

# Recurly

## Item Catalog for Improved Inventory Management and Insights



To set themselves up for success, businesses rely on having effective, efficient processes, accurate data, and easy visibility into business results. For many businesses, the most effective way to achieve these goals is to implement an item catalog system, one which provides a unique identifier for each item offered for sale. These identifiers are then connected to an external item management, fulfillment, and/or shipping system, which creates efficiencies while improving data accuracy and visibility. By connecting Recurly with these external systems, merchants are assured that these systems can easily transmit information back and forth.

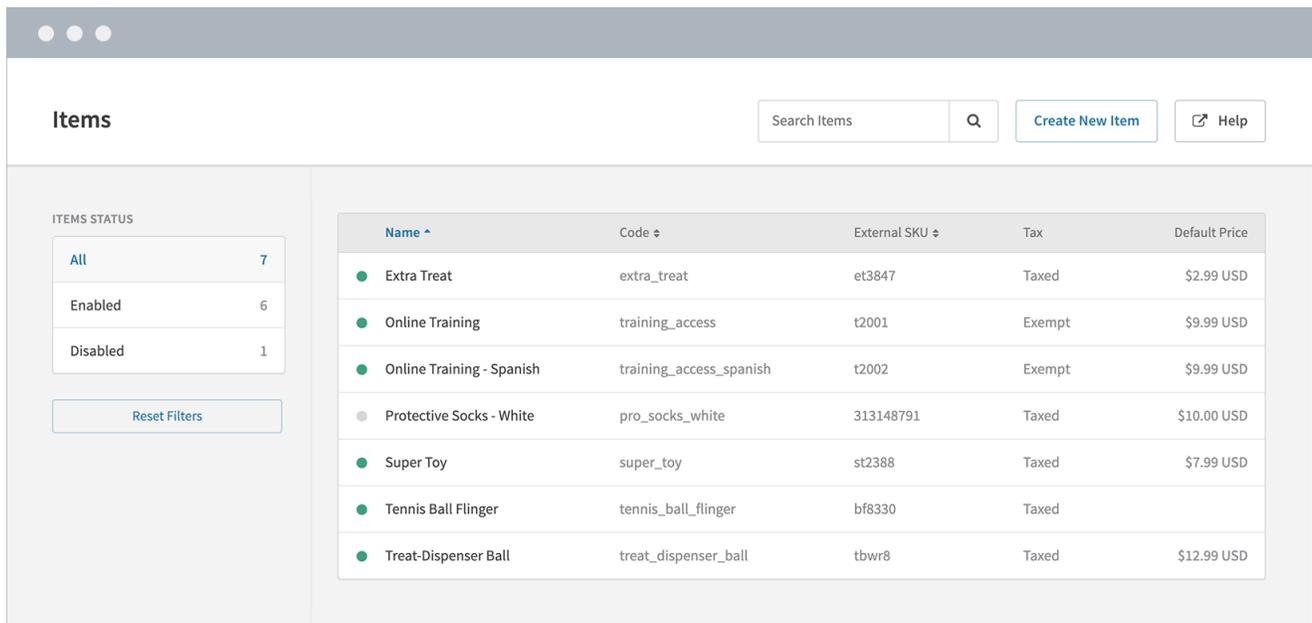
Recurly is excited to announce our new **Item Catalog**. This feature enables merchants to better manage what they offer for sale to customers—be they physical or digital goods or a service offering—and gain a clear and accurate understanding of which items are being sold under which circumstances.

### The new Recurly Item Catalog allows our customers to:

- Build a catalog of all items offered for sale in Recurly, including key details like price, description, taxability, and any additional item details contained in custom fields
- Sell these items on a one-time or recurring basis via both the Recurly UI and API, with unique identifiers to ensure every item sold is accurately tracked
- Track and analyze—via the API, exports, or webhooks—sales of items as one-time purchases and recurring add-ons in Recurly
- Connect items and item sales in Recurly to any external item management systems via a unique identifier

## Our Dashboard Provides Visibility & Functionality

The **Items dashboard** contains the list of items that have been defined in your Recurly item catalog. Click on any item name to view detailed item information, edit the item, or disable the item.



The screenshot shows the Recurly Items dashboard. At the top, there's a search bar labeled "Search Items" with a magnifying glass icon, a "Create New Item" button, and a "Help" button with an external link icon. Below the search bar, the dashboard is divided into two main sections. On the left, there's a sidebar titled "ITEMS STATUS" with a "Reset Filters" button. It contains three filter options: "All" (7 items), "Enabled" (6 items), and "Disabled" (1 item). On the right, there's a table listing items with columns for Name, Code, External SKU, Tax, and Default Price. The table contains eight rows of data.

Name	Code	External SKU	Tax	Default Price
● Extra Treat	extra_treat	et3847	Taxed	\$2.99 USD
● Online Training	training_access	t2001	Exempt	\$9.99 USD
● Online Training - Spanish	training_access_spanish	t2002	Exempt	\$9.99 USD
● Protective Socks - White	pro_socks_white	313148791	Taxed	\$10.00 USD
● Super Toy	super_toy	st2388	Taxed	\$7.99 USD
● Tennis Ball Flinger	tennis_ball_flinger	bf8330	Taxed	
● Treat-Dispenser Ball	treat_dispenser_ball	tbwr8	Taxed	\$12.99 USD

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## The Top Platform for Maximizing Subscription Revenue

Recurly's platform cuts through the complexity of subscription management, enabling our merchants to:



### Build & Scale Quickly

Your billing requirements evolve as your business grows. Our open platform provides a range of options that integrate easily with popular back-office systems.



### Attract, Retain, & Grow

Subscription success requires rapid iteration. Our flexible tools and testing frameworks help identify the strategies that will grow your business.



### User Experience Matters

We ensure that subscription billing is seamless and straightforward, so you can focus on optimizing your business and building subscriber loyalty.



### Make Insights Actionable

Our analytics suite lets you quickly test, learn, and iterate to improve decision-making and deliver results.

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Recurly provides enterprise-class subscription management for thousands of businesses worldwide.

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