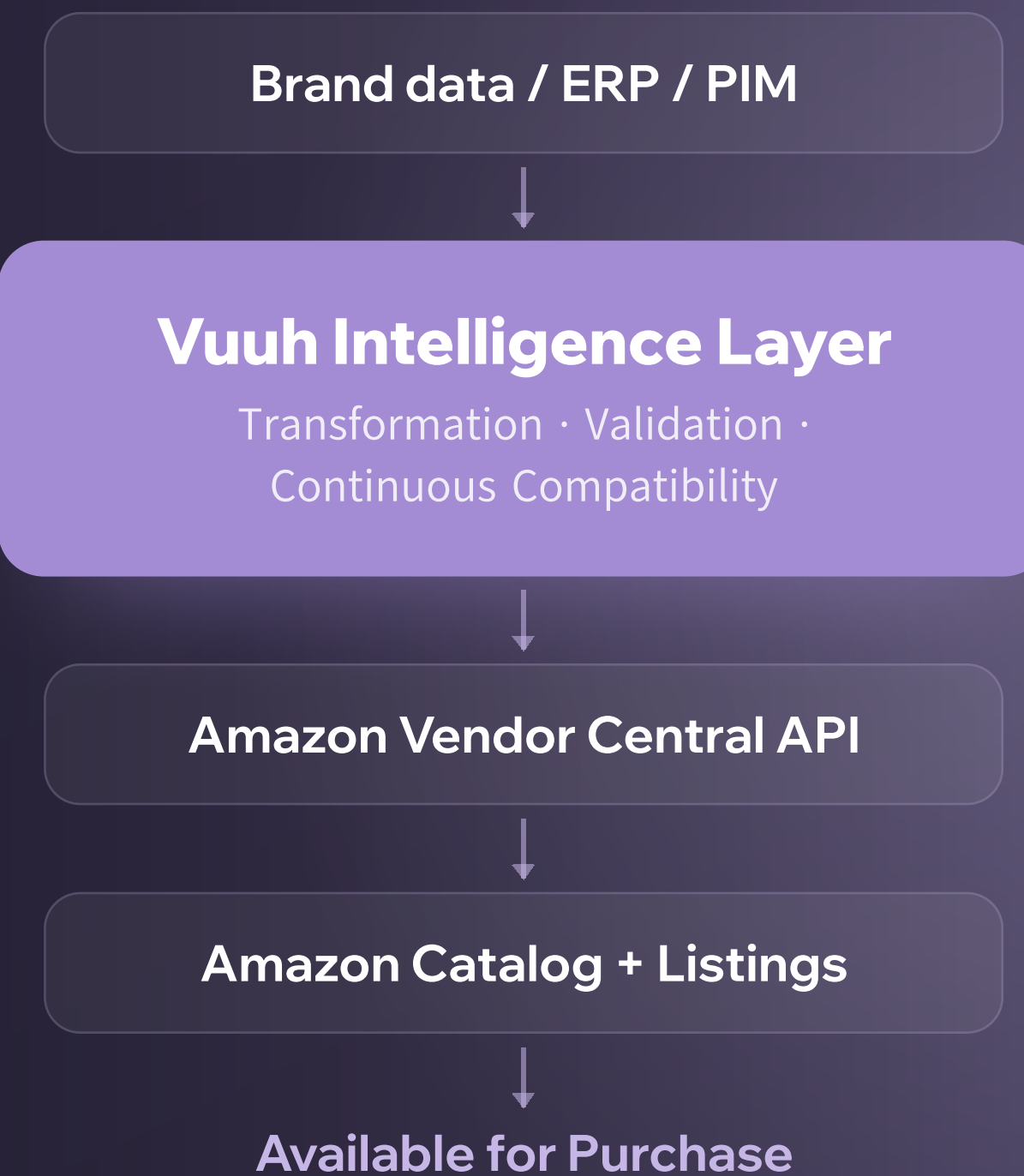


AMAZON VENDOR CENTRAL TECHNICAL OVERVIEW

The Intelligence Layer Between Enterprise Product Data and Amazon

Vuuh transforms, validates and continuously maintains product data compatibility with Amazon's Vendor Central API - enabling enterprise fashion brands to automate catalog creation and listing management while reducing manual work, submission errors and ongoing technical maintenance.

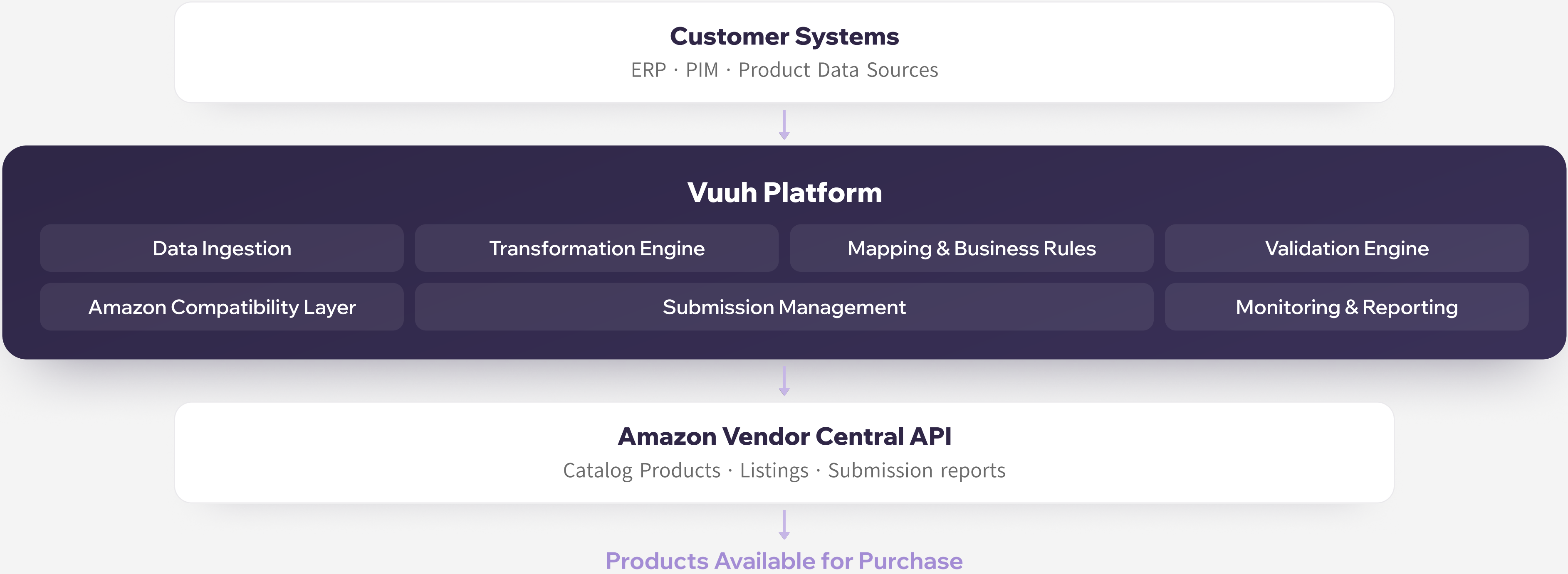
- ✓ Preferred Integration Partner for Amazon
- ✓ Enterprise proven with BESTSELLER
- ✓ 97%+ submission success rate



vuuh

One Integration. Continuous Amazon Compatibility.

Vuuh connects enterprise product data with Amazon's Vendor Central API through a managed transformation and submission platform. Instead of requiring the customer to restructure data to Amazon's changing specifications, Vuuh receives existing product data and transforms it into the formats, attributes and values Amazon requires.



**Data Transformation**

Vendor data is converted into Amazon-compliant product structures and accepted values.

**Submission Management**

Catalog products and associated listings are created or updated through Amazon's API.

**Operational Visibility**

Every item remains traceable from submission through Amazon's final response.

vuuh

Amazon Evolves. Your Product Data Does Not Have To.

Amazon continuously changes product requirements, schemas and classification logic. In a traditional integration, each change requires the vendor's technical team to update mappings and redeploy. Vuuh takes ownership of that ongoing work as part of the service.

Traditional Integration

Amazon changes a requirement

The customer identifies the change

Internal IT updates mappings or structures

Integration is tested and redeployed

Repeated with the next Amazon change

The vendor remains responsible for keeping the integration aligned with Amazon - creating recurring development work and operational risk.

Vuuh Managed Compatibility

Amazon changes a requirement

Vuuh updates mappings and validation rules

The customer continues sending existing data

The integration remains aligned with Amazon

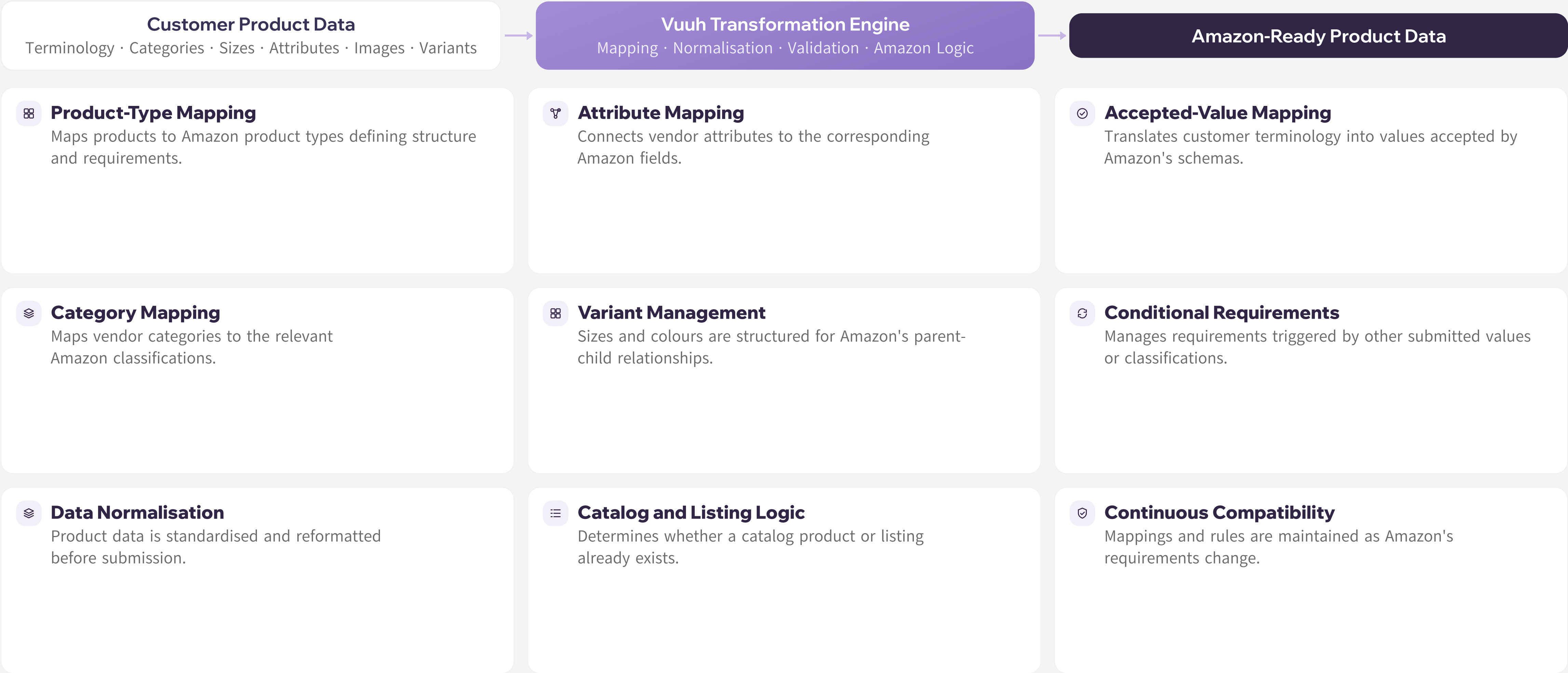
Vuuh continuously maintains the Amazon transformation layer - reducing customer-side development.

Vuuh continuously absorbs Amazon's complexity - so your team does not have to.

Continuous compatibility is included in the platform - not delivered as a separate development project.

More Than an API Connection

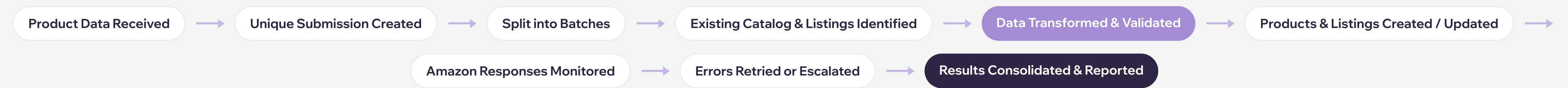
Connecting two systems is only the transport layer. The difficult part is transforming enterprise product data into structures Amazon can understand, validate and accept - before submission.



A field that appears optional may become mandatory when another value is selected - Vuuh manages these dependencies as part of the transformation process.
vuuh.com

Every Submission Is Validated, Monitored and Traceable

Large enterprise assortments cannot be treated as a single API request. Vuuh manages the full submission lifecycle - from ingestion and batching through catalog search, listing creation, Amazon responses and final reporting.



Batch Processing

Large submissions are divided into manageable batches, processed in parallel within Amazon's API limits.

Existing Product Detection

Vuuh searches for existing catalog records and listings to avoid duplication.

Error Management

Temporary issues are retried; genuine exceptions are flagged for manual follow-up.

Consolidated Reporting

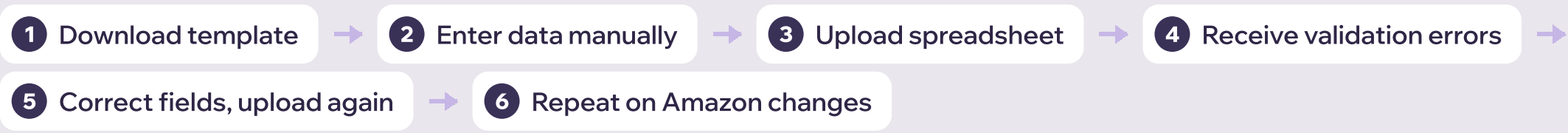
Results consolidate under the original submission ID for a complete overview.

Every barcode reaches a defined outcome - successful, already available, awaiting retry or requiring manual action.

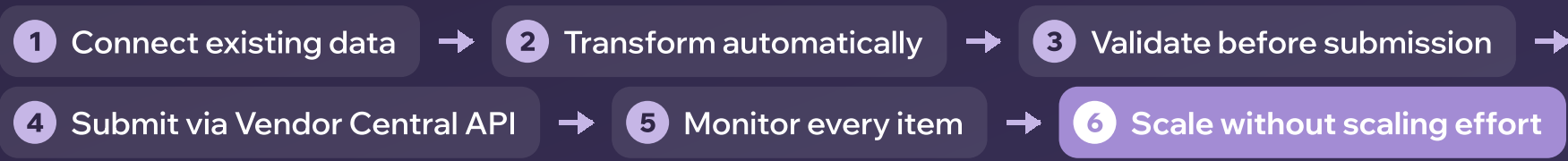
From Manual Product Onboarding to Continuous Automation

Many Amazon vendors create products by downloading Excel templates, entering data manually and correcting rejections through repeated upload cycles - repetitive and difficult to scale for large seasonal assortments.

Manual Excel Process



Vuuh API Automation



	Manual Process	Vuuh
Data entry	Manual	Automated transformation
Submission	Repeated uploads	Direct API submission
Errors	Found after upload	Validated before submission
Amazon changes	Manual response	Vuuh maintains compatibility
Scale	Difficult	Built for large assortments
Workload	High manual effort	Substantially reduced

vuuh

Built for Reliable Enterprise Operations

Vuuh combines automation with operational oversight - processing high product volumes while giving operational teams visibility into progress, errors and final outcomes.

97%+
SUBMISSION SUCCESS RATE



Real-Time Monitoring

Follow active, completed and queued batches while processing is underway.



Structured Error Visibility

Errors are captured at item level for investigation, retry or resolution.



Complete Traceability

The submission stays connected to every SKU, batch, response and result.

Designed for Enterprise Scale

- Large submissions are divided into controlled batches
- Queueing balances speed, stability and API limits
- Results consolidated into a final operational output

- Multiple batches processed in parallel
- Failed batches retried without restarting the submission

The objective is not simply to submit products - it is to ensure as much of the assortment as possible is successfully available before Amazon's buying deadline.
vuuh.com

vuuh

Purpose-Built for Amazon. Designed to Reduce Technical Ownership.

Instead of building and maintaining Amazon-specific logic internally, customers gain a dedicated platform and technical team focused on Amazon Vendor product onboarding.



Amazon-Specific Expertise

Built around Amazon Vendor Central APIs, product types, catalog and listing requirements.



Continuous Compatibility

Vuuh maintains mappings and validation rules as Amazon evolves.



Enterprise Proven

Successfully implemented for BESTSELLER at scale.



Dedicated Technical Partnership

Implementation, monitoring and ongoing improvements included.

97%+ submission success rate

50 - 60% faster onboarding in the BESTSELLER implementation

Reduced manual workflows · Enterprise-scale product processing

READY TO GET STARTED?

Book a Technical Workshop

We will review your product data landscape, existing systems and Amazon Vendor Central requirements to outline the technical path to implementation.

Book a Technical Workshop →