

PromoStandards Is the Standard. Execution Is the Advantage.



How suppliers turn PromoStandards into faster connections, less lift, and real business impact with OrderMyGear

PromoStandards sets the rules. It doesn't do the work.

PromoStandards defines how systems should communicate, but suppliers are still responsible for:

1

Building and maintaining endpoints

2

Mapping and validating PromoStandards data

3

Managing ongoing updates

4

Connecting to distributors one-by-one

The standard is shared. The execution is not.

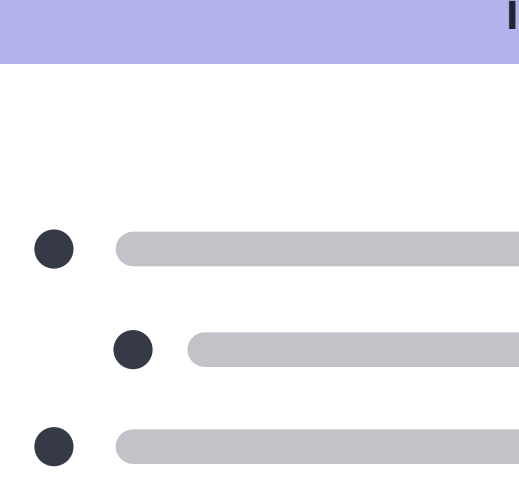
2 ways to implement PromoStandards

Both get you compliant. Only one gets you connected faster.

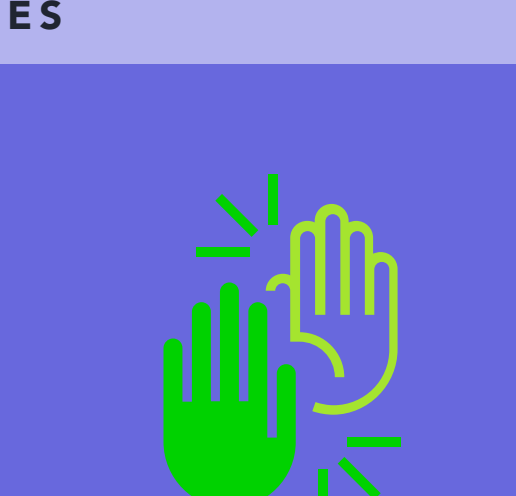
Build It Yourself (DIY)

Partner with OMG

TIME TO LAUNCH

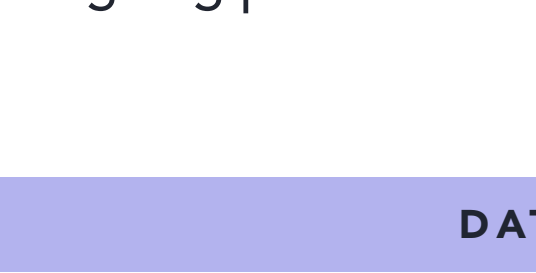


6-18+ months to build, test, and deploy



Go live in weeks with proven infrastructure

INTERNAL RESOURCES



Heavy reliance on engineering + ongoing prioritization



Minimal lift from your internal team

DATA TRANSFORMATION



Build and maintain PromoStandards data mappings



We help map your product data to PromoStandards and ensure it stays complete and consistent

ENDPOINT MANAGEMENT



Create, monitor, and update endpoints continuously



Fully managed, standards-aligned endpoints

DISTRIBUTOR CONNECTIONS



One integration at a time



Faster access to an established network

ONGOING MAINTENANCE

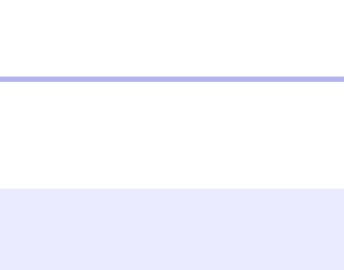


Continuous updates, fixes, and resource drain

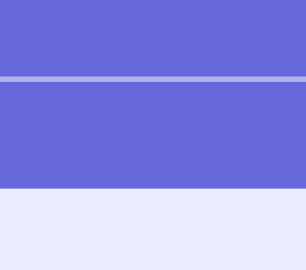


We manage updates as standards evolve

RISK & DELAYS



High risk of delays, rework, and missed opportunities



Proven process that reduces risk and accelerates outcomes

DIY=

Internal lift

OMG=

Managed infrastructure

The biggest cost isn't building—it's everything after.

Initial implementation

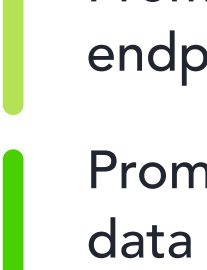
Maintenance
Updates
Monitoring
Internal resources
Distributor onboarding

DIY PromoStandards implementations often lead to

- ➔ Slower time to market
- ➔ Missed distributor opportunities
- ➔ Ongoing engineering burden
- ➔ Hidden maintenance costs

The real cost isn't implementation—it's the ongoing maintenance, management, and internal lift.

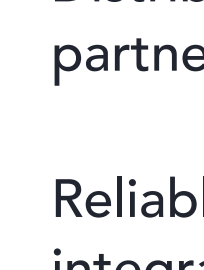
More than implementation. A true connection partner.



Infrastructure

We build and manage the foundation

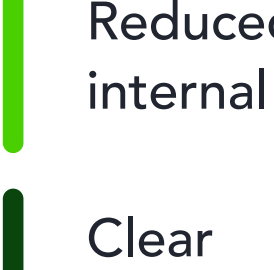
- PromoStandards endpoints
- PromoStandards data mapping + consistency support
- Ongoing compliance



Connections

We help you plug into the ecosystem

- Distributor partnerships
- Reliable integrations
- Faster distributor connectivity



Acceleration

We remove bottlenecks

- Faster time to launch
- Reduced internal lift
- Clear implementation path



Amplification

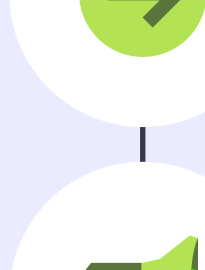
We help you show up in the market

- Press release support
- Industry visibility
- Go-to-market announcement strategy

We get you live in weeks and connected from day one.

From implementation to industry impact

Timeline



Setup

Data mapping + endpoint configuration



Activation

Systems connected, data flowing



Connection

Faster distributor connectivity begins



Announcement

Press release + industry visibility

Bottom Line

You're not just implementing a standard. You're launching a capability.

Suppliers are already seeing the impact

- ➔ Reduced manual workflows
- ➔ Faster distributor integrations
- ➔ Improved data consistency

"We've reduced manual processes and built a stronger operational foundation for growth."

HIGH-END SPECIALTY SUPPLIER

PromoStandards helped us create a more efficient, scalable way to connect with distributors and manage our data.

The Magnet Group

PromoStandards is just the starting point

The real advantage comes from how quickly—and effectively—you put it to work.

Ready to get your product data PromoStandard compliant?

REQUEST A DEMO

➔ Most suppliers spend a year building PromoStandards. We get you live in weeks, and connected from day one.