



Stock in the Channel

# How A Crown Commercial Datafeed Works

Submit products to the RM6147 Education Technology Framework through one easy-to-use solution.

## Step One

Use [stockinthechannel.com](https://stockinthechannel.com) to set up and manage your personalised product catalogue. Our suite of tools let you enjoy full control of which distributors, categories, brands and even unique product SKUs are included in your dataset.

Watch our [Youtube](#) tutorial to follow step-by-step instructions, or book a [Webex](#) with the SITC today to see our datafeed in action.

## Step Two

Every night our system connects to every supplier and automatically imports your catalogue's stock and price files. The data is normalised, then matched with product descriptions from Icecat.

Next, SITC uses the lowest-cost supplier with available stock (including any uplift you have added) to calculate a final price using your margin rules. The full datafile is then pushed to the Mercato FTP site.

## Step Three

For compatibility with the Crown Commercial specification, we ensure your exported feed contains:

CCS Agreement Reference	RM6147	Plus Lot Ref.
Supplier Part Code	Disty SKU	Max 100 Chars.
Manufacturer Part Code	Mfr SKU	Max 100 Chars.
Manufacturer Name	Mfr Name	Max 100 Chars.
Description	Product Title	Max 100 Chars.
Supplier Price	Sale Price	Excl. VAT
Stock Level	From Available Distributor Stock	

## Step Four

Create and edit SKU selection and price margin rules as needs change and opportunities arise.

Use Stock Threshold to exclude products with low stock, and even set a global mark-up for all non-core products instead of pricing them individually.

## Step Five

You may have unique products (i.e. niche distributors or emerging manufacturers) or create your own SKUs (i.e. in-house manufacture or bundling multiples).

Using SITC's Privatefeed functionality you can securely import your stock and price data on these products. Privatefeed product data imported in this way is treated exactly the same way as the stock held by your distributors, but ringfenced for your organisation only.

### Stock in the Channel's Solution to the RM6147 Education Technology Framework

Our solution is sold on a rolling monthly contract which keeps you in complete control. Alternatively, pay annually to receive 2 months completely free.

[sales@stockinthechannel.com](mailto:sales@stockinthechannel.com)



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