What Is Pushing Products

OVERVIEW

SKU IQ is a powerful Inventory Management Solution that empowers small business owners with the tools they need to stay on top of their products. The **Products** Tab is one such tool that allows you to do so much more than view current inventory. Within the **Products** Tab you can **Push** (*SKU IQ's way of transposing product information from Platform to Platform*) an item. Respecting the platform's API's restrictions, we can create the product for you on a second platform (if the product is only on POS we can push a copy to eCommerce and vice versa). When SKU IQ does this, we also **Link** (sync stock changes and other various information) the newly created item with the matching item in the adjacent platform's inventory.

HOW IT WORKS

When you Push a product with SKU IQ, you are recreating that product on the targeted platform (either your PoS or eCommerce) with the available information (depending on platform API) from the origin platform. Please see the Integration page for information specific to each platform combination. When SKU IQ pushes a product we then **Link** that new product with the original so future stock changes and any advanced syncing settings (configured by support) will affect both items. *It is important to note that you should not not push items that already exist in both platforms as this will cause you to have duplicate items on the same platform.*
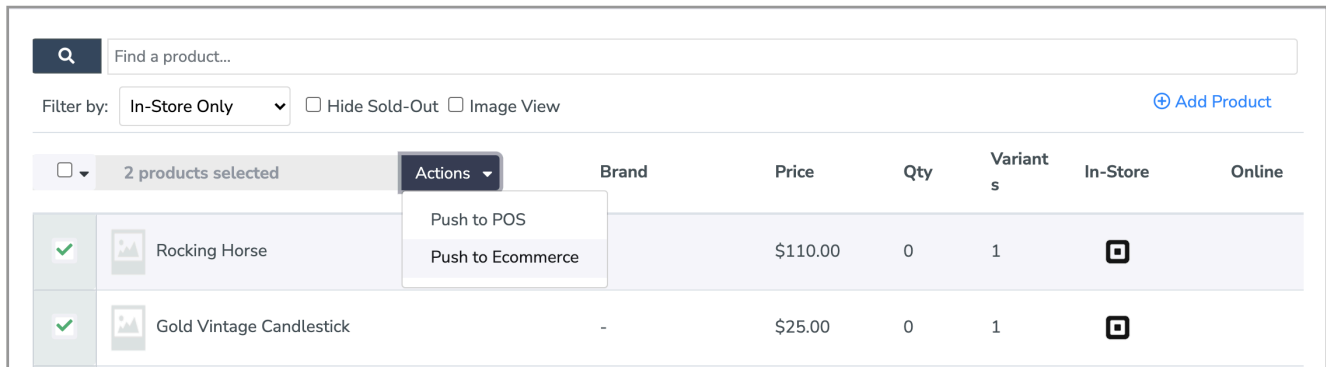
PRODUCTS TAB

The **Products** tab is where you see all of the products on your PoS & eCommerce that SKU IQ has scanned. From the **Products** tab you can filter items by **in-store only** (items that SKU IQ recognizes as only being on your PoS and not linked with any item on your eCommerce platform), **Online Only** (items that SKU IQ recognizes as only being on your eCommerce and not linked with any item on your PoS), and **In-Store & Online** (Products that are successfully linked between your PoS and eCommerce with SKU IQ) The Products tab is also where you can **Push** items.

STEPS

1. Go to the **Products** tab on your SKU IQ Dashboard. Filter or search for the items you wish to recreate on the adjacent platform.
2. Click on the box next to each item you wish to **Push**. Once selected, click **Actions** then scroll to either **Push to PoS** or **Push to Ecommerce** depending on the destination you wish to recreate your items. *(You may only Push up to 50 items at a time and while on a free trial you may only **Push** 50 items total)*
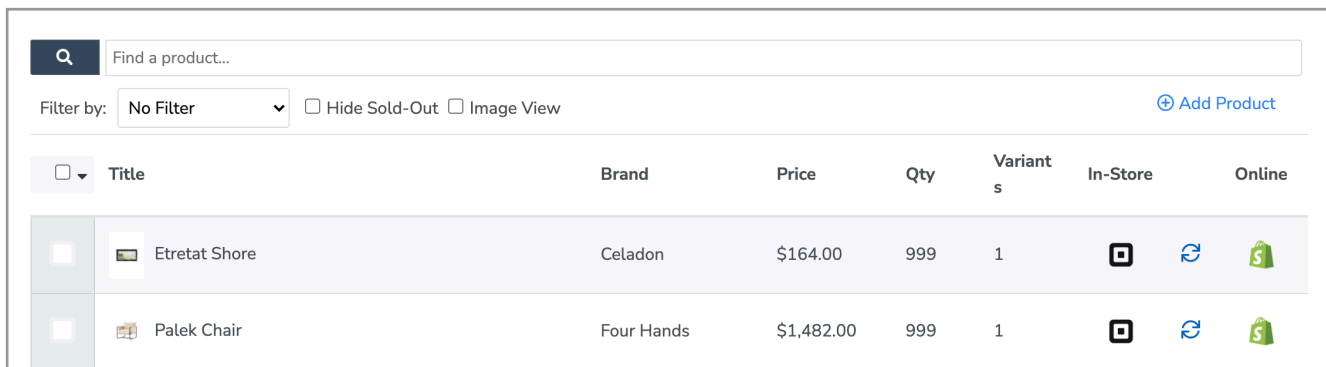
EXAMPLES

This is what **Pushing** a product looks like. In this example, the items exist In-Store Only and would need to be **Pushed to Ecommerce** if that item was intended to be sold online.

			Brand	Price	Qty	Variants	In-Store	Online
2 products selected		Actions ▾						
		Push to POS						
✓		Rocking Horse	Push to Ecommerce	$110.00	0	1	▣	
✓		Gold Vintage Candlestick	-	$25.00	0	1	▣	

These products are successfully **linked** between their PoS & ecommerce.

	Title	Brand	Price	Qty	Variants	In-Store	Online
☐	Etretat Shore	Celadon	$164.00	999	1	▣	⟳	🛍
☐	Palek Chair	Four Hands	$1,482.00	999	1	▣	⟳	🛍

PRODUCTS TAB

SKU IQ also offers a **Bulk Push** service to migrate your entire inventory from one platform to the other in a single operation. This Service is **Free for all Annual Customers** (one time) or can be provided **a la carte** for a Fee (see below). Cost and total operation time is dependent on the amount of products being pushed (average 1-3 minutes per item) as well as platform combination, as each platform has its own limitations. Please contact **Support** to initiate a **Bulk Push**.

BULK PUSH PRICING

Items	Pricing
200-1,000 Items	$200
1,001-2,000 Items	$300
2,001-10,000 Items	$400
10,001-25,000 Items	$600
25,001-50,000* Items	$800

*We only bulk push up to 50K Sku's