ESP Data Standards

Jennifer M - 2021-07-15 - Manage Product Data

ASI wants supplier products to be easily found, shared and ordered by distributors using ESP CRM & Orders. [Data standards and requirements](#) are set for product fields in ESP Updates to ensure ESP is full of accurate and relevant product information. These standards help distributors find your products more quickly, easily add them to presentations and seamlessly place orders through ESP CRM & Orders.

ASI strongly recommends updating your product data so you don't miss out on any sales opportunities.

If you have any questions regarding the standards, please email DataUpdates@asicentral.com or check out the [Data Standards Reference Guide](#).

Related Content

- [Updating Product Data](#)