Verified Products Portal (VPP)
Manufacturer and Wholesaler Fact Sheet
May 2020

Overview

General Services Administration is in the early stages of developing the Verified Products Portal (VPP), which may be ready to launch as early as next year! The VPP will be a manufacturer and wholesaler facing portal designed to host **authoritative product content**, including standardized manufacturer names, part numbers, and specifications. This syndicated content, provided directly from the manufacturers and other verified sources, includes images, product videos, and pdf documents for commercial off-the-shelf (COTS) products. In addition, the portal will capture supplier authorization information, which will enable automated **supplier authorization enforcement** and reduce the burden on authorized resellers to provide individual letters of supply. The data populated by participating manufacturers and wholesalers in the VPP will be used to standardize vendor catalogs, ensuring products across GSA marketplaces are accurately represented, and is a key point of convergence for Catalog Management.

Benefits for Manufacturers/Wholesalers to Participate

- Ensures your products are **accurately represented** to your customers - *you control the product details and marketing content!*
- **Eliminates variability** among identical products through standardized catalog data coming directly from the manufacturer or a trusted source.
- Improves your **customer's experience** by providing rich syndicated product content such as videos and product manuals.
- Allows you to **authorize and deauthorize** products and resellers in near-real time to protect against supply chain risks and ensure product and reseller authenticity.
- **Reduces the burden** on your resellers to provide letters of supply and product specifications - *you control **who** can sell products and **what product lines** they can sell!*

Getting Started is Simple!

Starting as early as next year, you will be able to load your product data manually via **comma-separated values (CSV) file** or automatically via an **application program interface (API) connection** from your system to VPP.

Data Elements Collected

The portal will collect rich data elements directly from the manufacturers and wholesalers including:

Supplier Authorization Details such as their authorized resellers, product lines, and Doing Business As (DBA)	Product Category Details such as the product's brand name and manufacturer part number (MPN)	Product Descriptions/ Images including if the product is remanufactured, high and low resolution product images, and product features	Supply Chain Attributes such as Country of Origin (COO) and EnergyStar Labels	Pricing Information (optional) such as a threshold for which the authenticity of the item is questionable and date of upcoming price increases