Product Syndication/ Fresdesk

Section 1

# GETTING STARTED.

1. **What is Content Syndication?**

An easy way for HP Channel Partners to integrate real-time content into an existing website, online catalog, or e-commerce store, at no cost.

There are two content syndication solutions: Inline Product Experience and Brand Showcase.

And tool digital tools: HP Cross Sell and Up Sell tools.

To learn more of HP Syndication content go to: [www.hp.com/syndication](http://www.hp.com/syndication)

1. **What is Content Aggregation?**

Content Aggregation also known as “Above-the-fold” or “Structured content” is foundational content needed to build an online product detail page framework (i.e. Product name, description, bullets, images, messaging, specs, and more).

1. **Where can I get HP’s structured content?** 
   1. HP Partner Portal Catalog (No added cost to partners)
   2. HP Partner Portal > Sales and Marketing Digital content Solutions > HP Self-Service Digital Content Tool (No added cost to partners)
   3. HP CAP feed (No added cost to partners. Requires technical integration)
   4. HP Hermes API (No added cost to partners. Requires technical integration)
   5. Third party vendors:
      1. [Icecat](https://icecat.biz/en/registration)
      2. [1WorldSync](https://1worldsync.com/contact-us/)
      3. [Etilize](https://www.etilize.com/)

Countries served with structured content and eligibility:  
1. IceCat ATF content service is free of charge for partners in selected countries. Selected countries: Belgium. Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom, Singapore, and Philippines. This list is not contractual and subject to change. Outside of these countries, please contact Icecat to learn more.  
2. 1WorldSync ATF content service is available to partners globally. This service is funded by Partners

3.Etilize ATF content service is free of charge for partners in United States. Content for other countries may incur into additional charges.

1. **How do I improve an existing SKU level e-commerce store or online catalog?**

HP offers the following solutions at no added cost for partners.

1. HP PRODUCT EXPERIENCE:

Also known as “Rich inline”, “Below-the-fold”, or “A+”, HP’s enhanced product experience delivers accurate and compelling SKU level content right onto partner’s product detail pages, where shoppers are not taken away from the shopping experience. The adoption of product content syndication is proven to increase customer’s engagement and drive conversion with an add-to-carts uplift of up to 16%.

Additionally, to the rich inline SKU-level content, there are two value-added tools:

* Cross Sell Solution:

Recommended HP services, supplies and accessories for HP HW devices (i.e. Laptops will get all compatible care packs and accessories). It requires partner’s catalog feed to ensure there’s a real time check against price and inventory. Available as standalone logo that can be placed and as embedded module in the Inline Rich Content.

* Up Sell Solution:

Makes it easy for your customers to compare and purchase similar products, by offering some upgrade opportunities. It requires partner’s catalog feed to ensure there’s a real time check against price and inventory. Available only as an embedded module in the Inline Rich Content.

Product Coverage: While all main HP product categories and most of countries and languages are covered, we encourage users to reach out to our support team to ask for a specific country, language, or product coverage.

Support: <http://syndication.hpcontent.com/support/tickets/new>

1. BRAND SHOWCASE:

With the syndicated HP Brand Showcase, you can accelerate your digital go-to-market growth and readiness. This automated content allows you to display HP products, services, solutions on your website.

Always up-to-date and at no cost, this informational microsite with premium content helps you create consideration and preference, drive traffic to your website and supports your social media efforts.

To see a demo website go to:

<https://syndication.inc.hp.com/inpage/content/showcase/us/en/index.html>

Available Languages: English, Spanish, German, French, Italian, Swedish, Danish, Dutch, Norwegian, Finnish, Turkish, Thai and Vietnamese.

1. **Where can I sign up?**
2. Product Experience + Cross Sell and Upsell tools.

* For Commercial partners: <http://hp.com/go/syndication>
* For Retail partners: <http://hp.com/go/retailsyndication>

1. Brand Showcase:

<https://syndication.inc.hp.com/register/showcase/ww/en/>

1. **What are the enrollment steps?**

Enrolment steps (Use Google Chrome for better experience.)

1. Visit the desired program registration site from the links above.
2. Click on the “Enroll now” button.
3. Submit the registration.
4. For Product Experience and Brand Showcase the codes are sent automatically to the registered email. For the Cross and Upsell tools you will need to wait for an agent to review your request (3-4 business days).
5. If you need of assistance review the FAQS or open a new ticket.
6. **If I need support, who should I contact?**

You can create a ticket through <http://syndication.hpcontent.com/support/tickets/new> and we´ll get back to you!