


Thank you for participating in the OpenText/GXS and Amazon Extended Attribute Education Session

- ✓ The call will begin at approximately 2pm PT and run for approximately 1 hour
- ✓ The line will remain silent until the start of the call
- ✓ All lines will be muted. Any questions can be submitted via the  on WebEx menu (upper right-hand corner of your screen)
- ✓ All submitted questions will be answered and posted to the Amazon Landing Page next week (www.gxs.com/amazon)
- ✓ This session will be recorded. The recorded session will be posted to the Amazon landing page next week.

OPENTEXT

The Power of Information



amazon.com

Extended Attribute Initiative

October, 2015

Agenda

- Introductions
- Amazon's Expectations
- Extended Attributes
 - GS1 Retailer Extended Attribute Requirement Matrix
 - GS1 Extended Attribute Guide Release 2
- Amazon's Requirements/Notes
- Product Classification, Gender by Age, Brand Name Attributes
- How to Vendors Use the Catalogue
- Providing Extended Attributes via GXS
- Q & A



Introductions

amazon.com

- ❖ **Matt Van Horn** – Project Manager-Amazon Services

OPENTEXT™ | GXS™

- ❖ **Ella Mui** – Customer Manager EMui@opentext.com
- ❖ **Don Wiener** – Director Retail Accounts DWiener@opentext.com

Amazon's Expectations

■ Extended Attribute Letter Notice

Dear Valued Amazon Vendor,

At Amazon, we believe that Smart is Beautiful.

As you may or may not know, Amazon Fashion has teamed with Open Text GXS to provide you with resources and information to facilitate your data synchronization with Amazon.com.

Automating item setup and product data updates will deliver time savings and facilitate operational excellence for our vendors. You may also be aware of the GS1 Extended attributes that will help your retail partners manage product information.

We intend to use GXS data to reduce vendor time spent for manual New Item Set-Up. The more data you are able to provide in GXS, the faster you will get purchase orders and the less time you will spend filling out templates. The timing for which we receive specific data is crucial to achieve efficiency.

First and Foremost:

- We need to know what the item is, which is why we require that you provide the GS1 Global Product Classification data. *If we do not have this data up front, you will not be included in our simplified item set up process.*

Effective November 1, 2015 - Amazon will require product classification data in the form of GS1 Global Product Classification (GPC). This information **must** be entered to Open Text GXS for our system to process the newly entered products.

Second:

- The more data you can provide via GXS, the less data will need to be entered manually via template. In line with the retail community's expectations, we will need this information after a PO is issued and before it arrives at our FC.

Effective November 1, 2015 - Extended Attributes will be required 60 days after PO issue or 14 days prior to first delivery of new products (whichever is sooner or relevant)

- Start working with GXS to learn the upload Process

- Visit OpenText/GXS Landing Page created especially for Amazon's initiatives:

www.gxs.com/amazon

Amazon's Current Business Process

- ✓ Commitment Plan
- ✓ Manual Vendor Central NIS template
- ✓ Inovis Wizard
- ✓ Running around gathering data
- ✓ Correcting errors
- ✓ Uploads
- ✓ Matching Commitment Plan POs

+ *Additional Weeks to Start Selling on eCommerce Site*

Business Drivers

Business Leaders from all areas are asking for the same thing...*More Product Data!*

- **E-com**
 - Product *attributes* to enhance our search engine capabilities on the Web
 - *Details* on products to meet consumer demand
 - Automated process to retrieve images and copy from our suppliers
 - Spending too much time chasing images and copy
 - Can't publish to the Web without it. *Affecting speed to market*
- **Supply Chain**
 - Information to label package *hazardous* for shipping
 - *Dimensional/weight* information to maximize carton size for shipping
- **Merchants**
 - *Image* of item at time of order to review product
 - *Attributes* for enhanced business intelligence analytics
 - Market *Images*

eCommerce Item Set-up Challenge

Ordering a dress/PO create:

- Style Number
- 20 digit Style Description
- Color Description
- NRF Color Code
- Size Description
- NRF Size Code
- UPC Number



Selling a dress:

- Adrianna Papell
- Boat neckline
- Elbow sleeves
- Lace bodice
- Banded skirt
- Keyhole back
- Button-and-loop closure
- Concealed back zipper
- Approx. 26.5" length
- Polyester/spandex
- Dry clean
- Imported
- Lots of images

Need for Extended Attributes

WOMEN

JUNIORS

SHOES

HANDBAGS

ACCESSORIES

LINGERIE

BEAUTY

MEN

CHILDREN

◀ Back to Browsing

Shop All Betsey Johnson ▶

Betsey Johnson Fox Frontal Necklace

\$95.00

✉ EMAIL  PIN IT  SHARE  TWEET  WANELO  PRINT

ITEM #04104972

BE THE FIRST TO WRITE A REVIEW

Color: Purple

1 ▼

ADD TO BAG



ADD TO REGISTRY

ADD TO WISH LIST

Description:

From Betsey Johnson, the Fox frontal necklace features:

- metal; glass; plastic; fabric
 - lobster clasp closure
 - 17" length with 3" extender; 2.3x2" pendant
- Imported.

Missing **Imperial**
from description

HOVER TO ZOOM

Increase Sales



◀ Back to Browsing

Shop All Vince Camuto ▶

Vince Camuto Klayton Booties

\$149.00

EMAIL PIN IT SHARE TWEET WANELO PRINT

EXTENDED SIZES

ITEM #04237945

BE THE FIRST TO WRITE A REVIEW

Size ▼

Black ▼

1 ▼

ADD TO BAG



ADD TO REGISTRY

ADD TO WISH LIST

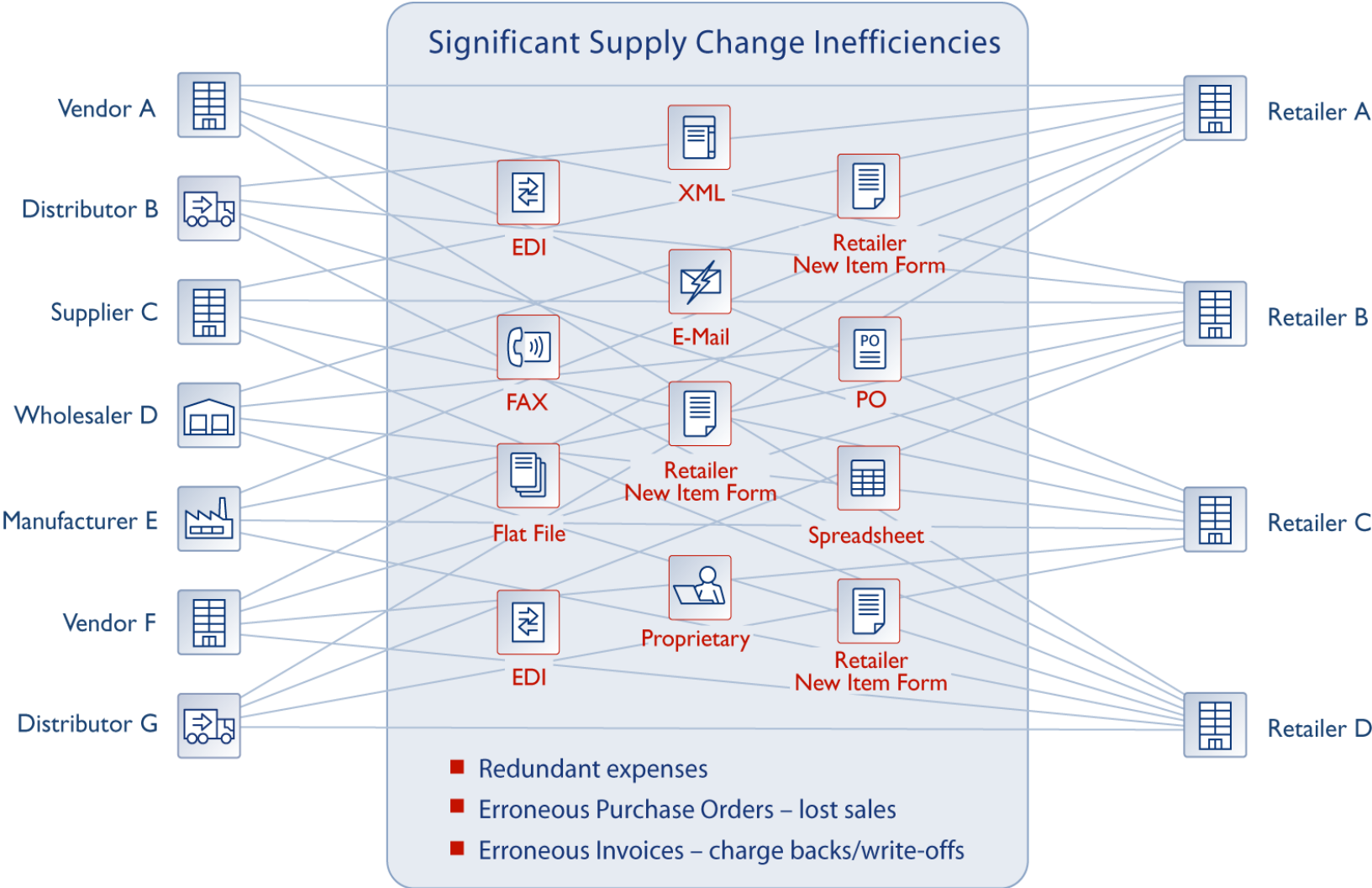
Description:

From Vince Camuto, the Klayton women's booties feature:

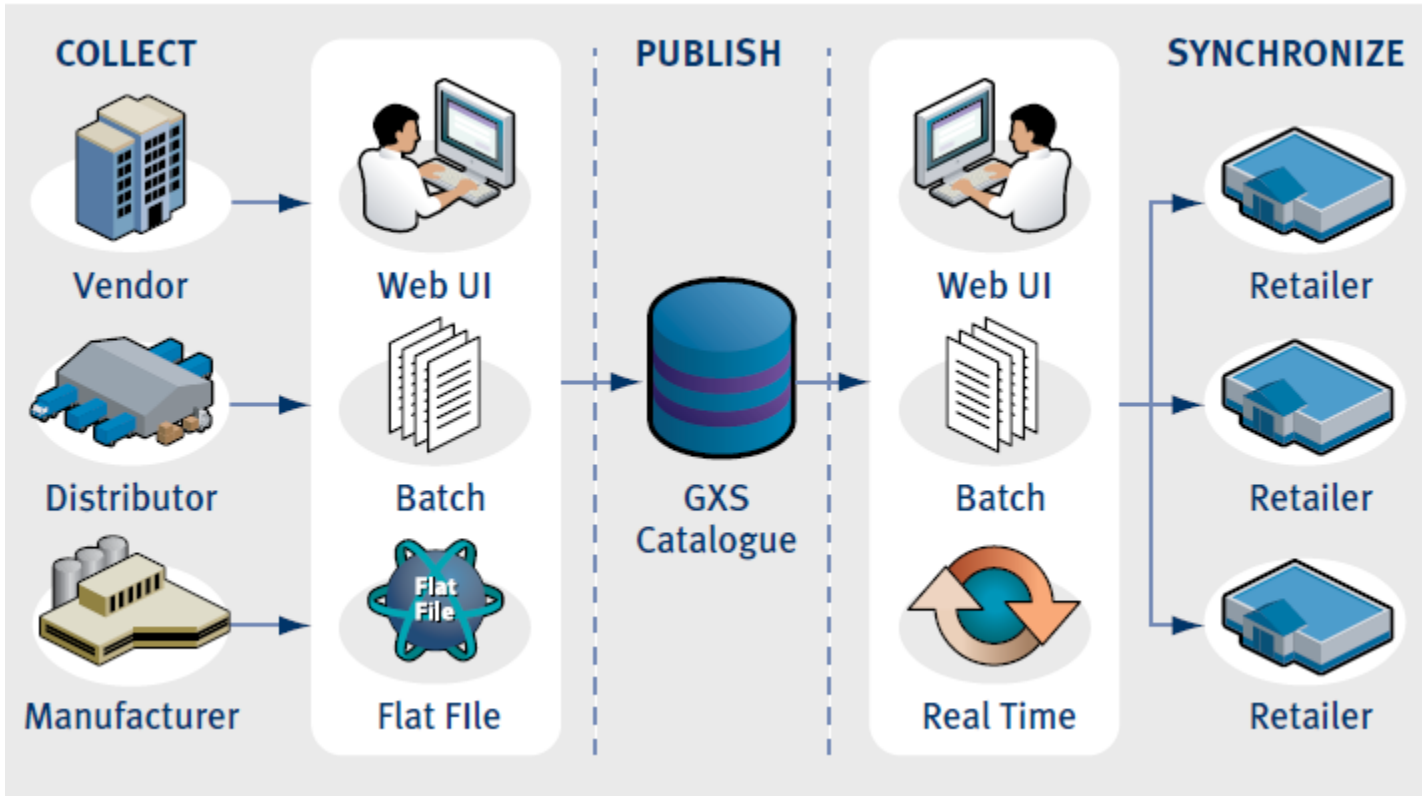
- Nappa leather upper with asymmetrical zipper accent
- inside zip entry for easy on/off
- synthetic lining
- synthetic outsole
- 4" covered heel

Imported.

Manual Item Setup = Supply Chain Inefficiency



OpenText/GXS Active Catalogue



OpenText/GXS Active Catalogue enables item synchronization for all of your trading partners through a single source

GS1 US Retailer Attribute Requirements Matrix

Retailer Time Table		Amazon	Belk	Boscov's	Dillard's	Macy's	Nordstrom
Letter Sent		9/4/2015	3/16/2015	TBD	9/30/2014	2/6/2015	10/15/2013
Retailer Ready		11/1/2015	1/1/2016	01/01/16	1/1/2015	4/15/2015	Q4 2016
Supplier Due Date		11/1/2015	2015	2015	2015	8/28/2015	Q4 2016
Images			Belk	Boscov's	Dillard's	Macy's	Nordstrom
Images Required		TBD	X	X	X	X	X
Pull from supplier URL/FTP site		TBD	X	X	X	X	X
Pull from Third Party Catalog		TBD	X	X	X	X	X
Cloud Based Service		TBD					
Retailer Portal		TBD	X	TBD	X	X	X
Core			Belk	Boscov's	Dillard's	Macy's	Nordstrom
Product		X	X	X	X	X	X
Product Description		X	X	X	X	X	X
Global Trade Item Number* (GTIN*)							
12 Digit Universal Product Code (U.P.C.)		X	X	X	X	X	X
13 Digit European Article Number (EAN*)							
Color Description		X	X	X	X	X	X

✓ Outlines the expected trading partner timelines and attributes requirements

✓ For more information, refer to www.gxs.com/amazon

➤ GS1 US Retailer Attributes Requirement Matrix

GS1 Extended Attributes

CORE		APPAREL	FOOTWEAR	JEWELRY	FASHION ACCESSORIES	BEAUTY	HOME
COMMON TO ALL CATEGORIES	Product	X	X	X	X	X	X
	Product Description	X	X	X	X	X	X
	Global Trade Item Number® (GTIN®)	X	X	X	X	X	X
	Color Description	X	X	X	X	X	X
	NRF ¹ Color Code	X	X	X	X	X	X
	Size Description	X	X	X	X	X	X
	NRF Size Code	X	X	X	X	X	X

The example here is taken from the GS1 Extended Attribute Guide Release 2

➤ **Released May 2015**

- Added additional attributes
- Added code lists

E-COMMERCE		APPAREL	FOOTWEAR	JEWELRY	FASHION ACCESSORIES	BEAUTY	HOME
COMMON TO MOST CATEGORIES	Advertised Origin	X	X	X	X	X	X
	Brand Name	X	X	X	X	X	X
	Care Information	X	X		X		X
	Consumer Item Depth			X	X		X
	Consumer Item Height			X	X		X
	Consumer Item Length	X		X	X		X
	Consumer Item Width	X		X	X		X
	Consumer Quantity of Units in Consumer Package	X	X	X	X	X	X
	Country of Origin	X	X	X	X	X	X
	Fabric or Material Description	X	X	X	X		X
	Features – Benefits – Marketing Message	X	X	X	X	X	X
	Full Product Name	X	X	X	X	X	X
	Team Name	X	X	X	X		X
	Vendor Collection Name	X	X	X	X	X	X

➤ Current Guideline is available on the GXS landing page:

- www.gxs.com/amazon
- The example here is taken from the GS1 Extended Attribute Guideline R2.0

➤ Attributes that do not apply to a item, will not need populated:

- Example #1 = Fur Animal Name- if fur isn't present on item, do not populate.
- Example #2 = Heel Height- *doesn't apply to shoes, no need to populate.*

amazon.com Requirements

First and Foremost

We need to know what the item is, which is why we require that you provide the GS1 Global Product Classification data. *If we do not have this data up front, you will not be included in our simplified item set up process.*

Effective November 1, 2015 - Amazon will require product classification data in the form of GS1 **Global Product Classification (GPC)**. This information **must** be entered to Open Text GXS for our system to process the newly entered products.

Second

The more data you can provide via GXS, the less data will need to be entered manually via template. In line with the retail community's expectations, we will need this information after a PO is issued and before it arrives at our FC.

Effective November 1, 2015 - **Extended Attributes** will be required 60 days after PO issue or 14 days prior to first delivery of new products (whichever is sooner or relevant). Most ***important*** is the Brand Name and Gender by Age attributes.

amazon.com Important Notes

- ✓ NRF Size Codes
 - Amazon requires that you have one of these for every item and that there is a mapping/translation in the GXS NRF Size Code chart
 - If you have a size that needs to be added – contact GXS

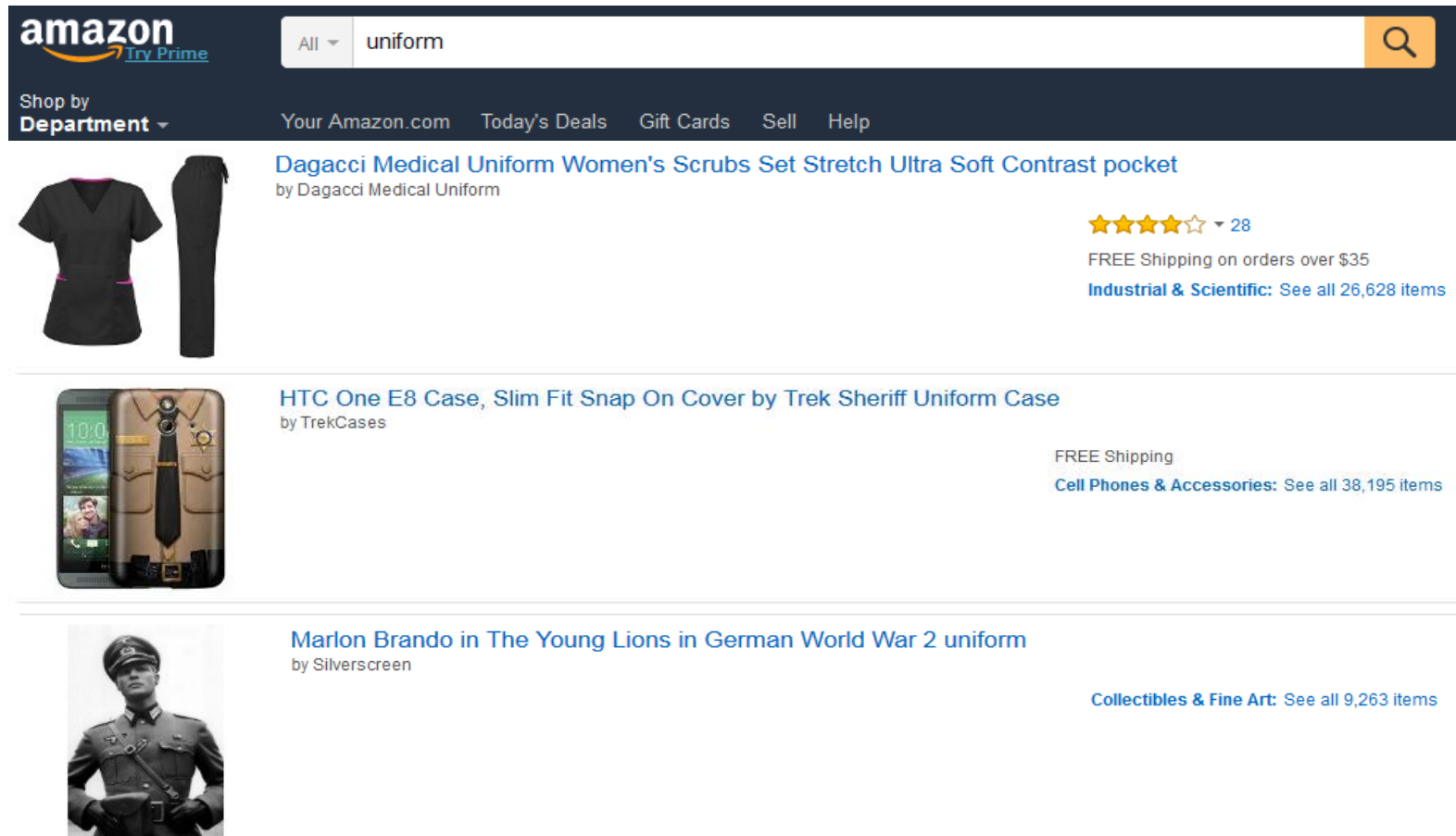
- ✓ Color Duplication
 - No items under a single product ID can have the same NRF COLOR

- ✓ Size/Color Duplication
 - No items under the same Product ID and NRF Color can have the same size


- ✓ Attributes [Product Classification](#) and [Gender by Age](#) are supported by OpenText GXS Active Catalogue. Currently pending inclusion in the GS1 Extended Attribute Guide.


GS1 Global Product Classification (GPC)


GPC classifies products by grouping them into categories based on their essential properties as well as their relationships to other products. GPC offers a universal set of standards for everything from a car to a liter of milk.



The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, and a search bar contains the word 'uniform'. Below the search bar, there are navigation links: 'Shop by Department', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. The search results are displayed in three rows, each with a product image on the left and product details on the right.

Product 1:  **Dagacci Medical Uniform Women's Scrubs Set Stretch Ultra Soft Contrast pocket**
by Dagacci Medical Uniform
★★★★☆ 28
FREE Shipping on orders over \$35
[Industrial & Scientific: See all 26,628 items](#)


Product 2:  **HTC One E8 Case, Slim Fit Snap On Cover by Trek Sheriff Uniform Case**
by TrekCases
FREE Shipping
[Cell Phones & Accessories: See all 38,195 items](#)

Product 3:  **Marlon Brando in The Young Lions in German World War 2 uniform**
by Silverscreen
[Collectibles & Fine Art: See all 9,263 items](#)

With the Correct Classification

Classification Agency	Classification Level 1 Value	Product Type Name	Inclusions
GPC	10002102	Military Uniforms	
GPC	10002102	School Uniforms	
GPC	10002102	Scouting Uniforms	Girl Guides Uniform; Boy Scouts Uniform.
GPC	10001333	Workwear & Uniform Dresses	
GPC	10001329	Workwear & Uniform Hats	Chef Toques
GPC	10001350	Workwear & Uniform Jackets & Co	
GPC	10002102	Workwear & Uniform Outfit Sets	Chef's Whites Sets, Scrub Sets.
GPC	10001361	Workwear & Uniform Tops	Scrub Tops
GPC	10001361	Workwear & Uniform Vests	

amazon Try Prime

All school uniform 

Shop by Department Your Amazon.com Today's Deals Gift Cards Sell Help



French Toast - Little Girls Pleated Hem Jumper
by French Toast

★★★★☆ 213

FREE Shipping on orders over \$35

[Clothing, Shoes & Jewelry: See all 55,176 items](#)



French Toast Big Girls' Plus Two Tab Pleated Skort
by French Toast

★★★★☆ 325

FREE Shipping on orders over \$35

[Clothing, Shoes & Jewelry: See all 55,176 items](#)



French Toast Girls School Uniforms 2-In-1 Pleated Dress
by French Toast

★★★★☆ 51

FREE Shipping on orders over \$35

[Clothing, Shoes & Jewelry: See all 55,176 items](#)

Product Classification

Amazon Product Classification Reference Guide

Classification Agency	Classification Level 1 Value	Product Type Name	Inclusions
GPC	10001076	Fashion Boots	Booties; Chukkas; Combat Boots; Cowboy Boots; Rain boots
GPC	10000379	Fashion Headbands	
GPC	10001332	Fashion Overalls	Shortalls
GPC	10001077	Fashion Sandals	
GPC	10001077	Fashion Shoes	Fashion Sneakers
GPC	10001077	Fashion Slippers	
GPC	10001352	Fashion Tops	Blouses and Tops, Polos, Rugbys, Tank Tops; Tunics; Turtlenecks.
GPC	10001714	Feather Extensions	
GPC	10001332	Full-Body Costumes	Tutus; Theatrical And Dance Performance Full Body Costumes; Halloween Full Body Costume; Fancy-Dress Party Full Body Costume, Historical Reenactment Costume

For more information, please refer to www.gxs.com/amazon

➤ Amazon GS1 Product Classification Reference Guide

[Home](#) > [Standards](#) > [Global Product Classification](#) > [GPC Browser](#)

GPC Browser

The GPC browser allows you to browse all components (Segment, Family, Class, Brick and Attribute) of the current GPC schemas.

Language:

Publication:

Segment:

Family:

Class:

Search:

Exact wording

[Expand All](#) | [Brick](#) | [Class](#) | [Family](#) | [Collapse All](#)

- ☐ Segment: 67000000 - Clothing
 - ☐ Family: 67010000 - Clothing
 - ☐ Class: 67010100 - Clothing Accessories
 - ☐ Class: 67011100 - Clothing Variety Packs

For more information, please refer to the GS1 website

➤ <http://www.gs1.org/1/productssolutions/gdsn/gpc/browser/>

Gender by Age

Gender by Age
Children's
Youth Unisex Toddler
Youth Boys
Youth Girls
Youth Boys Little
Youth Girls Little
Toddler Boy
Toddler Girl
Infant Boy
Infant Girl
Youth Unisex
Youth Unisex Little
Midsized (Unisex)
Bridal
Men's
Men's Tall
Men's Extended
Women's
Women's Petite
Newborn Boy
Women's Extended
Unisex

Definition: Identifies the primary gender and age for which a product has been designed

To obtain a full listing of the Gender by Age values, refer to

www.gxs.com/amazon

- Amazon Extended Attributes Requirements

Brand Name

General Definition	The name used for a trade item that is recognized within the trade and by the consumer. Stylization should match the label in the garment (i.e., all lower case, all caps, special characters, etc.).
Also Known As	Label name or trade name
Business Example	<ul style="list-style-type: none">• Zita's Apparel• AJCS Designs• Shiovitz Jeans
Business and Data Integrity Rules	
Consumer E-Commerce Applicable (Y/N)	Yes
Attribute Length	Maximum 30 characters

For more information, please refer to www.gxs.com/amazon

➤ GS1 Extended Attribute Guideline


Preparing to Load Attributes

- ❖ Understand the required attributes
 - ✓ Review Amazon and GXS extended attribute information
 - ✓ Review online resources (Amazon Landing Page or online OpenText GXS Active Catalogue documentation) to identify what attributes you should be providing
- ❖ Publish your data using the GS1 industry standard/Catalogue attribute format
 - ✓ Guides and Templates available at <http://www.gxs.com/amazon>
 - ✓ Update your processes to support the required attributes (EDI maps, User Interfaces, etc.)
 - ✓ Guides and Templates available at www.gxs.com/amazon or http://www.gxs.com/catalogue_extended_attributes


How Vendors Use the GXS Catalogue

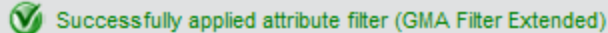
- Vendors can access their catalogues in a number of ways
 - ✓ 832
 - ✓ CSV
 - ✓ Web User Interface (UI)
 - ✓ Web Services
- No method is mutually exclusive. ***Most vendors use a combination of methods to publish and update their item information.***
- If using GXS to host images you must use
 - ✓ Web Services
 - ✓ User Interface (UI)
- EDI 832 does not support loading physical images
 - ✓ Supports the Image URL and image information

Uploading Attributes via the Web


 You are logged in as: QVEN630 for VENDOR DEMONSTRATION (124154612043)


[Selection Code List](#) > [Product List](#) > [GTIN List](#) > **GTIN Detail (Edit)**





GTIN	978072555561	Manufacturer of Goods	
Create Date	07/13/2014 22:55:53	Last Update Date	
Product	987AB234	Product Desc	VNECK TSHIRT
Selection Code	986	Product Ext Desc	VNECK TSHIRT WITH PRINT
GTIN Type	UP	Selection Code Desc	DDS TEST ITEMS
Pack		Trade Name	
Components	0		
Containers	0		

Change Attribute Filter  ← Change filter to desired Trading Partner

Jump To Group 

[top](#)

Common Retail




Prepack/Container Code	<input type="text" value=""/>
NRF Color Code	<input type="text" value="101"/> Find
Color Description	<input type="text" value="OFF WHITE"/>

Uploading Attributes via a CSV File

- Download the CSV template from the Trading Partner landing page
www.gxs.com/amazon
 - OpenText GXS Active Catalogue Extended Attribute Template
- Fill out the CSV template offline with all of the required information.
- Once complete, convert the file to a text file, and save to a location on your computer.

C39		fx
	A	B
	Create Catalogue upload text file	
1		
2	action	insert
3	item_number	123456000001
4	Item_number_type	UP
5	selcode	100
6	hierarchy.node_description	MENS PANTS
7	product	90001
8	hierarchy.product_description	CARGO PANTS
9	ITEM.NRF_COLOR_CODE	260
10	ITEM.COLOR_DESCRIPTION	KHAKI
11	ITEM.NRF_SIZE_CODE	10965
12	ITEM.SIZE_DESCRIPTION	SMALL
13	ITEM.CONSUMER_PACKAGE_SIZE	1
14	:UOM	EA
15	ITEM.CONSUMER_PACKAGE_LENGTH	12
16	:UOM	IN
17	ITEM.CONSUMER_PACKAGE_WIDTH	12
18	:UOM	IN
19	ITEM.CONSUMER_PACKAGE_HEIGHT	12
20	:UOM	IN
21	ITEM.CONSUMER_PACKAGE_WEIGHT	15
22	:UOM	LB
23	ITEM.CONSUMER_ITEM_LENGTH	32
24	:UOM	IN
25	ITEM.CONSUMER_ITEM_WIDTH	34
26	:UOM	IN
27	ITEM.CONSUMER_ITEM_HEIGHT	1
28	:UOM	IN
29	ITEM.CONSUMER_ITEM_WEIGHT	4
30	:UOM	LB
31		

Uploading Attributes via a CSV File

 You are logged in as: QVEN630 for VENDOR DEMONSTRATION (124154612043)  

Text File Upload

Upload Type Item Image

Text File: Browse...

Date Format: MM/DD/YYYY

Choose File to Upload

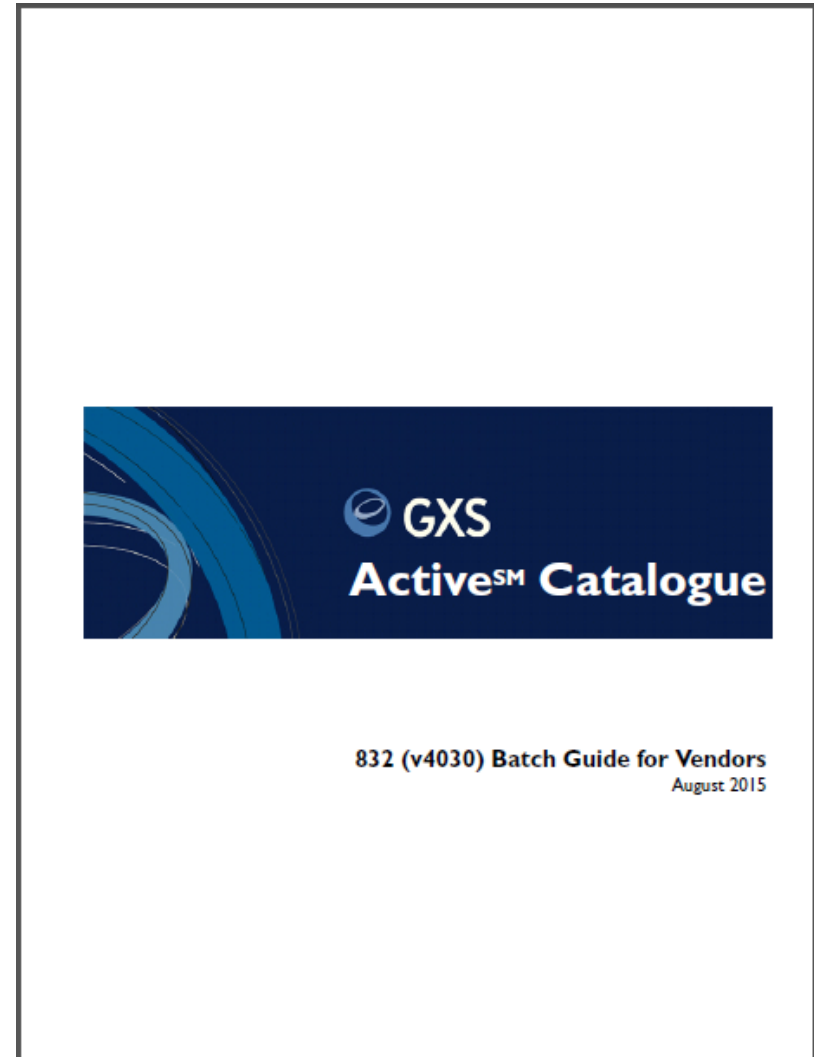
File name: DDS_CSV_Item_Upload_Template.xls All Files (*.*)

Open Cancel

Select "Text File Upload" option to retrieve you file to load to the Catalogue.


Uploading Attributes via an 832

- If you are currently updating your Catalogue with the 832, you can reference the batch guide when adding additional attributes to your map
- This is available to download on the OpenText GXS Active Catalogue website, as well as the Extended Attribute Guideline




Preparing to Load Items into GXS

- Visit the website www.gxs.com/amazon for more information that can help you implement a strategy within your company
 - Amazon Extended Attributes Requirements
 - Amazon GS1 Product Classification Reference Guide
 - GS1 Extended Attribute Guideline



APPAREL AND GENERAL
MERCHANDISE



**Checklists to Help Retail Trading Partners Implement
Extended Attributes & Images**

√	The Extended Attributes Checklist
	<ol style="list-style-type: none"> 1. Obtain GS1 US Extended Attributes Guideline (http://goo.gl/ZoLRVz) 2. Refer to section 1.6 (Product Attribute Matrix by Product Category) of the guide to get an overview of your product category and which attributes apply to your company <ol style="list-style-type: none"> a. Refer to section 2 to review definitions of each applicable attribute b. Determine what attributes you are currently providing c. For remaining attributes determine current availability within organization d. Develop plan for capturing new attributes <p><i>Note: There may be retailer specific attributes that are not defined in the guideline. These attributes should be considered when developing your solution.</i></p>
	<ol style="list-style-type: none"> 3. Determine what teams need to be involved to implement the project <ol style="list-style-type: none"> a. Sales representatives b. IT team c. EDI/U.P.C. team d. Item Master team e. Product Development team f. E-Commerce/Drop Ship team
	<ol style="list-style-type: none"> 4. Determine what method(s) will be used to provide the attributes to your trading partners. <ol style="list-style-type: none"> a. Third Party Catalog Service b. GS1 US Standard Spreadsheet c. Retailer's Web Portal d. Retailer's Proprietary Spreadsheet e. Other
	<ol style="list-style-type: none"> 5. If using Third Party Catalogs, decide the method of transport(s) <ol style="list-style-type: none"> a. EDI via 832 b. Web Services (XML) c. Spreadsheet upload d. Manual entry via web portal
	<ol style="list-style-type: none"> 6. Consider the timing of attribute availability <ol style="list-style-type: none"> a. All attributes may not be available at the time U.P.C.s are assigned and published <ol style="list-style-type: none"> i. The purchase order process may not require all the extended attributes ii. Web attributes and publishing may come later in the process b. Develop a process which allows for attribute updates after the initial product setup
	<ol style="list-style-type: none"> 7. Develop a pilot/testing strategy
	<ol style="list-style-type: none"> 8. Once pilot is successful, move to production

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PAGE 1 OF 2

Future Amazon Educational Webinars

- ✓ October 14, 2015 10:00 am Pacific
- ✓ October 21, 2015 10:00 am Pacific



Q & A Session

Amazon Extended Attribute Letter

➤ <http://www.gxs.com/amazon>

OpenText/GXS Amazon Informational Landing Page

➤ <http://www.gxs.com/amazon>

OpenText/GXS Extended Attribute and Image informational page

➤ http://www.gxs.com/catalogue_extended_attributes

OpenText/GXS Active Catalogue Documentation

➤ <https://catalogue.gxs.com/QRSGUI/jsf/login/login.jspx>

* Updated documentation under ‘Product Documentation’ in GXS Catalogue UI

* **FAQ** can be found at <http://www.gxs.com/amazon>

OpenText Active Catalogue Support:
1-800-334-2255 Options 2,5,2

or

Email Catalog Customer Support:
cataloguesupport@opentext.com

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