

September 4, 2015

**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.

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**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.

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**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)

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As Amazon Fashion begins the adoption of extended attributes, we are our committed to providing regular communication and training to ensure that your teams understand how to manage an extended attribute exchange.

**To help you get started, we suggest that you:**

- Confirm that your company will use the OpenText GXS service to store your GTIN information or to confirm your company's approval to grant Amazon access to your GXS Catalogue by sending an email to Michael Strickland at [mstrickl@opentext.com](mailto:mstrickl@opentext.com)
- Please note that GXS will be contacting you directly if you are a current partner, but please feel free to contact Michael Strickland with any questions you may have. Michael can be reached at +1 301.340.4150 or via [mstrickl@opentext.com](mailto:mstrickl@opentext.com). You can also contact GXS at +1 877-446-6847 (Option 2, 5, 2) or via email [cataloguesupport@opentext.com](mailto:cataloguesupport@opentext.com)
- For questions on how to load data into GXS, please contact GXS support at 1-877-446-6847, Opt. 2 or [cataloguesupport@OPEN TEXT/GXS.com](mailto:cataloguesupport@OPEN TEXT/GXS.com).
- Information will be available specific to Amazon on the GXS site, <http://www.gxs.com/amazon>
- GXS will be conducting vendor seminars/webinars to address any concerns or questions.

***It is imperative that you start the process now in order to meet the target date November 1, 2015.***

Please refer to the reference links at our landing Page <http://www.gxs.com/Amazon> to answer questions about attribute requirements.

Be sure to forward this Email to any relevant parties within your organization.

Thank you in advance for your partnership as we mutually work together to improve our customer's shopping experience. We look forward to continuing the partnership between our vendors and Amazon.

Sincerely,  
Matthew VanHorn  
Amazon Services