Open Brand Exchange

FOR BRANDS

# One place and one API for all your retailers

Open Brand Exchange is a free, open way to deliver your final product images and article data to your retailers. Your retailers get a portal with you, their software gets a standard API, and you publish automatically from your own systems.

**Your systems**
PIM, ERP or a folder

→

**Your portal**
your name, your domain

→

**Your retailers**
in the browser and through the API

# How it works

1

### Set up your portal

Have a provider run it, or host it yourself for free with one click or one command.

2

### Publish automatically

One CSV file and photos with a fixed name. Your PIM, ERP or a plain folder delivers them every night, with no manual work.

3

### Your retailers take it from there

Retailers log in, paste their EAN list and download. Their software fetches the same content through the standard API.

# What you deliver

### Images, the way you meant them

Packshots, model shots and details, with their order, view, usage rights, embargo and whether AI was involved.

### Article data per size

Style number, colour, EAN per size, season, description, material and care, in several languages.

### Changes travel along

A replaced packshot or a withdrawn image reaches your retailers by itself.

## Why open

### Free

The standard and the software cost nothing. At most you pay for hosting, or for a provider if you prefer to outsource it.

### Yours

Your content lives on your own server or with a provider you can leave. Every portal speaks the same language.

### One channel instead of many

One publication for all your retailers. No more file transfers, emails with zips or a separate integration per store.

# For brands

Your retailers want your images and article data, ideally linked straight to their own articles. With Open Brand Exchange you set that up once, for all of them at the same time.

### A portal for your retailers

Your portal carries your name and branding: "Kestrel · Brand portal", on your own domain if you like. Retailers request access, and you approve or reject.

- Search and filter by brand, season, collection and product type
- Paste a list of EANs and see right away what is there and what is missing
- Download one photo, one article, or a zip of a whole selection
- In the format they need: original, web (2000 px) or square
- Article data as a spreadsheet, including material and care

### A standard API for their software

Retailers who work with software get an API key for their software. Their POS, PIM or shop software fetches everything once and then only the changes.

- Lookup by EAN, so images land on the right article and size
- Changes arrive by themselves, including what you withdraw
- Usage rights, embargo and AI provenance travel with every image
- Built once, it works with every brand that uses Open Brand Exchange

### Automatic upload

Nobody has to drag files around. Your portal fetches your export by itself, or your own systems send it.

- Scheduled import from a web address, SFTP server or S3 bucket, no code
- A folder that is published automatically with the obx tool
- Recipes for cron, GitHub Actions, n8n, Make and Zapier
- One CSV format and one naming rule for photos: KO-1001_NVY_1.jpg

### You own it

Open Brand Exchange is not a platform you hand your brand over to. You run your own portal, or have a provider run it for you.

- Hosting it yourself is free: the software is open source
- Prefer to outsource? Pick a provider, and move whenever you want
- See who downloads what, per retailer
- You decide who gets access, to which brands, and whether originals are allowed

## What you manage yourself

| | |
|---|---|
| **Catalog** | brands, articles, colours and sizes, images and their order |
| **Imports** | upload or fetch on a schedule, with a clear message for every row that failed |
| **Retailers** | approve or reject requests (with a reason), invite or block accounts |
| **API keys** | keys for your retailers' software: shown once, easy to renew or revoke |
| **Automatic upload** | keys for your own systems, and notifications when a retailer requests access or an import finishes |
| **Statistics** | downloads and use per retailer |
| **Settings** | logo, accent colour, welcome text, default usage rights and your own domain |

## Hosting

One portal is one brand company on one server. You choose how to run it, from fully outsourced to fully yourself. Below, from simplest to most hands-on.

### 1. With a provider

The easiest option: a company hosts your portal, keeps it up to date and helps you set it up. Because every portal speaks the same standard, you can later move to another provider or to your own hosting.

### 2. With one click

Your own portal on your own account, without managing a server. Portal for Cloudflare, Portal for Google Cloud & Docker, Portal for web hosting.

### 3. Docker

On your own server or on any cloud that runs containers. One command.

### Three editions, one portal

The three editions do the same thing and have the same admin and retailer portal. Choose what fits your hosting; you can switch later.

### Your own domain

Use a subdomain such as brands.yourbrand.com or b2b.yourbrand.com. Retailers then see your name, and your address stays the same when you change hosting.

# Frequently asked questions

### What does it cost?

The standard and the software are free. If you host it yourself you pay only for your hosting. A provider charges its own prices, which you find on its own website.

### Do we need a developer?

Not for the basics. You can install a portal with one click, and a scheduled import from a web address, SFTP server or bucket needs no code. A developer helps if you want to connect your PIM or ERP directly.

### Is this another platform we have to join?

No. Every brand runs its own portal, on its own domain if it likes. There is no central platform that holds your content.

### Who decides which retailer gets access?

You do. Retailers request access, and you approve or reject each request. You can also choose which brands a retailer sees and whether originals may be downloaded.

### Can we switch providers later?

Yes. Every portal speaks the same standard and every provider listed here lets you export all your content. Your own domain stays the same.

### Is it ready?

Yes, version 0.1: the specification, the three portals, the obx command and the conformance check are released and free to use. It is early days: the first brands are joining now.

# What is ready, and what is coming

### Ready in version 0.1 READY

- Your own portal with an admin, in 25 languages, on your own domain
- Import a CSV and photos by hand, or on a schedule from a web address, SFTP or S3
- The obx tool and recipes for cron, GitHub Actions, n8n, Make and Zapier
- Access requests, invitations and API keys for your retailers' software
- Three editions: Cloudflare, Google Cloud & Docker, and ordinary web hosting

### Coming next COMING

- The first public release, with one-click installation
- Providers who run a portal for you
- The first real brands in the directory

# Next step

| | |
|---|---|
| **Choose how to host it** | openbrandexchange.com/en/hosting/ |
| **See the automation recipes** | openbrandexchange.com/en/automation/ |
| **Developers** | openbrandexchange.com/en/developers/ |

## Questions, or want to take part from the start?

We are looking for brands that want to help shape the first version: which systems do you use, and how many retailers do you serve? Email us.

**hello@openbrandexchange.com · openbrandexchange.com**

Open Brand Exchange Foundation (in formation)