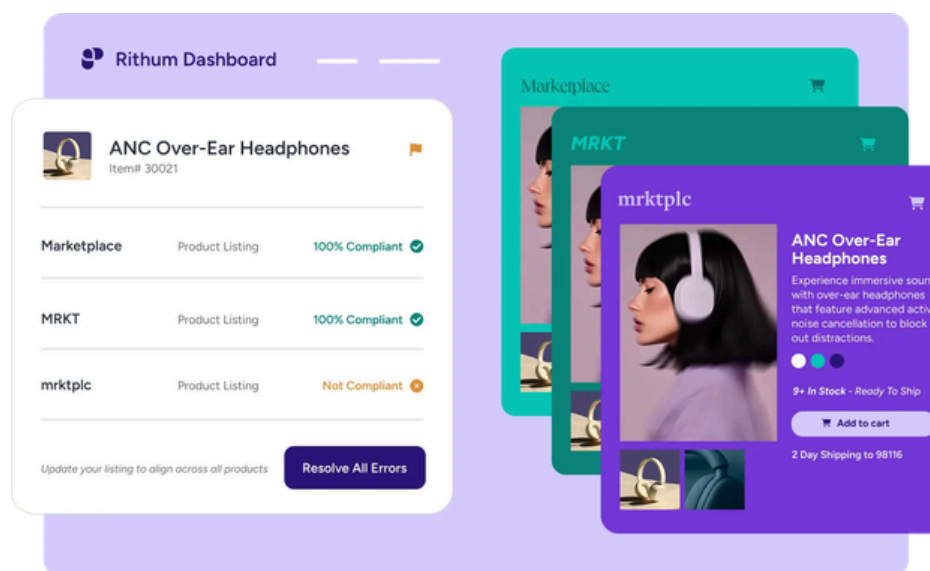


# Built for the reality of enterprise-scale catalog—powered by AI



## WHEN CATALOG SCALE BECOMES A GROWTH BLOCKER

When you're managing thousands (or millions) of SKUs across hundreds of suppliers, catalog onboarding isn't just an operational task—it's a growth constraint. At scale, small issues become big blockers:

- Missing or inconsistent product data delays listings
- Compliance issues pile up across categories and suppliers
- Teams spend time chasing fixes instead of expanding assortment
- Suppliers struggle to meet requirements quickly and consistently

The result?  
Slower time to live on site, unnecessary friction with suppliers, and lost revenue opportunities.

## A NEW WAY TO MANAGE CATALOG COMPLEXITY

Every Rithum retailer has access to Basic Catalog. Advanced Catalog is designed for retailers operating at greater scale—unlocking deeper control, AI-driven data improvement, and faster paths to live listings when basic workflows aren't enough.

	BASIC CATALOG	ADVANCED CATALOG
Lightweight attribute validations	✓	✓
Storage and access to item content and images	✓	✓
Custom attribute requirements created at the category level		✓
Retailer and supplier item compliance visibility		✓
Detailed exception reporting		✓
Change management notifications		✓
Visibility into supplier actions and compliance status changes		✓
Ability to enable private marketplace workflow		✓

### WHAT'S DIFFERENT

Rithum's Advanced Catalog is designed around one core idea: retailers need control and speed, without breaking supplier collaboration.

Instead of relying on manual workflows, spreadsheets, or bank and forth with suppliers for edits, Rithum brings AI-powered guidance and retailer controls directly into the catalog experience.

**AI leads the process.** Catalog Assist helps suppliers identify missing or incorrect data and apply fixes across many SKUs at once—reducing rework before issues ever reach the retailer.

**Retailers stay in control.** Channel override capabilities allow retailers to step in when needed—fixing compliance issues, correcting values, and ensuring listings meet internal standards without waiting on suppliers.

**One shared system, not back-and-forth.** Both retailers and suppliers work from the same requirements, the same data, and the same view of compliance—keeping everyone aligned as items move toward go-live.

## WHAT CHANGES WHEN CATALOG FRICTION DISAPPEARS

With Advanced Catalog, teams move from managing problems to scaling assortment.

### RETAILERS SEE



Faster time to live  
for new items



Fewer  
compliance-  
related delays



Less manual  
coordination with  
suppliers



Higher-quality,  
more consistent  
product data

Suppliers benefit from clearer requirements, guided fixes, and less rework, helping them get products live faster across more retailers.

### Proven at enterprise scale

Rithum supports commerce operations where scale and reliability matter most.

Our network powers more than \$50B+ in GMV annually, connecting 41.5K+ brands and retailers across 600+ global channels. Clients trust Rithum to handle complex catalog operations because our platform is built to grow with them. Retailers rely on Rithum not just as a platform—but as a long-term partner for growth.

## CURIOUS ABOUT HOW IT WORKS?

Advanced Catalog helps you move faster, stay in control, and grow with confidence.

[REQUEST A DEMO](#)