Dillard's

1600 Cantrell Little Rock, AR 72201

September 30, 2014

Dear Dillard's Supplier,

Dillard's is requesting your partnership in supplying images to us for e-Commerce and Marketing. We've been successful in automating images and extended attributes with several of our Suppliers and would like to explore this with you. Are you currently providing images to Dillard's today or could you in the future? The growth of digital marketing and sales has increased image usage dramatically. We are committed to find ways to streamline the e-Commerce publishing process and to automate how **product images** and extended attributes are acquired.

Two automated processes we are using today
- eBiz Spreadsheet Upload (using the Industry Standard Spreadsheet and ebiz.dillards.com)
- 3rd Party UPC Catalog (GXS or InterTrade)

The first step in this process is for our vendors to **host their images on an ftp server or website** and allow Dillard's access. By providing style information, the image location and the image name on the eBiz spreadsheet or on a UPC catalog, Dillard's is able to use this information to automatically retrieve the image file with a web service call to the hosting site. The system will match the image to the style or style color and place it in the Dillard's asset management system. This eliminates the manual retrieval and matching process, saving both our companies' time, increasing accuracy and speed to market.

The GS1 Image & Attribute Committee co-hosted by Dillard's with participation from other Retailers, Suppliers and 3rd Party Providers approved the Image & Attribute Standards and Best Practice Guidelines both now available on the GS1 website.

Images:
http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=514&PortalId=0&TabId=785

Attributes:
https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=690&PortalId=0&TabId=785
Note: The attributes are organized by product type, so be sure to reference the Guideline to see which attributes apply to your product. We realize there will be some attributes that you cannot provide today. Begin sending the attributes available now and work toward the ones that will take additional time.

** Start researching which option works best for your company and contact us to discuss implementation now.
This will be a compliance requirement in the near future as Dillard's will eliminate *manually* pulling images from our vendor's websites or receiving images by eMails, CDs, or DVDs.

Contacts for Training, Documentation and Assistance on uploading Images and Attributes

eBiz Upload   501-376-5412   Email - eBiz.support@Dillards.com

3rd Party Catalog
GXS   1-800-334-2255 2, *, 4, 1 Email – cataloguesupport@gxs.com
                     Dillard's Landing Page: http://www.gxs.com/dillards

InterTrade   1-800-873-7803 option 3 Email - CustomerService@intertrade.com

Dillard's looks forward to working with you to improve the exchange of images and extended attributes.

Sincerely,

Anita Spence

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Director, Vendor Relations
Dillard's