October 01, 2015

Dear Valued Trading Partner,

As our customer becomes more digitally savvy, she is requiring more information about products to help her make more informed purchasing decisions. Effective management of product attributes, images, and digital content is essential to driving sales and providing an omni experience to our customer.

Earlier this year, Belk communicated that we are in the process of implementing a new item master data and digital content application to support our omni initiative. Our current go-live target date is Mid- January 2016.

**What does this mean for you?**

* **Beginning January 1, 2016** populate all relevant product attribute information in GXS following the GS1 ‘Voluntary Guidelines for Exchanging Extended Attributes for Ecommerce’
* Provide product images in accordance with the GS1 Guidelines
* Ensure all items are set up in GXS with appropriate attributes populated 8 weeks prior to ship date
* Attend one of our Item, Attribute & Image Requirements Overview webinars in October
* Attend one of our Vendor Portal Training webinars in January

**Vendor Webinars:**

We encourage several representatives from your team to attend the webinars to ensure all impacted parties are informed. Additional webinar details will be sent under a separate cover.

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| --- | --- | --- |
| **Requirements Overview** |  | **Vendor Portal Training** |
| Tuesday October 20th 10:00-11:00 EST |  | January Dates TBD |
| Tuesday October 20th 2:00-3:00 EST |
| Make Up Date TBD |

**Additional Resources:**

* GS1 Extended Attributes Guidelines: [GS1 Voluntary Guidelines for Extended Attributes ecommerce](http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=690&PortalId=0&TabId=785)
* GXS/Open Text Belk Landing Page: <http://www.gxs.com/belk>
* Belk Vendor Guide (includes EDI mappings): [**Belk Vendor Guide**](http://www.belk.com/media/pdf/vendor_info/transportation_documents/BestPlan.pdf)

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@gxs.com).

Thank you in advance for you partnership as we mutually work together to improve our customer’s shopping experience. Additional communications will be sent as we progress through our project.

Regards,

Colleen McCarthy, Vice President of Data Governance