SEMA 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.

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.

- **Merchandiser loadsheets:** Speed up onboarding with major resellers with pre-formatted load-sheets 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