Sharing Information with Customers and Vendors Your Way

Grey Wolf Systems

AGENDA

- ✓ Introduction
- ✓ Why Share
- ✓ Who to Share with
- ✓ What to Share
- ✓ How to Share
- ✓ Wrap-up

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Rick Sundahl

CMA, CSCA, CCP

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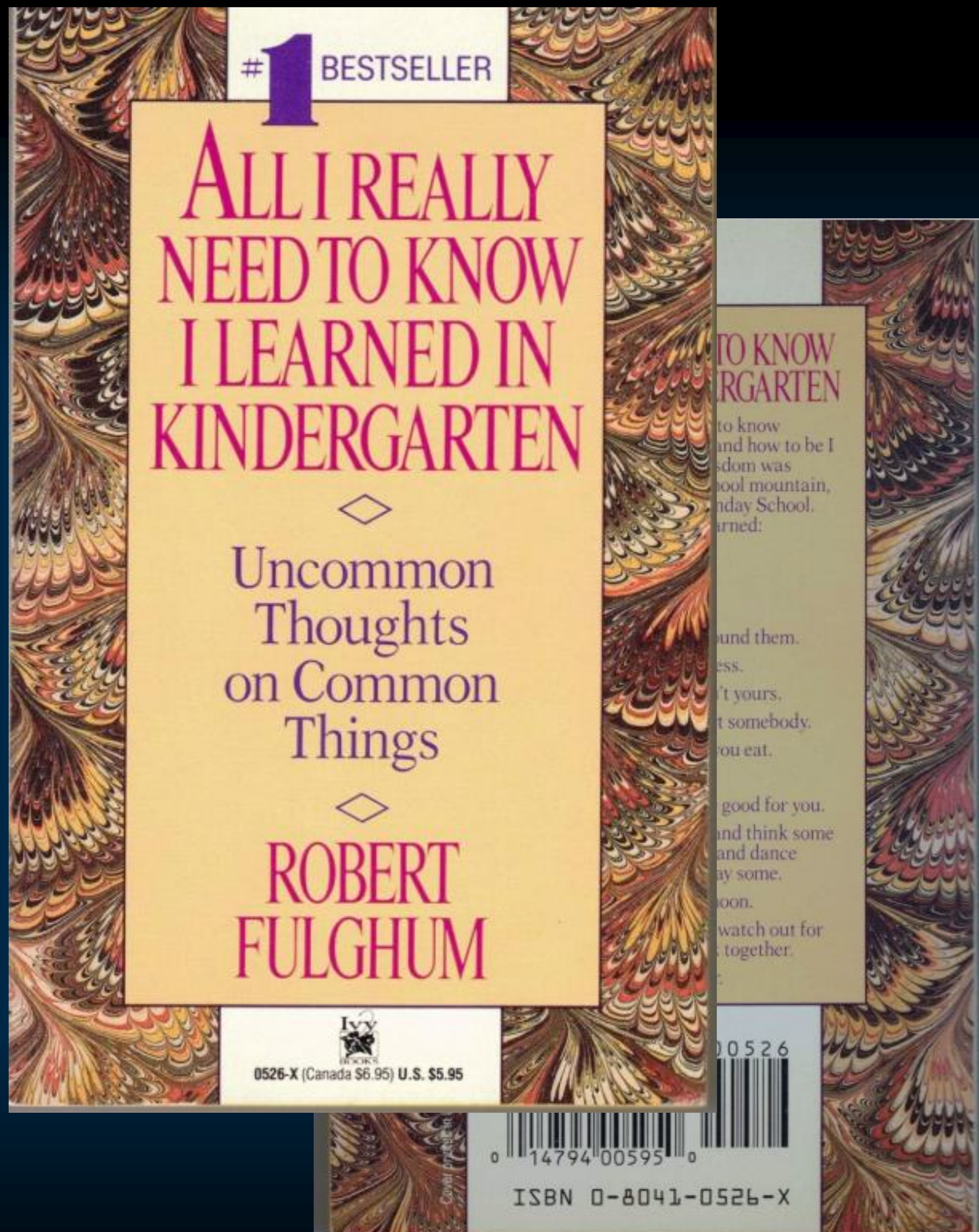
Why Share?



First Edition 1986

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ALL I REALLY NEED TO KNOW I LEARNED IN KINDERGARTEN

Most of what I really need to know
about how to live and what to do and how to be I
learned in kindergarten. Wisdom was
not at the top of the graduate-school mountain,
but there in the sandpile at Sunday School.
These are the things I learned:

Share everything.

Play fair.

Don't hit people.

and play and work every day some.

Take a nap every afternoon.

When you go out into the world, watch out for traffic, hold hands, and stick together.

Be aware of wonder.

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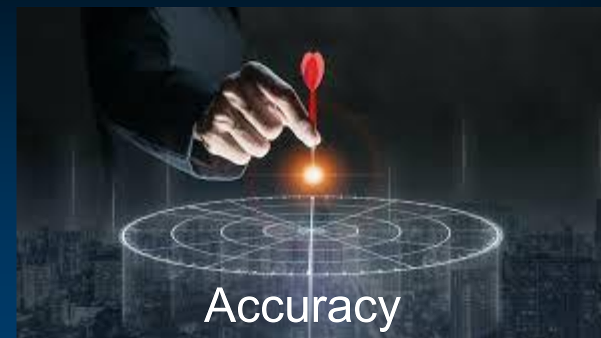
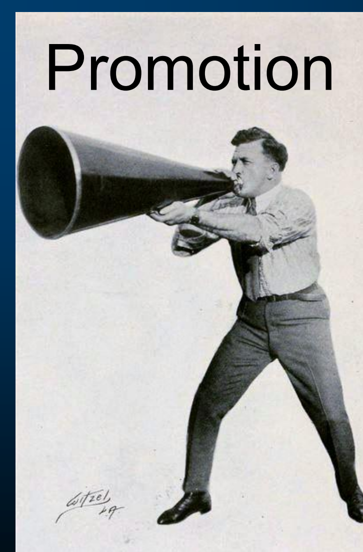
Why Share?





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What is data sharing?

Data sharing is the process of making an organization's data resources available to multiple applications, users and other organizations. Effective data sharing involves a combination of technologies, practices, legal frameworks and organizational efforts to facilitate secure access for multiple entities without compromising data integrity.

Organizations that embrace big data analytics recognize data as a valuable strategic asset in their portfolio. This data comes from various sources, such as metrics derived from software applications, customer behavior data and Internet of Things (IoT) signals from appliances and sensors.

Think of data as books in a library. Data sharing is akin to having a library card that allows everyone in the organization to access and borrow these books when they need them. Without data sharing, each department would need to create and maintain its own library, leading to duplication, outdated information and narrow resources.

Organizations that share data can collaborate more effectively with partners, establish new business opportunities, form new partnerships and generate revenue streams through data products and other monetization. However, data sharing requires a commitment to maintaining the integrity and reliability of shared data throughout its lifecycle, assuring that it remains trustworthy, coherent and useful for accurate analysis. Successful data sharing allows stakeholders to gain valuable perspectives, develop new services and technologies and prepare for upcoming trends by analyzing vast amounts of data from both within and without the organization.

Source: IBM

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Source: IBM

the form of new
ortunities. During
we expect to see
re opportunities
e data-sharing
hem monetize
ets and accomplish
people's data.

rly stage, this
ng up steam. In a
research found that
data and analytics
nding their ability
another 17% plan
2 months.[1]

growing at an annual rate of 7.5% and is expected to reach US$437 million in value by 2028. Currently, the health care and finance sectors are leading most FHE explorations.[2]

More than 70% of global data and analytics decision-makers are expanding their ability to use external data.

Source: Deloitt Insights

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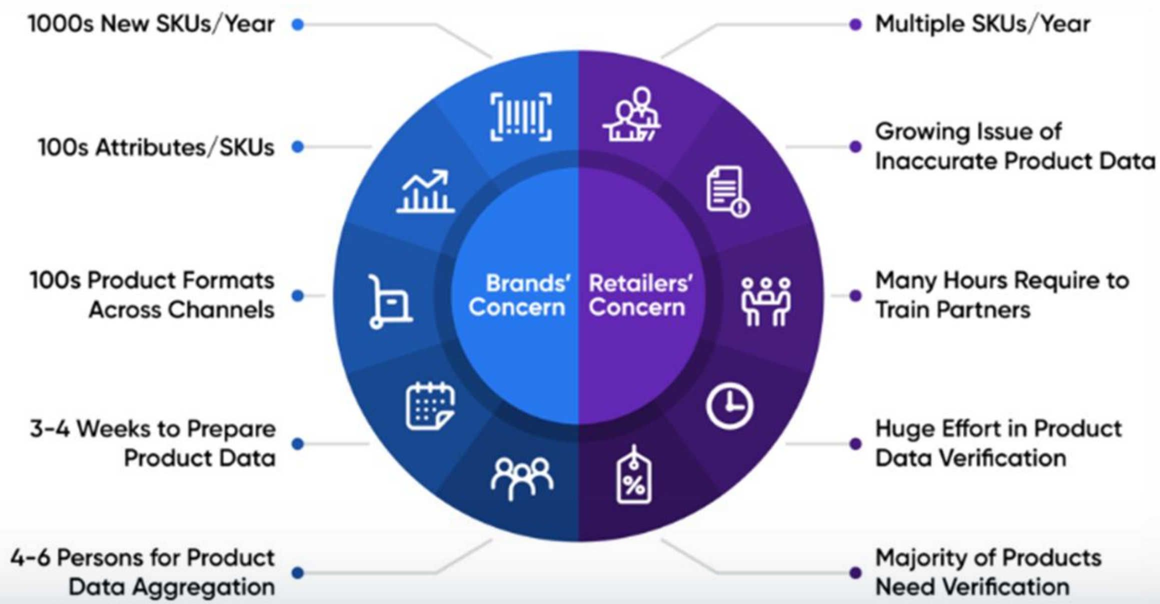
The Complex State of Managing Product Data

Enterprises today invest a decent amount of time, money, and resources in managing foundational product data. Different enterprises have a different set of requirements to streamline and make their product data consumer-ready in a wide range of formats. Moreover, **product information management** requirements may differ widely across regions and product categories. This all demands huge efforts and time.



1. Uncertainty in PIM

Enterprises are often uncertain about the purpose and value of product information management (PIM). It is a growing challenge for them

2. Unrealized Potential

Source: Pimcore

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6. How Product Content Syndication Increases Revenue

Accelerate your Time-To- Market

While syndicating your product content, you must tackle each channel's unique, complex, and continuously changing feed requirements. An automated product content syndication process eliminates errors of any kind and format channel-ready catalogs, automatically and in bulk. Thus, you can bring your products to market at the right time and in the right way.

Save Costly Resources

An efficient and stable process helps you reduce your overhead. You can rapidly and reliably syndicate product data and rich content to multiple sales and marketing channels without any difficulty. Thus, it empowers your team to work faster, achieve more, and save on resources.

Build Trust & Loyalty

You can always ensure comprehensive, accurate, and targeted product information across all touchpoints. It enables a seamless capability for customers to transact within and across channels, regardless of the product or the combination of products and services, without inconvenience or delays.

Scale Your Business

Disruption in retail has no end in sight. Retailers should develop strategies that align with the strength scenario by leveraging technology to support transactions and customer desires for human-led and personalized experiences. A robust product data syndication strategy enables you to adapt fast to new channels, technologies, and consumer behaviors.

Enhance Business Agility

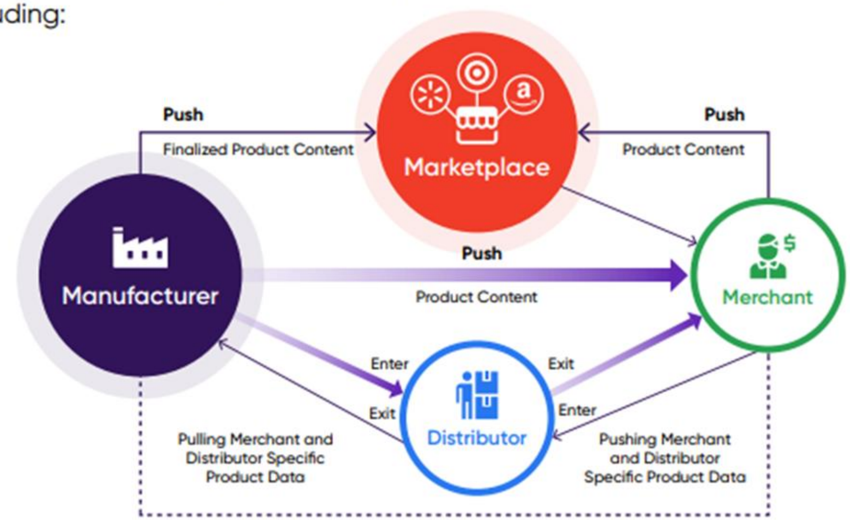
With a future yet unclear, retailers can predict and preempt disruption by adapting to different market scenarios. Retailers can develop PDS strategies that align with the dexterity scenario, so that they can create new opportunities to connect with customers who increasingly expect a conversational style of interaction across channels.

Source: Pimcore

b PCS Implications in the Business

Retail is a dynamic industry with many possible future scenarios. Accurate publication and synchronization of product content with sell-side partners is key to digital commerce success. Given the scale and volume of product content, it is challenging to do it manually. A robust PCS mechanism can be really valuable for managing and preparing channel-ready product content with speed and scale. It helps retailers in various ways, including:

- Ensuring product content consistency across channels
- Publishing product content faster than ever
- Reducing errors and improve operational efficiency
- Selling more with higher-quality product content to boost sales
- Enabling omnichannel commerce to scale business



Source: Pimcore

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operations.

One such tool is electronic data interchange (EDI), which significantly enhances the efficiency and effectiveness of supply chain processes.

Benefits of EDI in the supply chain include:

- **Faster transaction processing:** EDI automates the exchange of documents, cutting down transaction times from days to minutes.
- **Error reduction:** By eliminating manual data entry, EDI reduces the likelihood of human errors, which improves the accuracy of orders and invoices.
- **Cost savings:** Businesses can save on paper, postage and labor, while also reducing the cost of correcting errors.
- **Improved partner relationships:** EDI fosters better communication and collaboration between supply chain partners, improving visibility and trust.

Companies can boost supply chain efficiency by adopting EDI step-by-step, focusing on real-time data exchange, EDI integration and overall supply chain optimization.

Source: IBM

Why Use EDI? 5 Benefits

1. Cost Efficiency

EDI reduces expenses associated with paper-based processes, including printing, storage, filing, and mailing. Integration with cloud-based systems, such as CRMs and analytics tools, allows businesses to cut operational costs even further and minimise resource usage.

2. Accelerated Commerce

EDI speeds up supply chain operations by automating order processing, invoicing, and shipment tracking. It also minimises manual errors that cause delays, ensuring transactions move smoothly from one stage to the next.

3. Enhanced Accuracy

With API-driven connectivity, EDI improves data reliability by reducing human intervention in data entry and document handling. This translates into fewer fulfilment errors, fewer vendor disputes, and greater consistency in business transactions.

4. Data Enrichment

On top of transferring data, EDI also enhances it. By integrating with various systems like ERPs, CRMs, WMS, and more, it allows businesses to gain real-time insights into customers, orders, inventory, and more. This integration provides valuable data that helps companies make informed decisions and improve customer interactions. Additionally, data can be enriched either through pre-established dictionaries or by manual processes, ensuring that the information remains accurate and relevant.

5. Heightened Productivity

Thanks to EDI automating repetitive manual tasks, employees can now focus on activities requiring human intervention, such as supplier management, business expansion, and customer service improvements. Instead of handling paperwork, teams can drive innovation and growth.

Source: Silicon Canals

Who to Share with?

Who to Share with?

Customers

GRAINGER®

JOHN DEERE

SAFETY APPAREL.CA

Tyson Foods™

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Who to Share with?

Vendors

DELTA

3M

Honeywell

TORO

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Who to Share with?

Shops

Who to Share with?

eCommerce Marketplaces

amazon

ebay

LOWE'S

THE HOME DEPOT

Walmart

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Who to Share with?

Private Marketplaces

coupa

supplyFORCE

SAP Ariba

DeepStream

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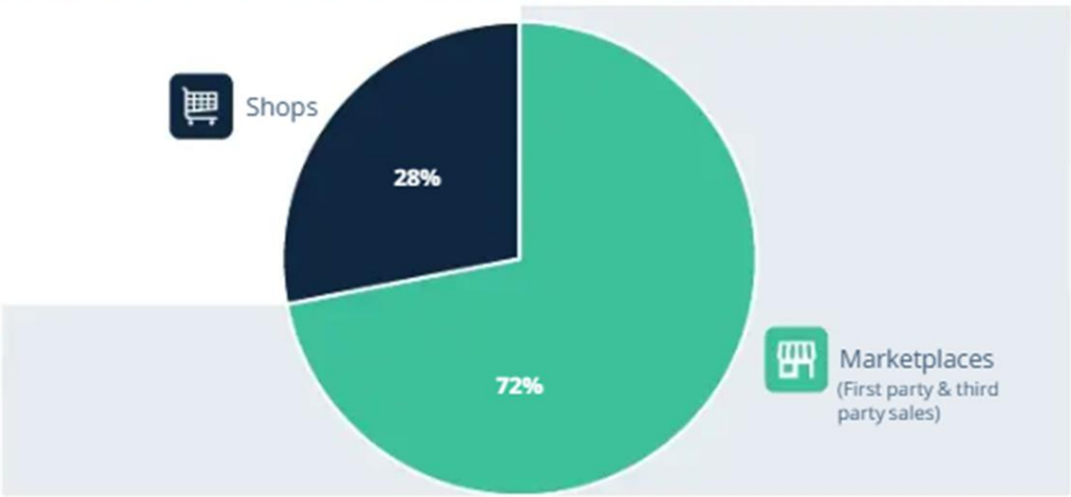
Who to Share with?

Marketplaces Take Over | Cross-Border Boom | Temu & TikTok Changing the Game | Online Pharmacies in High Demand

About Three Quarters of the Total eCommerce Revenue Worldwide Is Transacted via Marketplaces

B2C Physical eCommerce Revenue Share Shops Versus Marketplaces in 2024



The recent years have seen a clear shift towards eCommerce marketplaces, away from the former focus on online stores.

By 2024, 72% of global eCommerce revenues were transacted on marketplaces. This compares against the remaining 28% of revenues that online stores generated.

Online marketplaces enable third-party sellers to distribute their merchandise on a digital platform, increasing product variety and enhancing audience appeal.

Certain regions drive this trend, such as China, where the marketplace share is 93%.

2 **Note:** For definitions see: https://ecommercedb.com/glossary/marketplace

Source: ECDB analysis

ECDB

Source: ECDB

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Who to Share with?

Marketplaces Take Over | Cross-Border Boom | Temu & TikTok Changing the Game | Online Pharmacies in High Demand

Marketplace Dominates eCommerce Revenue in Asia As Well As South & Middle America, Other Regions Follow Trend Slower

Revenue Split Between Stores and Marketplaces per Region in 2024

The two regions where the marketplace model is most prevalent in eCommerce are Asia and South & Middle America. In Asia, the revenue split is 97% for marketplaces versus only 3% for online stores. South & Middle America perform similarly with 96% for marketplaces and 4% for online stores.

Other regions are following this trend. While marketplaces still account for less than half of eCommerce revenues in North America and Europe, at 46% and 47%, respectively, **their share is growing**.

In the rest of the world (ROW), online stores still dominate with 74%.

3 **Note:** (1) Includes Middle America

Source: ECDB analysis

ECDB

Source: ECDB

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Who to Share with?

Global Growth Rates of Online Marketplaces Have Been Consistently More Positive Than Those of Online Shops

Global Nominal Growth Rates in %

Measured in the global growth rate between marketplaces and online shops, **marketplaces clearly have had the more positive development in recent years.** Marketplaces grew a little higher during the pandemic in 2021 (22%) than online stores (20%), and they also saw a less pronounced downturn in the slump after. For the more recent time span between 2023 and 2025, **marketplaces are clearly ahead of online stores, each year by around 5 to 6 percentage points.**

Note: (1) Forecast.
Source: ECDB analysis

ECDB

Source: ECDB

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What to Share?

CONNECT 2026
ORLANDO, FL

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What to Share?

Transactional
Information
Exchange

Purchase Order – 850
Purchase Order Acknowledgement – 855
Advance Ship Notice – 856
Invoice – 810
Payment Order/Remittance Advice – 820
Purchase Order Change Request – Buyer Initiated – 860

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What to Share?

Static
Information
Updates

Price/Sales Catalog – 832
Product Activity Data – 852
Inventory Inquiry/Advice – 846
Item Maintenance – 888
Price Information – 879
Organizational Relationships – 816

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How to Share?

Connectors

Important Announcement from Epicor President, Vaibhav Vohra

Vaibhav Vohra <info@tech.epicor.com>
To Rick Sundahl

Reply | Reply All | Forward

Tue 1/6/2026 1:13

You forwarded this message on 1/8/2026 9:51 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.

EPICOR

Epicor Prophet 21 Innovation Moves to the Cloud:
On-Premises Development Ends in 2028

To our Epicor Prophet 21 customers,

For more than 50 years Epicor has proudly partnered with thousands of distributors, helping companies like yours drive productivity, strengthen security, and accelerate growth. As we continue to invest in the future of distribution innovation, Epicor is announcing the final release of on-premises Prophet 21 and a clear innovation pathway to cloud for on-premises customers.

The final release of on-premises Epicor Prophet 21 will be 2028.1, tentatively scheduled for May 2028. This release will be the last to include new features for Epicor Prophet 21 deployed on-premises. After that, further Prophet 21 innovation will be delivered exclusively in the Epicor Cloud. On-premises customers include companies that purchased perpetual licenses of the software and deployed on-premises, in private datacenters, in self-hosted public datacenters, or via unaffiliated hosting providers. Customers who purchased Epicor Prophet 21 SaaS are not affected, as this is deployed in the Epicor Cloud.

What is MDM?

Data Maintenance

(Master Data Management - MDM)

Products | Pricing | Customers | Vendors

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Keystone®
Master Data Management

CONNECT 2026
ORLANDO, FL

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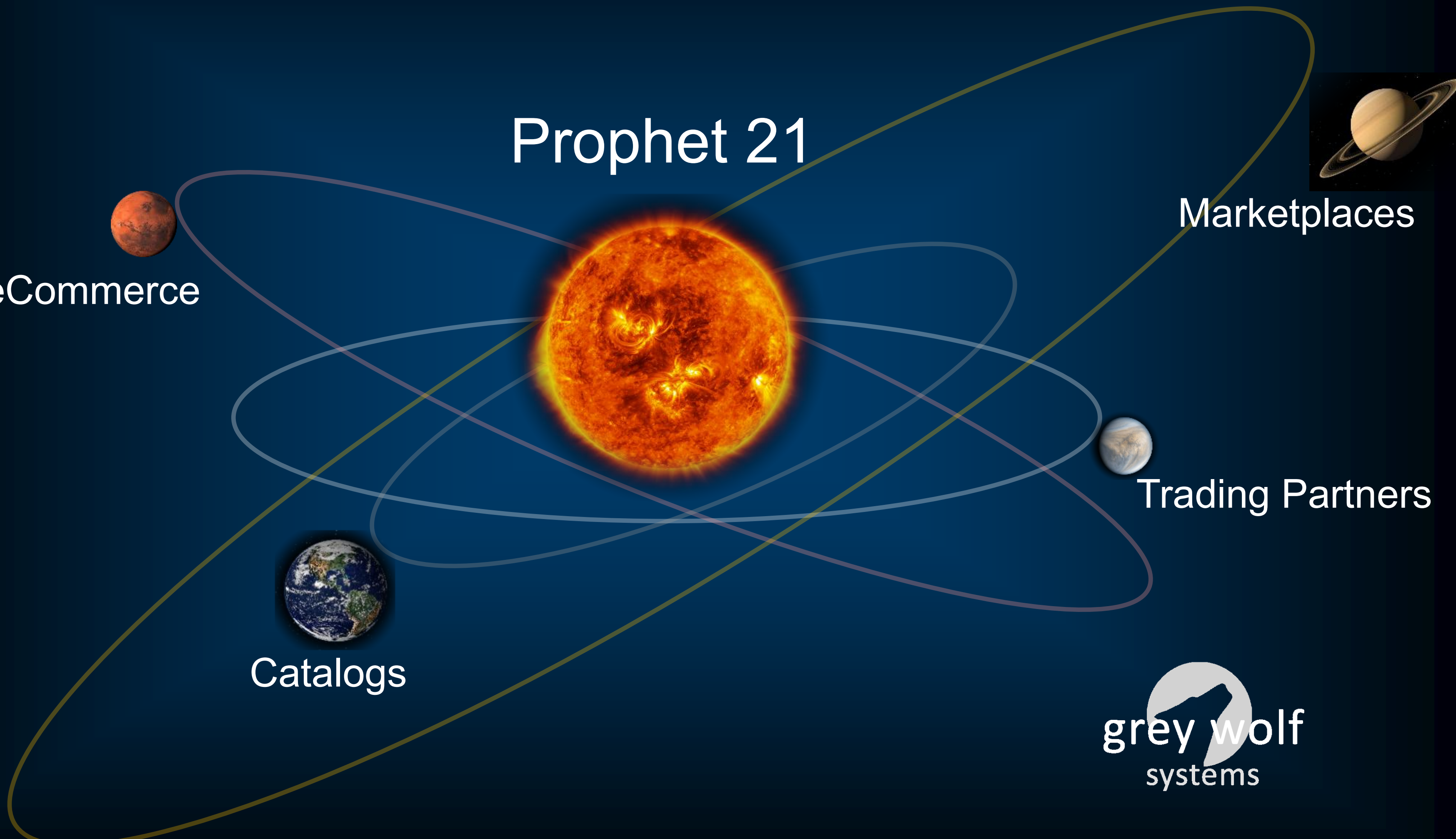
World Revolves around Prophet 21



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World Revolves around Products

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Keystone® PIM

overview | comparisons | videos | faq | industry articles | pricing

CORE MODULE	ERP MODULES	EXTERNAL MODULES
$180 per month (up to 10 GB of disk) $200 per month (up to 100 GB of disk) $220 per month (up to 200 GB of disk)	$60 per month per module → Prophet 21 → SX.enterprise → SyteLine (coming soon) → Prophet 21 Cloud (coming soon) → CloudSuite Industrial (coming soon) → CloudSuite Distibution Enterprise (coming soon)	$30 per month per module → Magento → Shopify → Amazon → Walmart (coming soon) → Home Depot (coming soon)
Details	Details	Details

- ✓ Monthly charges based upon disk space and modules
- ✓ No limit on number of users

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What is EDI?

Electronic Transactions

(Electronic Data Interchange - EDI)

Orders | Invoices | Acknowledgements | ASN

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Partner Connect®
EDI

Partner Connect® EDI

overview | past documents | comparisons | videos | faq | industry articles | pricing

ENTRY LEVEL	PRO LEVEL	ENTERPRISE LEVEL
$745 per month	$1,145 per month	$1,945 per month
Up to 15 Trading Partner Connections	Up to 100 Trading Partner Connections	Unlimited Trading Partner Connections
Details	Details	Details

- ✓ Monthly subscription based upon Trading Partner Connections
- ✓ No new setup fees
- ✓ No kilocharacter fees
- ✓ Grey Wolf bugs are fixed for no fee
- ✓ Data related issues are billable

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Summary

- Sharing extends just doing good business
- Sharing goes beyond Customers and Vendors
- Sharing of static information is different than sharing of transactional information
- Grey Wolf's Keystone ® product is ideal for static information
- Grey Wolf's Partner Connect ® product is ideal for transactional information

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THANK YOU

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