



## Trenza: the wholesale ecommerce platform for B2B and B2C

**Trenza** is a suite of web and iOS applications that enable businesses to save time and improve collaboration on the sales process with all your business channels. At the heart of the **Trenza** suite of products is **Trenza Central**.

Within **Trenza Central**, style marketing information can be managed, multiple image types associated, hierarchy levels established, catalogs created and the connections to your business partners can be managed.

**Trenza Central** is the main layer that will allow you to rely on a single source of truth related to your products, inventory, and order status.

Catalogs can be created and shared with any number of B2C or B2B applications, for example **Trenza Shop**, **Trenza Sell**, Shopify, BigCommerce, Salesforce Commerce Cloud, NuOrder, Joor, Lightspeed to name a few.

Create catalogs specifically for each channel or customer specific catalogs, utilizing the products data from a common source to avoid duplication of effort and errors.

Your marketing department and product team will utilize **Trenza Central** to realize the following benefits:

- Enriched style information
- Marketing catalogue creation
- Create the ultimate customer experience for your buyers through branded imagery with unlimited product images including 360 degree views.

This tool works hand in hand with the **Trenza Shop** and **Trenza Sell**.

