



# DATA

*Powering The Industry*

## ABOUT SEMA DATA

SEMA Data provides the specialty-automotive industry's largest product data warehouse, with product management tools and e-commerce solutions that fuels growth and drives sales, and the online destination for the industry to engage, [semaconnected.com](http://semaconnected.com).

### BY THE NUMBERS

**600+** brands

Inventory of **4.5+ million parts**

Active network of **4,750+ resellers**

## MANUFACTURER SERVICES

*For manufacturers, importers, brand owners*

- **PartsHub:** Easily create and manage product information with visibility across teams and organizations from anywhere and anytime.
- **SEMA Data scorecard:** Gain insights into how product data compares to best practices and requirements and where to improve for better sales performance.
- **Customized datasets:** Reach more customers with targeted data for new markets or key industry segments and drive brand visibility and demand.
- **Merchandise loadsheets:** Speed up onboarding with major resellers with pre-formatted loadsheets to get products listed faster and more accurately.
- **Do-It-Yourself (DIY) or Do-It-With-Me (DIWM):** Work independently using PartsHub or get expert help with DIWM services when needed, whichever meets business goals.

## RESELLER SERVICES

*For distributors, retailers, e-commerce*

- **Normalized data:** Makes website filters, search, and product comparisons work quickly, accurately, and smoothly.
- **Export filtering:** Save time by exporting only what matters, tailored to sales channels or business systems.
- **Custom Export Builder:** Easily customize and schedule exports to support sales, match customer requirements, or streamline internal workflows.
- **Export Types:** Seamlessly integrate product data, whether by spreadsheets, standardized ACES and PIES XMLs, or APIs.
- **E-commerce Solutions:** Full-service website solution or plug-n-play apps for Shopify and more to help launch online businesses with ease.

“SEMA Data's tools boosted ORW's business and streamlined our digital integration.”

– Robert Frankfurth,  
Off Road Warehouse

## MORE INFORMATION:

[www.semadata.org](http://www.semadata.org)

LinkedIn: [www.linkedin.com/company/sema-data](https://www.linkedin.com/company/sema-data)

Facebook: [www.facebook.com/semasdc](https://www.facebook.com/semasdc)

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