

# **PRODUCT DATA EXCHANGE**

PILOT FAQs  
REV 06.11.26

## OVERVIEW

### **What is the HIDA Product Data Exchange?**

The HIDA Product Data Exchange is a shared platform that enables manufacturers and distributors to exchange product data to facilitate e-commerce sales in the distribution channel. HIDA is partnering with a PIM technology provider to make this capability available across the industry.

### **Why is the Industry Product Data Exchange Being Established?**

The exchange is being established to provide one standardized method for manufacturers and distributors to share product data. The exchange will employ a common set of product attributes and streamline updates and new product uploads to distributor websites. It will improve data alignment across partners, and reduce the need for individual, manual data exchanges.

## ATTRIBUTES

### **What types of product attributes will be required in the HIDA Product Exchange?**

The pilot uses an industry standardized set of more than 100 product attributes. These attributes include fields such as identifiers, weights and dimensions, features and benefits, and country of origin. If you need additional attributes, our vendor can add those on a fee-for-service basis. See the attribute list here: [Working Attribute List](#)

## IMAGES, DIGITAL AND MARKETING ASSETS

### **How are product images and other digital assets shared through the HIDA Product Data Exchange?**

Manufacturers have three options for uploading digital assets to the HIDA PDX. Manufacturers may:

- (1) bulk upload assets through their dedicated SFTP site
- (2) upload individual assets directly within the PDX on an ad hoc basis
- (3) provide an active URL within their data import template that links to an externally hosted image or asset.

Each participating distributor will receive a dedicated, secure SFTP folder with login credentials. At the time a manufacturer exports their data to a distributor, that distributor's SFTP folder will be populated with the new data file. In that data file, all digital assets will be provided in the form of URLs – e.g., a field with a URL to a primary image, a field with a URL to a safety data sheet, etc.

### **Are there specific naming conventions required for digital assets?**

Yes. To ensure consistency and proper asset association, digital assets must follow the HIDA PDX naming conventions. At a minimum, the primary image for a SKU must be named using the SKU followed by “\_01”. For example, if the SKU is 12345, the primary image should be named 12345\_01. The complete digital asset naming convention guidelines are available [here](#).

### **How do we manage the data we upload to the Product Data Exchange?**

Quality control is centered around a preview screen that depicts an item's product data (features, benefits, weights and dimensions) and digital assets (images, product sheets) as they would appear on a web page. You and your team will approve that item for publication to the Product Data Exchange. Incomplete or incorrect data is returned to you for resolution. A dashboard provides statistics on completion, and items pending review so you can manage your workflows and target problems

### **Who retains ownership of the data submitted to the Product Data Exchange?**

Manufacturers retain exclusive ownership of all the product data they submit. Neither HIDA or the PIM vendor assumes or asserts any rights to your product data through your participation in the Product Data Exchange Program.

### **Will I be able to create marketing materials/collateral through this Product Data Exchange?**

Yes, there is a plugin that can be added to your company's Adobe InDesign to pull in the product information and assets and easily create marketing and sales collateral.

## **ACCESS**

### **Can other manufacturers view or download our data?**

No. Manufacturers can see only their own data. Other manufacturers cannot view or download data you submit. Data is isolated by company and is restricted to approved trading partners.

### **How often can data be updated, and how quickly do changes become available?**

Manufacturers may update their data at any time. Once an update is uploaded, validated and approved for publication, authorized distributors will receive a complete product data feed monthly which will reflect all manufacturer product

adjustments/enhancements since last published by the manufacturer in the prior month

## **UPLOADS AND UPDATES**

### **How will I know when updates or changes happen?**

You will receive notifications when key updates occur, such as data submissions, approvals, or published changes.

### **How do distributors access the data we publish to the Product Data Exchange?**

Each participating distributor is provided with unique credentials to access its secure SFTP folder. When a manufacturer is ready to publish a dataset, the manufacturer designates the specific distributors authorized to receive that data. Once published, the selected distributors will automatically receive the dataset within their respective SFTP folders. Manufacturers maintain full control over which distributors have access to their data.

### **How does version history work in the HIDA Product Data Exchange?**

Each item includes a historical version, so you can view or restore prior versions of your product data if needed.

## **PERMISSIONS AND SECURITY**

### **How is our data protected?**

The HIDA Product Data Exchange is operated by our partner insight software's Agility platform. Agility uses industry-standard security practices and encryption to protect all product data. During onboarding, the vendor will provide an in-depth explanation of their platform's security measures and compliance standards.

### **What security standards does the platform meet?**

The Agility platform follows ISO27001-compliant and SOC-2-aligned security practices, including encrypted data transmission and storage, access controls, and audited processes.

### **Is Artificial Intelligence (AI) being used within the HIDA Product Data Exchange (PDX)?**

No. While the underlying platform includes optional AI capabilities, HIDA has not enabled or integrated any AI functionality within the HIDA PDX environment. Manufacturer product data is not being ingested, processed, analyzed, or enhanced by generative AI systems as part of the PDX.

Additionally, HIDA has disabled the platform's optional documentation chat feature to avoid any confusion regarding the use of AI within the PDX

environment. Any future consideration of AI-enabled functionality would require a deliberate decision by HIDA and would be communicated to PDX participants in advance.

### **Is this a web-based system or an application I must download?**

This is a secure, web-based system. You access it through your internet browser—no software download is required. Two-factor authentication (2FA) adds an additional layer of security.

### **How does two-factor authentication work?**

When you log in, you'll receive a one-time security code by text message (SMS). You simply enter that code to complete your login.

### **Is it okay to use a corporate phone for two-factor authentication?**

Yes. Using a corporate phone for SMS-based authentication is secure and commonly used by organizations

## **SYSTEM INTEGRATION AND AUTOMATION**

### **Will this integrate with our existing systems (PIM, ERPs, e-commerce platforms)?**

Yes. This software can accept data exported from or imported to a range of common standard file formats. These options include Excel spreadsheets or existing PIM or ERP systems.

### **Does the HIDA Product Data Exchange support automated data syndication to distributors through an API connection?**

Yes. The HIDA Product Data Exchange offers optional (for an additional fee) API connectivity that allows seamless, automated data syndication into a distributor's existing systems. This approach gives distributors faster access to accurate product information, reduces manual data handling, and ensures that updates flow to distributors consistently — improving data quality, operational efficiency, and speed to market

## **PRODUCT DATA EXCHANGE PILOT**

### **What is the purpose of the pilot?**

To validate the standardized attribute set, confirm secure and consistent data exchange, advise on processes and policies. The pilot participants will provide input on the user experience design before a full rollout.

### **What will the pilot cover?**

Loading core product data, applying standardized attributes, reviewing data completeness, ensuring data delivery to approved distributors, and collecting structured feedback.

### **What are participants expected to contribute during the pilot?**

Participants will need to upload their PIM and data assets for a meaningful number of SKUs in their catalog into the Product Data Exchange. They will also provide or review the core attributes defined in the pilot template and share high-level feedback on data quality, usability, and the overall exchange process.

### **What is the general timeline for the pilot?**

The pilot includes onboarding, a defined testing and review period, and a feedback phase. Exact dates will be shared with confirmed participants.

### **What internal teams typically need to be involved?**

Companies would typically involve one or two contacts responsible for fielding PIM requests from distributors. The participants should be familiar with how product information is created, stored, or used.

### **What level of effort should participants expect?**

Monthly team calls with the entire cohort participating in the pilot and occasional team calls or communications to resolve issues or questions specific to your company. Continuous daily involvement is not expected.

### **Is there a cost for participating in the pilot?**

No. In exchange for your participation, HIDA is waiving 2026 subscriptions for pilot participants. Companies signing on to the Product Data Exchange after the pilot will pay an annual subscription fee.

### **What happens after the pilot concludes?**

Results will be reviewed with participants. Refinements will be incorporated before full rollout, and pilot participants will have early insight into the final subscription model that will involve a modest annual fee.

### **Is there any obligation for us to participate beyond the pilot?**

No. Our intention is that through your and your peer companies' participation, the Product Data Exchange will address substantial business needs at your company. If at the pilot's conclusion, you elect not to continue your participation, your data will be returned to you or deleted at your direction.