

atrify - Who we are



What do we do

Product content has never been this convenient



**Business in over
50 countries**

**Leading GDSN
Data Pool**

**24/7 Global
Support**

**ISO 27001
Certified**

Who we are

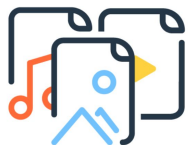
Take your content to the next level!

- › Smart Product Content solutions that dramatically speed up data synchronization
- › Global reach with local expertise: 2,500+ Customers, 20,000+ users in 50+ countries
- › Standards based non-proprietary technologies keep costs low
- › Fully integrated content solutions for both data providers and data recipients



Product Features

We work every day to simplify your life



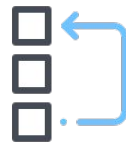
Digital Asset Management

Manage and share your digital assets easily with our all-in-one solution. We support image files, videos, safety data sheets, audio files, text documents, and more. Our platform and APIs make loading and sharing digital assets easy!



Machine Learning

Our systems are getting smarter every day making you even more efficient. From prediction services to anomaly and outlier detection our systems never stop learning. See what atrify's Machine Learning can do for your organization.



Dynamic User Interface

Through our dynamic UI users only spend time on the content and requirements that are needed. This saves time, improves consistency between items, and improves data quality across all your items.



Excel Integration

Our Excel tools are easily customized to upload and export your item level content. In addition, atrify's 'New Line Form' feature enables your content to support retailer-specific, excel based forms for item loading, and out-of-network top-off.

Our Services

Discover our comprehensive services and get ready for the digital transformation



Advisory Services

Strategic Orientation:

Profit from our expertise to develop and refine your Product Content strategy. Our global services professionals are ready to take on your content challenges as well as support you long term in your Product Content journey.



PIM Services

Partner Solutions: Profit from our large network of partners who can complement your Product Content strategy. From PIMs to ERPs our solution partners provide robust data management solutions and easy connector options.



Solution Services

Implementation Services:

Our implementation experts quickly and efficiently support all your implementation needs. atrify's integrated mapping tool can transform both inbound and outbound data to meet your data formatting needs.



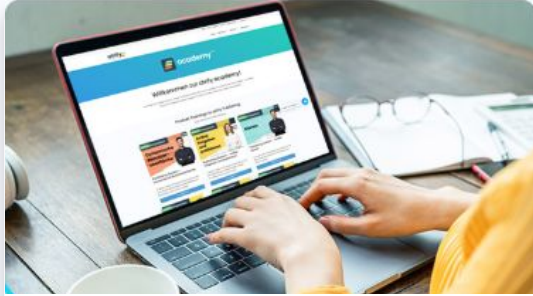
Data Pool Migration

Migration Service:

Thinking of switching data pools? We offer streamlined Data Pool transition tools and services to make the switch to atrify without disruptions. Just pick a package, follow our proven steps, and get going with atrify easily!

Education & Training

Expand your knowledge - We offer extensive opportunities to expand your knowledge and skills in a personalized manner



Digital academy

Expand your knowledge whenever & wherever you want. We offer 'how-to' training videos about our software solutions as well as important industry-specific topics.



Virtual Classroom

Let's get personal - our experts are ready to answer your questions. Choose from our extensive range of training courses - from beginner to expert we have you covered.



On-Site Training

Designed for you - our individualized on-site workshops are adapted to your needs. We'll work with you to develop an agenda individually designed to your goals.

Solutions for Retailers and eRetailers

Receive and manage product content via web browser or direct integration

atrify 'approval' is designed to provide retailers, distributors, and wholesalers with one of the most comprehensive solutions to subscribe, review, validate, and receive product content easily via a web browser or through system integration.

atrify's approval workflow allows retailers to focus and collaborate with their suppliers on the items they wish to receive. Customize item-specific rules and approvals as well as manage user roles to meet your specific business or category needs.

Global retailers trust atrify

[Learn More](#)



Consumer Goods

In-Store & eCommerce Business

Consumers in today's digital age expect more from their product content – in fact, they demand it.

We support data providers in meeting global regulatory requirements, such as EU 1169.

Global consumer brands trust atrify

[Learn More](#)



Foodservice

Safely managed, optimally distributed, served at its finest

Foodservice knows only too well how crucial transparency is for consumers. And when it comes to food safety, accurate product content is no longer a “nice to have” but actually is a “must have”.

atrify's solutions are focused on quality and compliance of product content to Foodservice standards.

[Learn More](#)



Healthcare

Patient safety and regulatory compliance

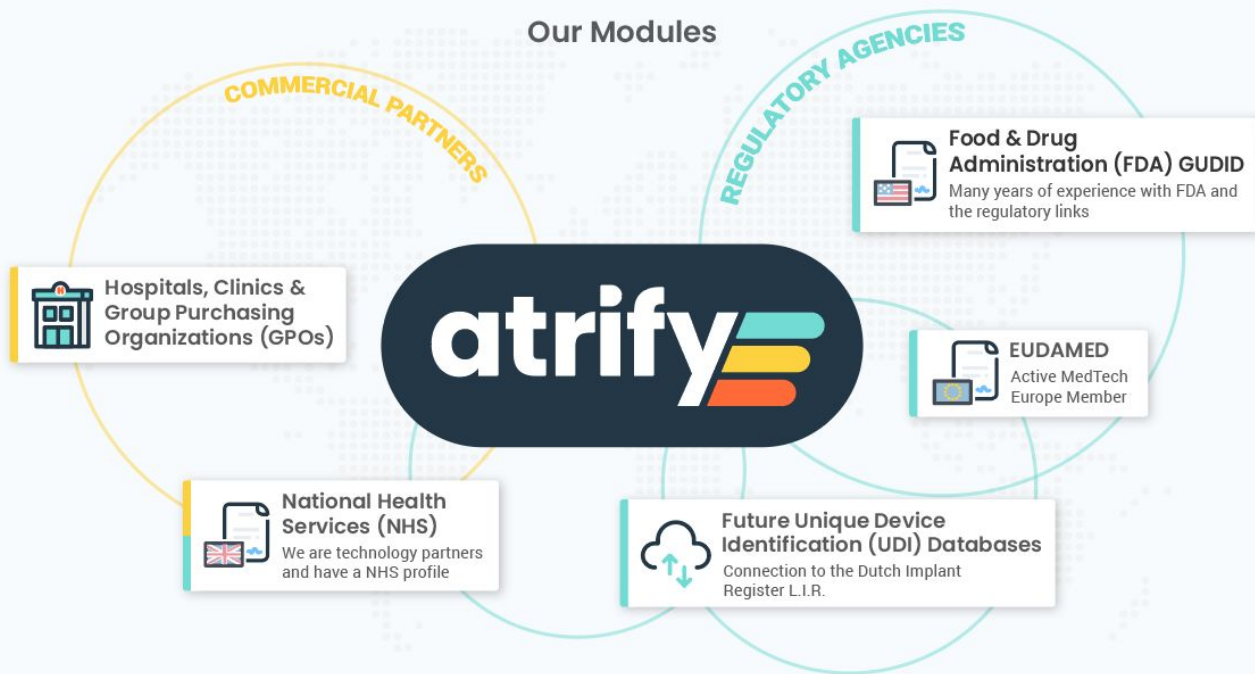
1,500 healthcare customers in over 50 countries trust atrify. With over 1 million medical devices in the atrify platform today atrify understands your device information management challenges.

We offer you one platform to transmit data to GUDID, EUDAMED, NMPA as well as commercial endpoints, such as hospitals, GPOs, or UK's NHS.

[Learn More](#)



Our healthcare modules



We are the all-in-one global solution provider for medical device manufacturers

Your contacts



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