

# Applying Related Products (GSA Catalog)



## Enhanced Customer Experience

*Simplifies shopping with complementary items.*



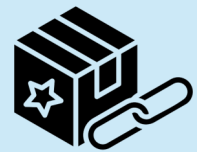
## Increased Sales Opportunities

*Encourages purchase of additional items.*



## Improved Searchability

*Enhances discovery on GSA Advantage.*



## Accurate Product Association

*Reduces errors by linking to the correct base items.*

## A related product (accessory) is:

- A complementary or similar product often bought with a base item.
- Clearly linked to a base item for easy customer identification.
- Searchable and purchasable on *GSA Advantage*, alone or with the base item.
- Identified as “Accessory” in FCP and SIP/EDI, but shown as “Related Product” on *GSA Advantage*.
- Listed as item type “A” in the Product File and linked back to the base item in the [PRODXACC] tab.

## Use a related product (accessory):

- To enhance functionality when the related product is essential for the base item’s operation. (*Example: toner for a printer.*)
- When completing a purchase where the product complements the base item. (*Example: docking station for a laptop.*)
- To improve convenience when the base item is enhanced by the related product. (*Example: phone case for protection.*)
- To ensure compatibility when the related product is designed to work with the base product. (*Example: software for a device.*)
- To promote efficiency when the related product provides more features. (*Example: lumbar support for a chair.*)
- To support maintenance of a base item. (*Example: replacement parts.*)