amazon.com

OPENTEXT | GXS

October, 2015

Vendor Partners:
As covered in our webinars, we have accumulated questions related to Amazon's Extended Product Attributes requirement. Please email Amazon at us-softlines-mass-vendor-announcement@amazon.com for any Business related questions and 1-800-334-2255, options 2, 5, 2 for technical questions relating to OpenText/GXS.

FREQUENTLY ASKED QUESTIONS

EDI 832

- ❖ Can we send the GPC and the Gender by Age and Brand through EDI 832?
  - ✓ Yes. Please refer to the 832 (v4030) Batch Guide for Vendors documentation located under Production Document in the Catalogue GUI website. For your reference,
    - ▪ GPC (Listed under Classification Agency & Classification Level 1 Value) where Classification Agency = Segments N101(AG) N103(97) N104(GPC) Classification Level 1 = Segment REF01(19), REF02(GPC value)
    - ▪ Gender by Age = REF01(5E), REF02(Gender by Age Value)
    - ▪ Brand = Detail - N101(BRN) N102(Brand value)
- ❖ Can you please clarify Gender by Age and Product Class.
  - ✓ Product Class helps define categories of similar products. This attribute allows Amazon to classify and to align the product to the correct internal structures. Gender by Age identifies the primary gender and age for which the product has been designed.
- ❖ Did I misunderstand, we can send them in the 832 but they are not part of the extended attributes. We are planning to use web services to update extended attributes, will this not work?
  - ✓ Although, the two attributes Product Classification and Gender by Age have not been included in the GS1 Extended Attribute, the two attributes are supported by the OT GXS Active Catalogue. Yes, you are able to the web services to update the extended attributes.
- ❖ To clarify, we use 832 to load then we want to reclassify. So for new GPCs is on catalog when does Amazon get the new GPC?
  - ✓ Amazon will receive a feed containing the new GPC value by the end of the day.

GXS Active Catalogue Template

- ❖ Looking at the Amazon item template
  - ✓ The Amazon item template can be found on the Amazon Landing Page www.gxs.com/amazon under OpenText GXS Active Catalogue Extended Attributes Template

amazon.com

OPENTEXT | GXS

- ❖ Looking at the Amazon template again, we have Style name which is more than 20 characters and we have 'Describe the product'. Which extended attributes do these map to?
  - ✓ The Product Description can be loaded under hierarchy.product_description. Style name greater than 20 characters can be loaded under ITEM.LONG_DESCRIPTION.
- ❖ There are attributes like Tariff Code. This is not on the item template. Do we still have to send it. If we don't know it, do we leave it blank or simply not send.
  - ✓ The Tariff Code is listed under ITEM.COMMODITY_HARMONIZED_TARIFF_SCHED in the item template. At the time of item setup, this attribute is not required. However, once you are able to define the HTS code (Harmonized Tariff Code), you should update the GXS Active Catalogue with this date.
- ❖ Is there a template that we can use to upload information to GXS instead of entering one by one?
  - ✓ Yes. The Amazon item template can be found on the Amazon Landing Page www.gxs.com/amazon under OpenText GXS Active Catalogue Extended Attributes Template

Miscellaneous

- ❖ We are not using GXS for Amazon, yet. If we still have to do Product Classification and Gender by age manually on a spreadsheet then what is the advantage to moving over now?
  - ✓ The three attributes GPC (Classification Code), Gender by Age and Brand Name are very important to Amazon. *If Amazon does not have this data up front, you will not be included in our simplified item set up process.* Hence, the sooner you are able to provide Amazon with this information, the sooner we can classify your merchandise and the faster we can issue a purchase order.
- ❖ Sounds like I would have to enter it through a spreadsheet anyway.
  - ✓ Correct. However, the more information Amazon can extract from the GXS Active Catalogue, the less you would have to the information manually.
- ❖ Is this for the Sports Licensing side of Amazon or just the Apparel side? We sell to both.
  - ✓ This initiative is focused on Apparel and Shoes. However, other divisions will be included in this initiative at a later date.
- ❖ Will using GXS eliminate the spreadsheets?
  - ✓ No. Using OT GXS Active Catalogue will help eliminate some of the manual process. However, there will also be attributes which will require you to complete the spreadsheet.
- ❖ The buyer was the one who set up the item classification as tunic shirts on the template, so do we simply just choose what makes sense from the list and leave it at that?
  - ✓ Select a product type which best classifies the product
- ❖ Should we load all of our products into GXS initially even if Amazon only ends up buying a portion direct?
  - ✓ If you sell to retailers other than Amazon, the recommendation is to upload all your products into the GXS Active Catalogue. If you only sell to Amazon, feel free to upload only the products that Amazon buys.

- ❖ Do we just need to load new products to the catalogue of existing products that we sell through Amazon to the catalogue?
  - ✓ Yes
- ❖ Will Amazon only pull information from the GXS Catalog going forward or can vendors continue to do what is being done currently for production information?
  - ✓ Amazon has partnered with OpenText/GXS to improve efficiency between GXS Active Catalogue and Amazon's internal Catalogue. Using the OT GXS Active Catalogue will help improve and expedite the product setup. Having the data up front, will help you be included in our simplified item set up process. However, you can continue to use your current process for production information.
- ❖ Cannot meet Nov 1 for GPC and Gender attributes due to other system initiatives....what happens?
  - ✓ Amazon understands there may be vendors who are not able to meet the November 1st deadline. If you are not able to provide this information and you will not be included in Amazon's simplified item set up process.
- ❖ What is the 11/1 published deadlines on?
  - ✓ Publishing the 3 attributes: Classification/Product Type, Gender by Age and Brand Name attributes
- ❖ At what point in the item set-up process does Amazon need to pull the information from the GXS catalog?
  - ✓ Amazon has a direct link to the OT GXS Active Catalogue and accesses the Catalogue multiple times during the day.
- ❖ Will Amazon pull from a previously set up selection code or do they require their own selection code?
  - ✓ Yes, Amazon will pull from a previously setup selection code.
- ❖ Does this replace any of the documents we currently fill out ie NIS, commitment sheet?
  - ✓ No
- ❖ If Amazon is currently doing our photography, is this going to change?
  - ✓ Amazon will continue to use their own product photos
- ❖ Can you provide more details on the timing required to have the product data transmitted in relation to order
  - ✓ **Amazon's Product Classification Requirement update:** Effective November 1, 2015 Amazon will require product classification data in the form of GS1 Global Product Classification (GPC). This information must be included alongside the Extended Attributes entered to Open Text GXS for our system to accept the newly entered products.
  - ✓ **Amazon's Extended Attributes and Image Initiative Update:** Effective November 1st, 2015 Extended Attributes will be required 8 weeks prior to first delivery of new products.
- ❖ Will this replace item setup on Vendor Central?
  - ✓ No, item setup will still be required for Vendor Central
- ❖ Will there be compliance offsets if we're not ready by November 1st?
  - ✓ As Amazon has communicated this important initiative with their vendors, Amazon understands that the November 1st deadline may be a bit aggressive. Amazon will continue to partner with their vendors to obtain the product information as soon as possible.
- ❖ How do we communicate our timing capabilities to Amazon?

✓ An email can be sent to
us-softlines-mass-vendor-announcement@amazon.com

Categorizing Merchandise

❖ Is this only for new products being entered or do we need to go back and do this process for items currently set up and selling now?
  ✓ To make it easier for our vendors, Amazon is requesting the vendors to populate the extended attributes for new products and for any products that Amazon currently buys.
❖ The existing items need to be uploaded or just new items
  ✓ Amazon is requesting the vendors to populate the extended attributes for new products and for any products that Amazon currently buys.
❖ If a backpack has 2 closures do we need to put 2 closure types?
  ✓ If there are multiple closures for an item, best practice is to describe the closures in the *Features – Benefits -- Marketing Message* attribute.
❖ Is there a sizing chart on the GXS website?
  ✓ Yes, please refer to the NRF Guide – Standard Color and Size Code Procedures documentation located under Production Document in the Catalogue GUI website.
❖ What about unisex? i think we have kids jammies that are for both.
  ✓ For Gender by Age, you can select any of the following values: Youth Unisex Toddler, Youth Unisex, Youth Unisex Little, Midsize (Unisex) or Unisex
  ✓ The following chart can be used for Gender by Age (for Kids Footwear)

Kids Footwear

1 through 3.5	Infant
4 through 10	Toddler
10.5 through 3	Little Kid
3.5 through 8	Big Kid

❖ Does Brand Name / Classification / Gender by Age have to be specified on the SKU level? Or can we specify it ONCE on the style level ?(Product ID)
  ✓ The preference is of the attributes to be supplied at the SKU level.
❖ What about products that are already in GXS that are not set up with Amazon New Attributes. Do we need to update those items with the New Attributes?
  ✓ To make it easier for our vendors, Amazon is requesting the vendors to populate the extended attributes for new products and for any products that Amazon currently buys.

GPC (Classification Type)

❖ We have item classification. Is this the same as the GPC?
  ✓ Yes
❖ I noticed that on our template we have Tunic Shirts and this is not on the GPC list. How do we know what to use for this field. Do we make it up and hope it makes sense

amazon.com

OPENTEXT | GXS

- ✓ No, please don't make up a code. Amazon is requesting for a classification code at a general level (i.e. shirts). Specifying a GPC code at a more granular level (i.e. tunic shirt) is not necessary. There are 2 places you can obtain the GPC code.
    - On the Amazon Landing Page, www.gxs.com/amazon under Amazon GS1 Product Classification Reference Guide Both Amazon and OpenText GXS have reviewed Amazon's Product Types and mapped them into the GPC classification type.
    - If you are not able to find a product type that associated with your product, you should be able to find the Product Type (GPC class) using the GPC browser tool on the Amazon Landing Page, www.gxs.com/amazon under GPC Browser Tool
- ❖ Can you use 2 product classifications? We are usually under school uniforms and workwear.
    - Each product should have one product classification code associated with it. School uniform would be classified as 10002102. Workwear sets would be classified as 10002102. You can refer to the On the Amazon Landing Page, www.gxs.com/amazon under Amazon GS1 Product Classification Reference Guide for more codes.
- ❖ Our GXS rep can tell us exactly what field in GXS to put the Product Classification, Gender by Age, and Brand, yes?
    - ✓ For your reference,
      EDI 832
        - GPC (Listed under Classification Agency & Classification Level 1 Value) where
          Classification Agency = Segments N101(AG) N103(97) N104(GPC)
          Classification Level 1 = Segment REF01(19), REF02(GPC value)
        - Gender by Age = REF01(5E), REF02(Gender by Age Value)
        - Brand = Detail - N101(BRN) N102(Brand value)
      OT GXS Active Catalogue Template
        - GPC (Classification Value) can be located under ITEM.CLASSIFICATION.AGENCY ITEM.CLASSIFICATION.LEVEL_ONE
        - Gender by Age can be located under ITEM.GENDER_BY_AGE
        - Brand can be located under ITEM.TRADE_NAME

- ❖ Re classifications - we sell backpacks, and didn't see that option in the GXS list. Would we select 10001096 (HANDBAGS)
    - ✓ Correct. Handbags would be classified under code 10001096
- ❖ If GPC is or needs to be changed, how or when will new GPC be uploaded to Amazon for use?
    - ✓ If the GPC code is loaded onto the OT GXS Active Catalogue, Amazon will receive a feed by the end of the day.
- ❖ The product line that we sell on Amazon was not listed on Amazon GS1 Product Classification Reference Guide. We have GS1 Product Classification code but was not listed on Amazon's reference guide. Do we still need to be setup by 11/1?
    - ✓ Yes. If the code is not listed on the Amazon GS1 Product Classification Reference Guide, refer to the GPC Browser Tool GPC Browser Tool. The Amazon GS1

Product Classification Reference Guide contains only the most commonly used product types.

- ❖ Product classification - Amazon has fairly loose requirements for classification, will other retailers also follow these standard or will they require more granular categorization?
  - ✓ Although, the two attributes Product Classification and Gender by Age have not been included in the GS1 Extended Attribute Guideline, the two attributes are supported by the OT GXS Active Catalogue. We are working with the GS1 committee to have these two attributes included in the GS1 Extended Attribute Guideline.