your agreement creation.

Therefore, your generated syndication agreement will be displayed on the list within the **Agreements** tab. Note that you can review your created syndication agreement details by clicking on the agreement name.

Syndication Agreement Details

The *Syndication Agreement Details* screen provides general information on agreement versions, associated contracts, update and creation date, and more. This screen can also be used to access additional agreement data and perform various operations as described below:

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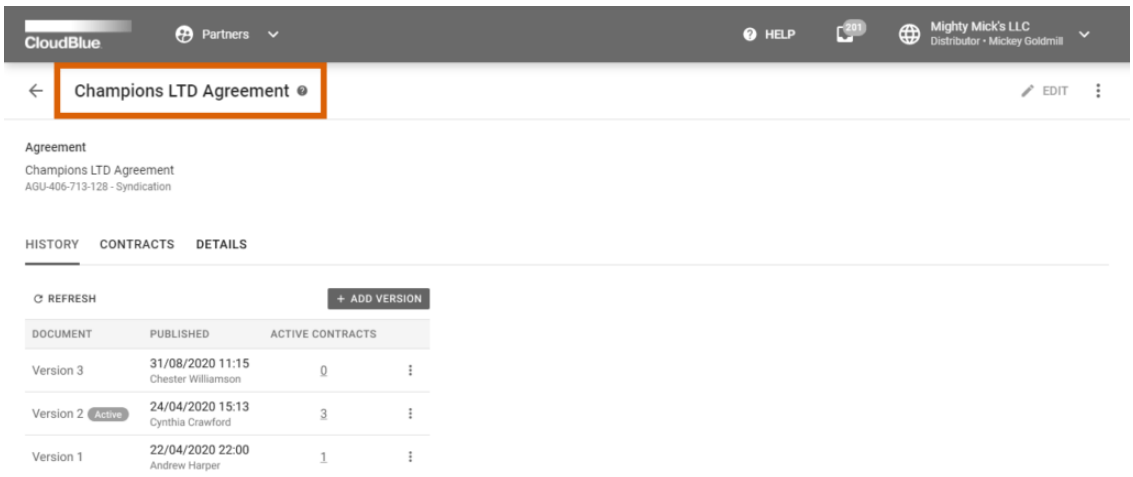

The system allows Distributors to delete syndication agreements by clicking on the vertical ellipsis (⋮) icon and selecting the *Delete* option.

Use the **Edit** button at the top-right corner of the agreement details screen to open a form that allows you to change name and description for your agreement. This form can be also used to enable or disable the *Syndication Contracts Auto-Accept* feature. Refer to the Catalog Management documentation for more information on this feature.

The **History** tab showcases all created agreement versions and highlights your active agreement version with the *Active* icon. Click *Add Version* to upload or provide a new document that defines terms for your syndication agreement. Use the vertical ellipsis (⋮) icon next to your agreement version from the list to activate or delete a specific version.

The **Contracts** tab, as the name implies, is used to access syndication contracts that are based on your selected agreement.

The **Details** tab contains your specified agreement description and indicates if the Syndication Contracts Auto-Accept feature is enabled.

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