



DATA SHEET

# Bamboo Rose Marketplace

How retailers plan and execute their sourcing operations has changed dramatically. On Bamboo Rose Marketplace, collaborate and transact with vetted suppliers in a social and mobile environment.



With the Bamboo Rose Marketplace, retailers can optimize the sourcing process while keeping pace with the shifting needs of today's discerning consumer.

## Collaborate and Transact in Real Time

In the global B2B retail community buyers, suppliers, and manufacturers all rely on each other to bring on-trend, in-season products to market fast. But to do that, retailers and brands must enable a highly collaborative digital ecosystem in which merchandising and sourcing teams as well as their external partners can communicate seamlessly in real time.

That's where Bamboo Rose comes in.

With Bamboo Rose Marketplace, retailers and brands can easily collaborate and transact with their global supplier base, allowing for a streamlined, cost-efficient sourcing process. View and filter through available product 24/7, share product inspirations with internal teams, and collaborate effectively with suppliers through the Bamboo Rose multi-enterprise supply chain network, eliminating the need for third-party communication tools.

## Marketplace ROI Metrics



**30%**

REDUCTION IN BUY CYCLE TIME



**24/7**

SHOPPING ACROSS SUPPLIERS AND PRODUCTS DIGITALLY



**85%**

DECREASE IN SAMPLING-RELATED COSTS

# Bamboo Rose Marketplace Capabilities



## DISCOVER AND SHARE

Buyers and merchandise managers can use Bamboo Rose Marketplace to browse product images and 3D files, videos, and product requirements from any device—phone, tablet, or desktop—then catalogue these inspirations by concept, material, idea, or product, making the creative workflow as intuitive as possible. Retailers and brands can also share inspirations securely with internal team members and sourcing partners to quickly narrow down winning ideas while protecting intellectual property.



## REDUCE TRAVEL, COSTS, AND TIME TO MARKET

Improve buying trip efficiency to see more relevant products in less time. The Bamboo Rose Marketplace allows retailers instant access to supplier feedback, which helps boost efficiency throughout the product sampling phase. Retailers can order samples through Marketplace earlier on in the process to eliminate unnecessary overseas buying trips, reduce sampling iterations, cut back on sampling-related costs, and speed time to market.



## CO-CREATE AND INNOVATE

Create digital wish lists to communicate product ideas based on look, design, material, color, style, packaging, and artwork, then share these concepts with colleagues and suppliers through the Bamboo Rose multi-enterprise network. Retailers can also use the Bamboo Rose Marketplace to quickly onboard newly vetted suppliers, collect early feedback to validate product direction, and bring innovative products to market up to **60 days faster**.



## GO LIVE ON DAY ONE

Implement the solution in just a few hours and connect with suppliers and remote teammates the second you're up and running. With the Bamboo Rose Marketplace, retailers can eliminate costly infrastructure investments from their budget, since the cloud-based solution is managed entirely by a team of Bamboo Rose experts. Engage directly with your retail network to establish dynamic buying experiences, spark product assortment innovation, and strip up to **six weeks** from the product lifecycle.

