

Vendor Educational Webinar:

OpenText/GXS Active Catalogue
and Data Requirements





OPENTEXT

Unleashing the Power of Information



Introductions

- **Audra Atkinson**- Belk, Inc
Director, Merchandise Information
- **Karen Rushforth**- Belk, Inc
Director of EDI
- **Katie Lastowski** - Belk, Inc
Director, Digital Product Content
- **Don Wiener** - OpenText / GXS
Director, Customer Management
- **Jake Divjak**- OpenText / GXS
Customer Manager
- **Kenny Terhurne**- OpenText / GXS
Customer Manager

Agenda

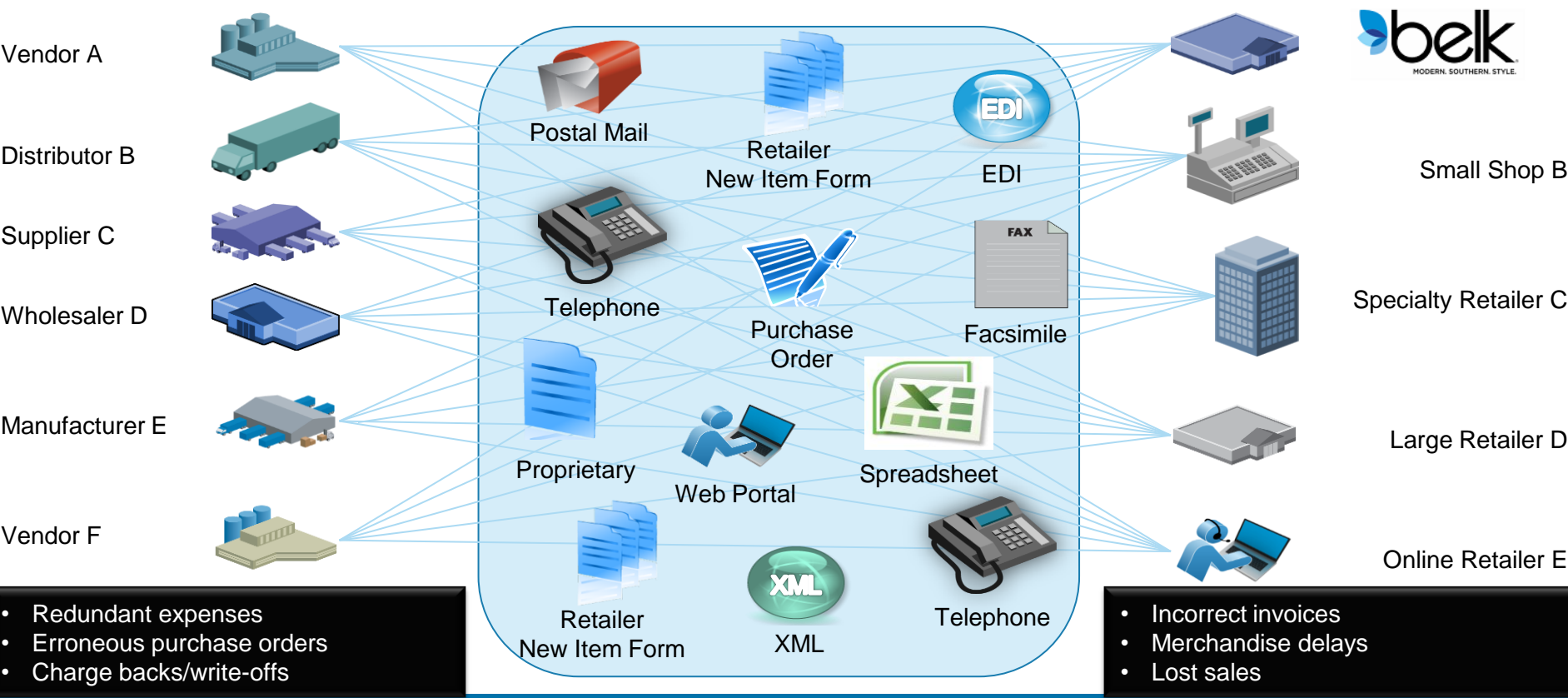


- Introduction
- Retail Industry Data Flow/Product Data Synchronization
- OpenText /GXS Active Catalogue Overview
- Critical Requirements for Item set up
- Belk's Content Management Overview and Requirements
- Extended Attributes & Retail Panel
- EDI Requirements & Concerns
- Documentation and Support
- Q & A



Retail Industry Data Flow (Product/Data Synchronization)

Manual item setup = supply chain inefficiency



Downstream Impacts of Manual Item Setup

Manual and proprietary processes are error prone and costly

- The consumer products industry spends over \$30B annual on content management (*Source: AMR*)
- Over 30% of records in retailer's item files contain errors, and each error cost \$60-\$80 to resolve, not including lost sales, margin, or resulting inventory and accounting errors. (*Source: A.T. Kearney*)

Item File errors create significant problems through out the supply chain with significant financial implications

- 60% of invoices have errors – each error costs \$40-\$400 to reconcile. 43% result in deductions or overpayments. (*Source: A.T. Kearney*)

Timeliness of item setup is compromised

- Retailers with manual item creation/maintenance process typically require a series of steps over a multi-day period to create new items in their systems.



Active Catalogue Overview

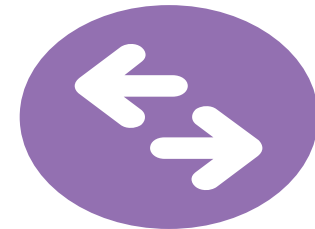
OpenText/GXS Active Catalogue

What is the Active Catalogue:

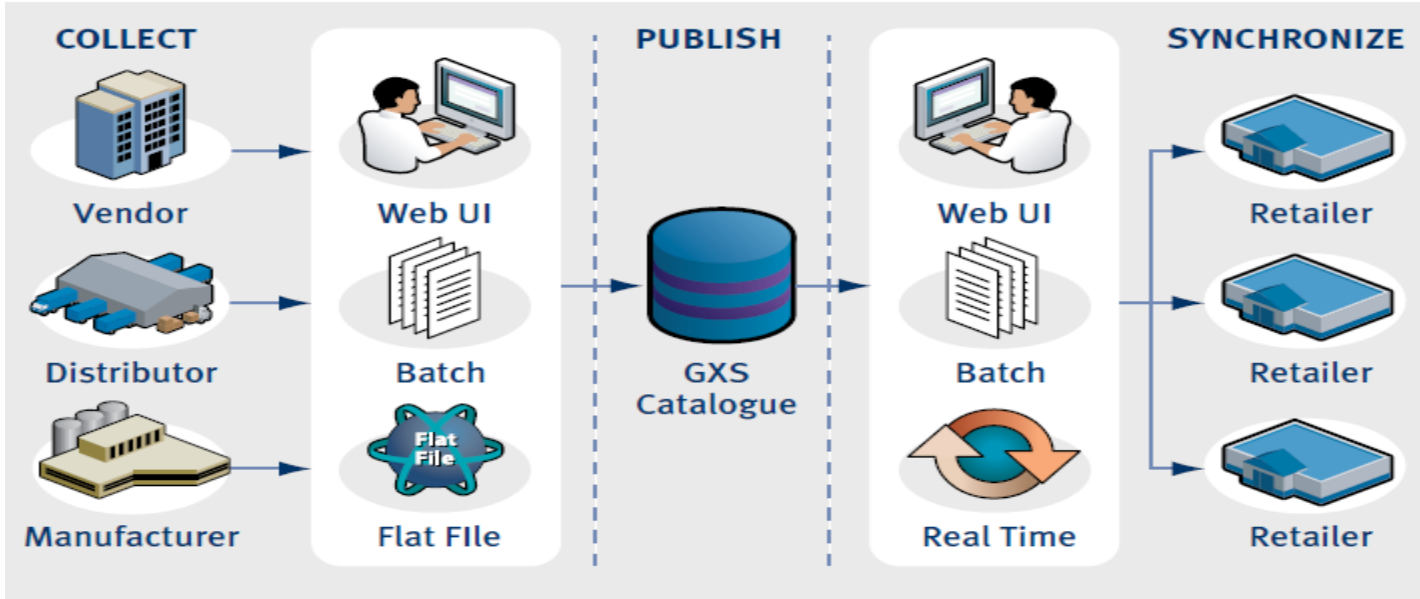
- Retail industry's leading product data synchronization application
- Allowing marketers, manufacturers and suppliers to share their latest product information such as price, style, color, size and more than 600 additional product attributes with retailers.
- Provides extensive data validations and comprehensive data attribute support. GXS Catalogue enables better management of new item introductions and item maintenance processes

Key Statistics:

- Over 150 million items stored
- Over 600 attributes
- Over 6,000 suppliers/manufacturers/distributors
- Over 200 retail hubs



OpenText/GXS Active Catalogue





OpenText/GXS Active Catalogue enables item synchronization for supply chain speed and accuracy across your trading partner network



Belk Active Catalogue Requirements

Belk Item Setup Call Outs

- If the item is a pre-pack, the following requirements apply:
 - Must use the **PU** pack type for pre-packs and corresponding component's must be identified & linked to the pack during initial set up in GXS Catalogue
 - If configuration of the pack changes a new UPC must be provided
 - Must use 90000-99999 size chart only for Pack Items

		<u>GTIN</u>	<u>GTIN Type</u>	<u>Pack</u>	<u>Color</u>	<u>Color Description</u>	<u>Size</u>	
<u>0</u>	<u>1</u>	777777005100	UP		019	CHARCOAL	10890	
<u>0</u>	<u>1</u>	777777005117	UP		001	BLACK	10890	
<u>0</u>	<u>1</u>	777777005124	UP		100	WHITE	10890	
<u>4</u>	<u>0</u>	777777005131	UP	PU	999	ASST	90001	ASST
<u>0</u>	<u>1</u>	777777005216	UP		400	BLUE	10890	M

View Components close									
<input type="checkbox"/>	GTIN	GTIN Type	Quantity	Pack	Unit of Measure	Color	Color Description	Size	Size Description
<input type="checkbox"/>	777777005117	UP	1		EA	001	BLACK	10890	M
<input type="checkbox"/>	777777005216	UP	1		EA	400	BLUE	10890	M
<input type="checkbox"/>	777777005124	UP	1		EA	100	WHITE	10890	M
<input type="checkbox"/>	777777005100	UP	1		EA	019	CHARCOAL	10890	M



Belk Item Setup Call Outs

- **Items must be set up using the following:**

- Correct NRF Size codes that apply to the sizing for the item using correct NRF size chart for the product you are selling. Make sure to look at both the primary and secondary description to ensure you are using the correct code.
- Correct NRF 3 digit color codes that apply to color family for the item

<div>Correct use of NRF Color and Size Codes and Descriptions.</div>		GTIN	△	GTIN Type	Pack	Color	Color Description	Size	Size Description	<div>Correct use of Pre-pack Color and Size Codes</div>
		777777236034		UP	10	533	LT. PURPLE	90002	PACK A	
		777777236035		UP		533	LT. PURPLE	10175	15.5 34/35	
		777777236078		UP		533	LT. PURPLE	10185	16 34/35	
		777777236085		UP		533	LT. PURPLE	10195	16.5 34/35	
0	1									
0	1									

Belk Item Setup Call Outs



- Items and packs must be set up timely and accurately in GXS in order to avoid downstream issues.
- Packs must be set up at time of item creation.
- All UPC and item setups must be **complete in GXS a minimum of 2 weeks** prior to bulk orders being written and released
- Reuse of UPCs must be per GS1 standards of 36 months unless you have advised Belk's Item Set-up Team
- Order QTY Multiple- If SKUs must be ordered in multiples other than 'one', this field must be populated

Granting Access to Belk

Belk is asking that “Unrestricted” access be granted and GMA Compliance Checks turned ‘ON’:

<u>Trading Partner Name</u> 	<u>Account Number</u>	<u>Subscription Date</u>	<u>Last Access Date</u>	<u>Access Type</u>
BELK STORES SERVICES	127043571000	Nov 8, 1990	May 30, 2013	<div><input type="radio"/> Restricted <input type="radio"/> Selection Code <input checked="" type="radio"/> Unrestricted</div>

- Belk Catalogue Account ID = 127043571000
- A step by step document on how to grant access can be found in the ‘Product Documentation’ section of the Catalogue User Interface or contact GXS directly.



Content Management Requirements

What is a CAR?

- CAR stands for Content Acquisition Request
- A CAR is generated for each UPC that is ordered for Belk.com
- A CAR holds the details for the Product Name, Brand, and Features & Benefits for the merchandise that will be displayed on Belk.com
- Providing accurate and complete information is important. This is what will be on Belk.com to sell your product.

Web Content Requirements

- A vendor contact must be set up and trained in the Content Acquisition Request System (CARS) to complete CARS for all Belk.com merchandise
- Information needed to successfully complete a **CAR**:
 - Product Information (Name, Description, Care, Content, Marketing Features)
 - Sample and/or Image
- The following slides provide timelines for receiving information to process CARS to Belk.com.
- Failure to adhere to established guidelines will result in your merchandise not appearing on site = LOST SALES

Sample Requirements

- Samples must be provided for each style that is shipping to Belk.com
- They must be sent to your Belk contact at least 7 weeks prior to the start ship date of the PO
- We can color correct certain solid colors. If you have any questions about color correcting, please ask your Belk CARS contact.



Image Requirements

- If utilizing images, they must be provided for each style that is shipping to Belk.com
- Images must meet our Belk guidelines provided on the next slide.
- They must be sent to your Belk CARS contact at least 5 weeks prior to the start ship date of the PO

Belk Image Requirements

Product Photography:

- Shoot against a white seamless sweep, card or table top
- Slight Shadows for visual grounding

On-Figure Photography:

- Shoot against or neutral colored seamless sweep
- Do not crop into model's face (Show all of model's head)
- Open space around subject is preferred for our cropping discretion

Color: RGB

Post-Production: Add clipping path/silhouette to subject matter in Photoshop with a tolerance level of 0

Size: Preferred: 2,500 pixels by 2,500 pixels
Minimum: 1,000 pixels by 1,000 pixels

Format: Hi-Res Tiff (.tiff) file, 300dpi (if clipping path/silhouette added in Post-Production phase, save as layered .tiff file)

Delivery: CD, DVD, E-mail attachment, FTP location – delivered to Belk Buying Office



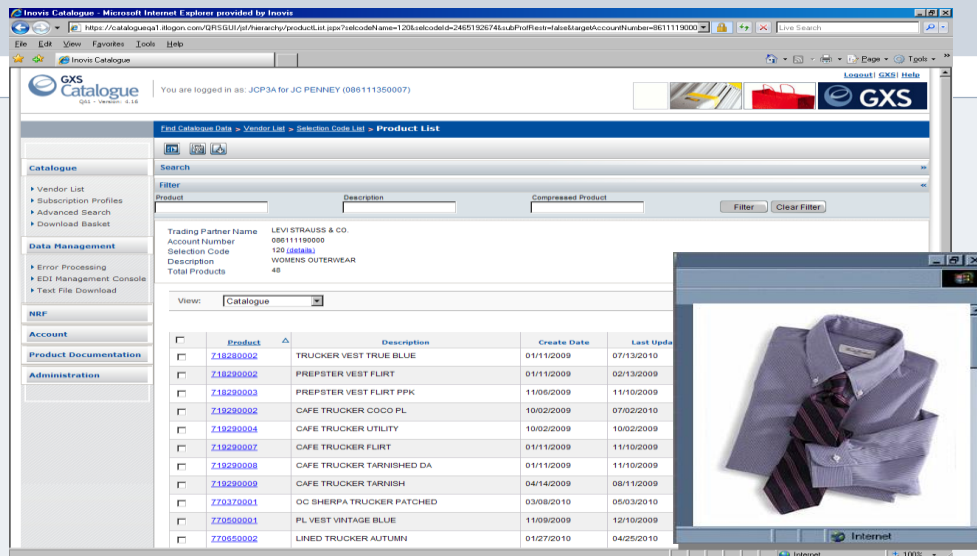


Extended Attributes and Retail Panel

Providing Extraordinary Business Value

Features

- Over 600 product item attributes and images
- A variety of implementation options from manual to highly automated
- Extensive data integrity validations
- Customer interactions are unique based on client need

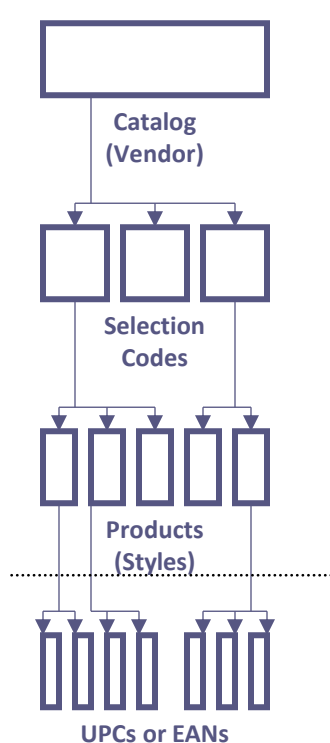


Maximize efficiency across the entire supply chain

Benefits

- Reduce receiving costs and speed merchandise to selling floor
- Present a compelling multi-channel experience to consumers
- Implement at the lowest possible cost to maximize margins and profits
- Increase accuracy from orders through settlement

With over 600 GTIN-level Attributes and Images



UPC/EAN/GTIN

Color Description

NRF Color Code

Size Description

Min. Order Quantity

Max. Order Quantity

Length

Length UOM

Weight

Weight UOM

Reorder Flag

Seasonal Avail. Flag

NMFC Code

Haz. Mat. Code/Desc.

Trade Name

NRF Size Code

Published Cost

MSRP

Change Date

Booking Date

Availability Date

Width

Width UOM

Cube Size

Cube UOM

Lead Time

Order Qty Multiple

Harmonize Code

Name and Desc.

Logistics

Discontinued Date

UPC Type

Pre-Pack Components

& Quantities

Country of Origin

Fabric Description

Height

Height UOM

Mfgr's Pack Size

Mfgr's Pack Size UOM

Point of Origin

UOM

Quota Category

Warranty

Nutritional Information

Benefits of Extended Attributes and Images



Vince Camuto

Vince Camuto Women's VC Harty Pump

★★★★★ [7 customer reviews](#)

List Price: \$99.99

Price: **\$48.47**

You Save: **\$51.52 (52%)**

Size:

8 B(M) US



[Sizing info](#)

Color: Bronze Metallic Snk



Size,
Color Info

Product Description

Vince Camuto is a true footwear innovator, both of design and of industry. shoes are among the most beautiful and finely crafted footwear available.

Vince Camuto's VC Harty keeps a pointed-toe pump interesting with offeri



ASIN : B009SKUP9Y

Product Dimensions: 12 x 8 x 4 inches; 2 pounds

Shipping Weight: 2 pounds ([View shipping rates and policies](#))

Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO address

Origin: Imported (China)

Item model number: VC-HARTY



Additional Attribute
Info

Complete information enables the customer to be better informed before purchase.

OpenText/GXS Retail Panel

- Many different retailers participate across different segments of the industry.
- Over 120 participants representing over 50 retail industry leading companies
- Regular conference calls - annual meeting at Enterprise World
- Common goals:
 - Understanding of required attributes and their definitions.
 - Collaboration with retail industry leaders
 - Partnership with GS1

Dillard's

sears

belk

K
kmart.

Century 21
department store

Jordan's

HBC

Zappos
POWERED by SERVICE

Boscov's

KOHL'S
expect great things

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS

OnlineShoes

GS1
US

OpenText/GXS Retail Panel – Continues to Grow



A&P	Gloria Vanderbilt	Puma North America
Adidas Group	Godiva	PVH
Amazon	Gordmans	Quiksilver
Bealls	GS1	Ralph Lauren
Belk	HBC	Remac/J Renee
Big 5	HH Brown	Saks
Bob's Stores	Holt Renfrew	Sears Holdings
Boscov's	JCPenney	Shoebacca
Brown Shoe	Jones	ShopBop
Byer California	Kate Spade & Company	Skechers
Carhartt	Kohls	Spanx
Century 21	Lord and Taylor	The Sports Authority
Dick's Sporting Goods	Macys	Stage Stores
Dillard's	Nordstrom	Tharanco Group
eBags	Nygard	TJX
Eileen Fisher	OpenText/GXS	Under Armour
Estee Lauder	Parigi	Zappos
Gander Mountain	Perry Ellis	

GS1 Extended Attribute Guide

Ecommerce	Applicable to Specific Categories		Apparel	Footwear	Jewelry	Fashion Accessories	Beauty	Home
		Does Not Contain					x	
		Lining material	x	x		x		
		Pant Inseam Length	x					
		Platform height		x				
		Sleeve Length	x					
		Sleeve Type	x					
		Sole Type		x				
		Stone			x			
		Warranty			x			x
Supply Chain								
	Common to all Categories		x	x	x	x	x	x
		CPSIA Flag						
		Consumer Avail Date	x	x	x	x	x	x
		Consumer Pkg Depth	x	x	x	x	x	x
		Consumer Pkg Height	x	x	x	x	x	x
		Consumer Pkg Width	x	x	x	x	x	x
		Consumer Pkg Gross Weight	x	x	x	x	x	x
		Consumer Quantity of Units in Pkg	x	x	x	x	x	x
		Discontinue Date	x	x	x		x	x
		First Avail Ship Date	x	x	x	x	x	x
		First Order Date	x	x	x	x	x	
		Harmonized Tariff Schedule Code	x	x	x	x	x	x
		Lead Time	x	x	x	x	x	x
		Min Order Quantity	x	x	x	x	x	x
		Order Quantity Multiple	x	x	x	x	x	x
		Special Item Code	x	x	x	x	x	x

- The example here is taken from the GS1 Extended Attribute Guide

➤ Available on the GXS landing page.
http://www.gxs.com/catalogue_extended_attributes



APPAREL AND GENERAL MERCHANDISE

Voluntary Guidelines for Exchanging Extended Attributes for eCommerce

PREPARED BY THE GS1 PRODUCT IMAGE & EXTENDED ATTRIBUTES COMMITTEE

01.0 - SEPTEMBER 2013



OpenText/GXS Customer Focus for 2014-2015



- Partner with key retailers and vendors on the GS1 Committees:
 - Phase 2 of General Merchandise and Apparel
 - Sporting Goods
 - Hardlines
- Partner with key retailers on enablement of extended attributes and images:
- OpenText/GXS Program Support includes:
 - Landing page for each retailer
 - Support for vendor enablement
 - Educational Webinars





EDI Requirements and Concerns

EDI Requirements



- Every Vendor must set up EDI with Belk for the following Documents:
 - 850 Purchase Order
 - 810 Invoice
 - 856 Advance Ship Notice (ASN)
 - 997 Functional Acknowledgment.
- Other EDI Documents currently available include:
 - 852 Point-Of-Sale Data
 - 860 Purchase Order Change
 - New and Improved Functionality has been added at the request of our trading partners.
- Contact edi@belk.com

EDI Concerns



- All Invoices and ASNs should be consolidated by DC.
 - There should be one ASN per DC which may contain multiple POs for multiple stores.
- All ASNs must be sent to Belk when the doors close on the trailer and the SHIP DATE must be within the ship window.
- If the Purchase Order is at Pack Level, the ASN and the Invoice must be at Pack Level.
 - Prices must be at Pack Level.
 - UPCs must be at Pack Level.
 - Packs and Components must be setup in the GXS Catalog properly.

Critical Requirements



The 5 requirements listed below are *not an all-encompassing list* of Belk requirements.

#	Requirement
1.	Item Setup: Items and packs must be set up correctly in GXS in order to avoid downstream issues.
2.	Packs in Single Cartons: Any pack that is defined must be able to be shipped in a <u>single</u> carton consistent with the Belk Vendor Guide.
3.	No Broken Packs: Broken packs should only be shipped with explicit permission from the appropriate Belk buying office.
4.	Unit of Measure Quantity Consistency: If the PO (and ASN) is for packs, then the invoice must be for the PACK quantity and cost, not the component quantity and cost.
5.	Invoice Consolidation: Invoices should be consolidated by distribution center location, per PO shipment.

Documentation and Support

- For all of the latest information and documentation pertaining to the Belk Data Sync Initiative, please visit the Belk Landing Page at:

www.gxs.com/belk

Or Visit the '*Vendor Info*' section at

www.belk.com

Questions



Questions about todays information?

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