Thank you for joining GXS/OpenText and LIDS for the Image and Attribute call today

- The call will begin at approximately 11am ET and run for approximately 1 hour.
- The line will remain silent until the start of the call.
- All lines will be muted. Any questions can by submitted via the Q&A panel in top of the menu of the application.
- All submitted questions will be answered and posted to the LIDS landing page next week.
- This session will be recorded, if you do not wish to be on a recorded call, the recorded session will be posted to the LIDS landing page next week.

www.gxs.com/lids

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OPENTEXT

The Power of Information

LIDS Sports Group
Image & Extended Attribute Initiative
Webinar
06/25/2015

Agenda

- Introductions
- Business Drivers
- Extended Attributes and Images
  - A Brief History
  - Partnership with GS1 and the Retail Community
  - Current Status
- How Vendors Use the Catalogue
- Providing Extended Attributes via OpenText/GXS
- Providing Images via OpenText/GXS
- A Vendor's Perspective
- Q & A

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Introductions

OpenText™ | GXS™

- **Kenny Terhurne**– Customer Manager
KTerhurn@opentext.com

- **Jake Divjak** – Customer Manager
JDivjak@opentext.com

Lids®

- **Megan Hayes** – LIDS Product Operations Manager
Megan.Hayes@lids.com

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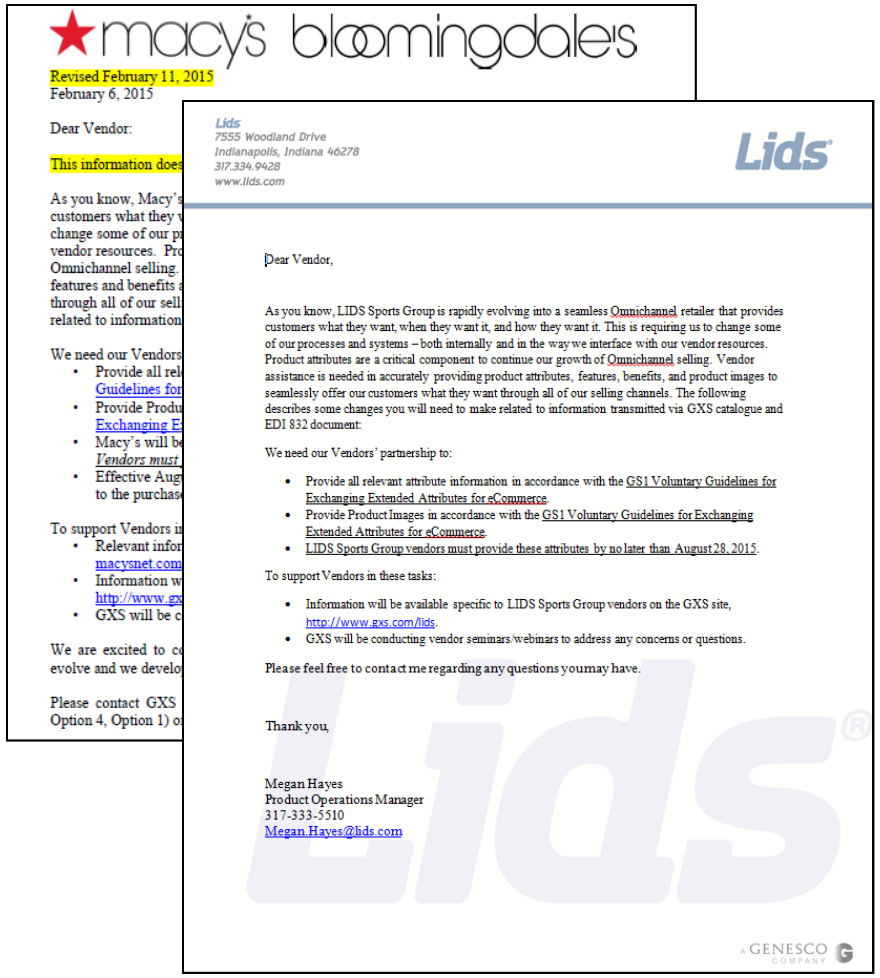
LIDS and Macy's Expectations

- Image and Attribute Letter Notice



macy's bloomingdale's

Revised February 11, 2015
February 6, 2015

Dear Vendor:

This information does

As you know, Macy's
customers what they
change some of our p
vendor resources. Pr
Omnichannel selling.
features and benefits
through all of our sell
related to information

We need our Vendors
- Provide all rel
Guidelines for
- Provide Produ
Exchanging E
- Macy's will b
Vendors must
- Effective Aug
to the purchas

To support Vendors i
- Relevant infor
macysnet.com
- Information w
http://www.gx
- GXS will be c

We are excited to c
evolve and we develo

Please contact GXS
Option 4, Option 1) o

Lids
7555 Woodland Drive
Indianapolis, Indiana 46278
317.334.9428
www.lids.com

Lids

Dear Vendor,

As you know, LIDS Sports Group is rapidly evolving into a seamless Omnichannel retailer that provides customers what they want, when they want it, and how they want it. This is requiring us to change some of our processes and systems – both internally and in the way we interface with our vendor resources. Product attributes are a critical component to continue our growth of Omnichannel selling. Vendor assistance is needed in accurately providing product attributes, features, benefits, and product images to seamlessly offer our customers what they want through all of our selling channels. The following describes some changes you will need to make related to information transmitted via GXS catalogue and EDI 832 document:

We need our Vendors' partnership to:

- Provide all relevant attribute information in accordance with the GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce.
- Provide Product Images in accordance with the GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce.
- LIDS Sports Group vendors must provide these attributes by no later than August 28, 2015.

To support Vendors in these tasks:

- Information will be available specific to LIDS Sports Group vendors on the GXS site, http://www.gxs.com/lids.
- GXS will be conducting vendor seminars/webinars to address any concerns or questions.

Please feel free to contact me regarding any questions you may have.

Thank you,

Megan Hayes
Product Operations Manager
317-333-5510
Megan.Hayes@lids.com

A GENESCO COMPANY

- Start working with OpenText/GXS to Learn the Upload Process
- Visit OpenText/GXS Landing Pages created especially for both LIDS and Macy's initiatives
- www.gxs.com/LIDS
- www.gxs.com/Macys

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Business Drivers

Business Leaders from all areas are asking for the same thing***…More Product Data!***

- **E-com**
  - Need product *attributes* to enhance our search engine capabilities on the Web
  - Need *details* on products to meet consumer demand
  - Need automated process to retrieve images and copy from our suppliers
    - Spending too much time chasing images and copy
    - Can't publish to the Web without it. *Affecting speed to market*
- **Supply Chain**
  - Need information to label package *hazardous* for shipping
  - Need *dimensional/weight* information to maximize carton size for shipping
- **Merchants**
  - Need to see *image* of item at time of order to review product
  - Need *attributes* for enhanced business intelligence analytics
  - Need Market *Images*
- **Stores**
  - Need *image* to help locate item for consumer
  - Need *image* for promotional/advertising event setup

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E-Commerce Trends

- E-Commerce sales are predicted to continue double-digit growth
- 70% of consumers research online before they shop in stores
- 36% connect to the web while in stores
- It is estimated that digital interactions influence 50 cents of every dollar spent in stores

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E-commerce Item Set-up Challenge

Ordering a hat/PO create:

- Style Number
- 20 digit Style Description
- Color Description
- NRF Color Code
- Size Description
- NRF Size Code
- UPC Number

Selling a hat with extended attributes:

- New Era
- Structured Fit
- Mid Crown
  - Flip Bill
    - 100% Polyester
      - Team Designation
      - Stretch Fit
      - Raised Embroidery
      - Diamond Era 39THIRTY Cap
    - Moisture Absorbing Sweatband
- Dry clean
- Lots of images

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Need for Images

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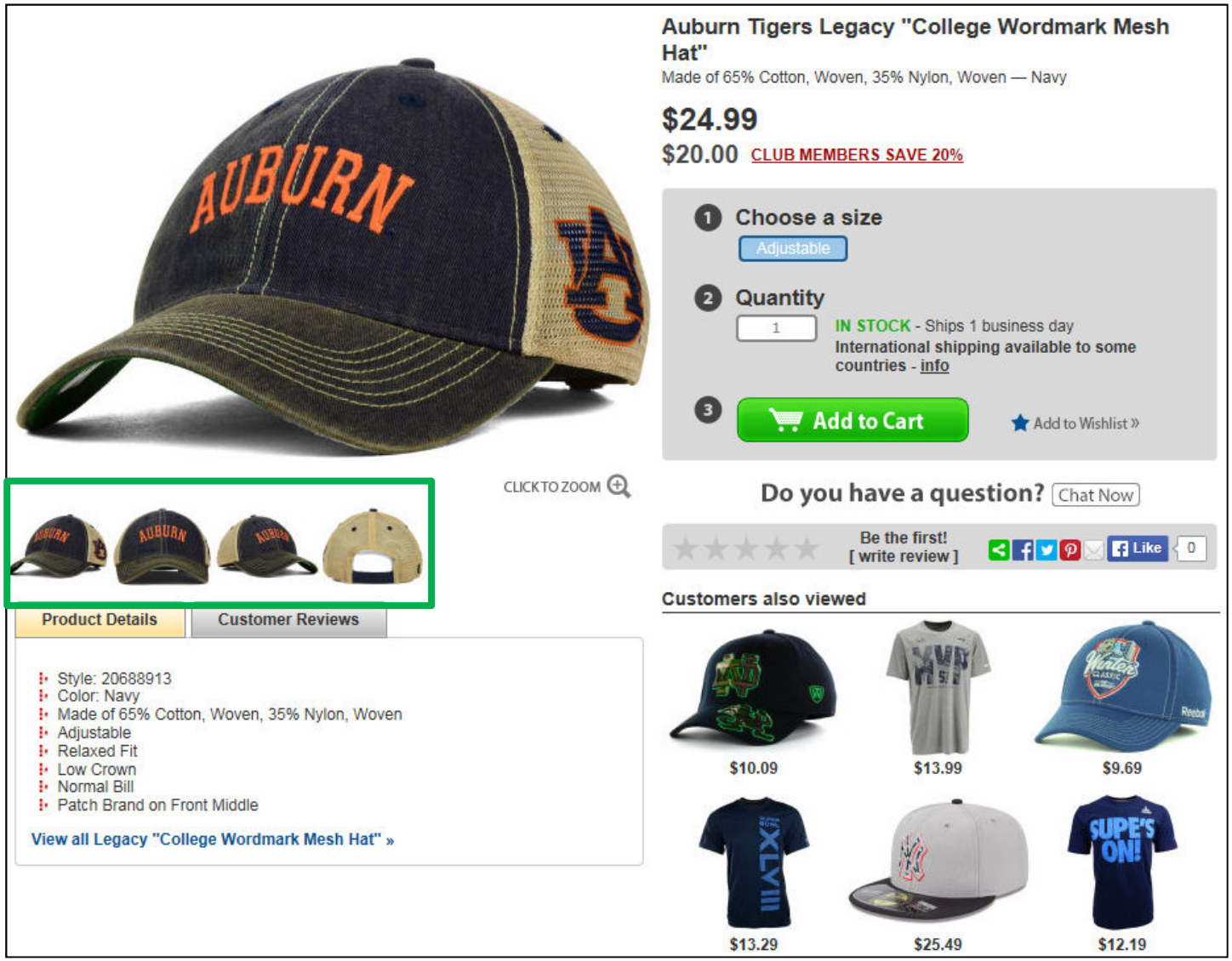
Increase Sales



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Current Business Process for Most Retailers

- Creating Multiple Spreadsheet Formats
- Shooting Multiple Image Formats
- Running Around the Building Gathering Data
- Email Attachments
- Snail mail
- DVD/CD
- Drop Box
- Manual FTP

2 to 4 Additional Weeks to Start Selling on e-commerce Site

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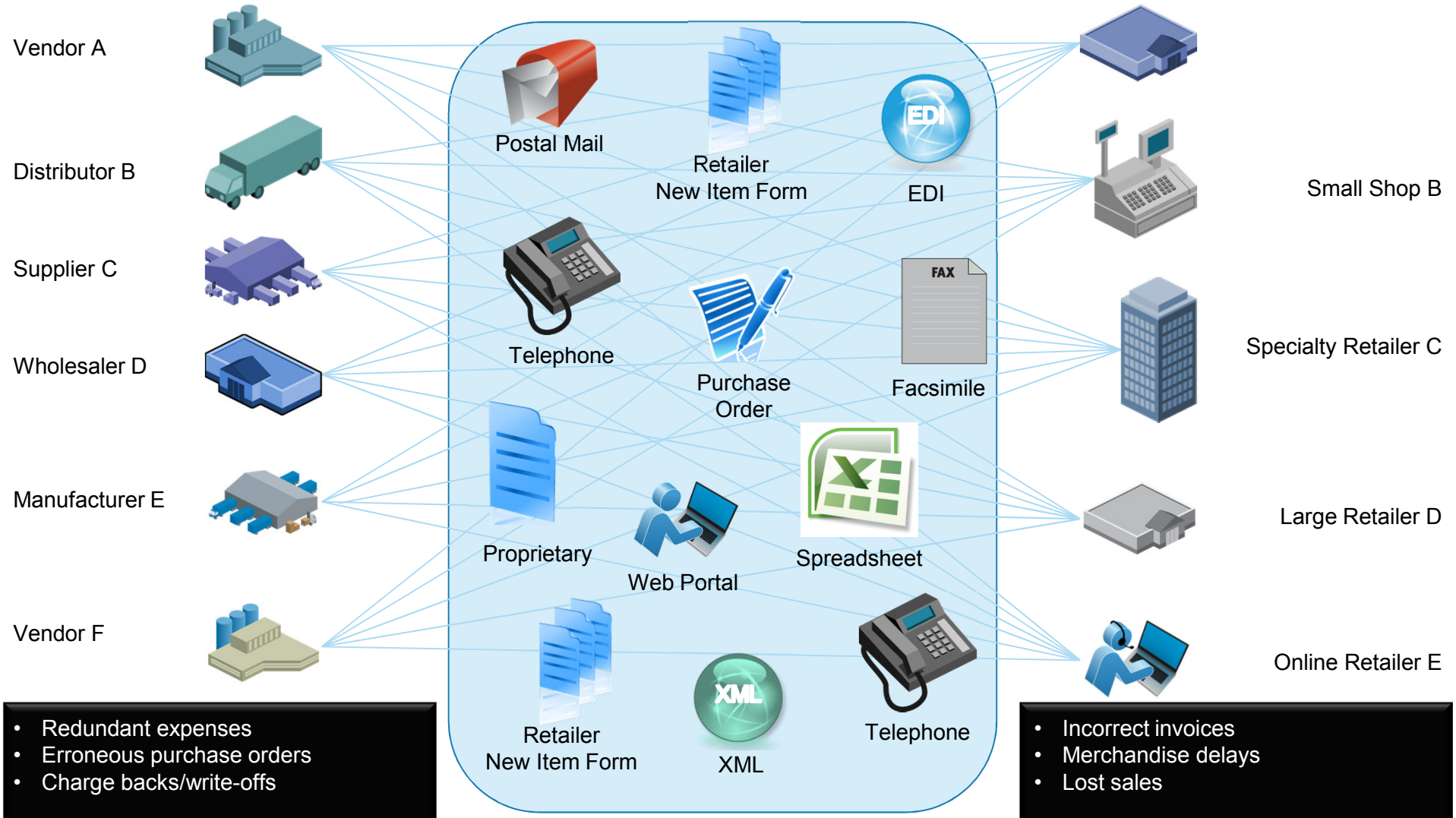
Manual item setup = supply chain inefficiency



- Redundant expenses
- Erroneous purchase orders
- Charge backs/write-offs

- Incorrect invoices
- Merchandise delays
- Lost sales

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Who is asking for Extended Attributes?

- Many different retailers participate across different segments of the industry.
- Leading retailers have already sent out letters to their trading partners asking for this information.
- There are recorded webinars for reviewing retailer requirements on the OpenText/GXS landing pages.
- Common goals:
  - Understanding of required attributes and their definitions.
  - Collaboration with retail industry leaders
  - Partnership with GS1

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Extended Attributes and Images - Status
OpenText/GXS Customer Focus for 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

- OpenText/GXS – Winner of the GS1 2015 Solution Provider Excellence Award

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Extended Attributes and Images - Status

GS1 Extended Attribute Guide

E-COMMERCE		APPAREL	FOOTWEAR	JEWELRY	FASHION ACCESSORIES	BEAUTY	HOME
APPLICABLE TO SPECIFIC CATEGORIES	Aerosol Product					X	X
	Belt Length				X		
	Boot Leg Circumference		X				
	Boot Shaft Height		X				
	Chain Length			X			
	Closure	X	X	X	X		X
	Collar Type	X					
	Consumer Product Capacity or Volume					X	X
	Does Not Contain					X	
	Dress-Skirt Length	X					
	Earring Drop			X			
	Faux Fur	X	X	X	X		X
	Fur Animal Name	X	X	X	X		X
	Fur Country of Origin	X	X	X	X		X
	Fur Treatment	X	X	X	X		X
	Gold Karat			X			
	Handbag Shoulder Drop				X		
	Heel Height		X				
	Key Active Ingredient					X	
	Lining Material	X	X		X		X
	Pant Inseam Length	X					
	Platform Height		X				
	Sleeve Measurement	X					
	Sleeve Type	X					
	Sole Type		X				
	Stone Details			X			
	Top-Jacket Length	X					
	Warranty Description			X			X

The example here is taken from the GS1 Extended Attribute Guide Phase 2

- **Just released May 2015**
  - Added additional attributes
  - Added code lists
- Current Guideline is available on the OpenText/GXS landing page:
  - http://www.gxs.com/catalogue extended_attributes The example here is taken from the GS1 Extended Attribute Guide Phase 2
- Attributes that do not apply to a item, will not need populated:
  - Example #1 = *Fur Animal Name*- if fur isn't present on item, do not populate.
  - Example #2 = *Heel Height- doesn't apply to hats, no need to populate.*

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How Guidelines Can Benefit the Process

Vendor Benefits

Consistent Brand Representation

Eliminate Many Existing Manual Labor Intensive Processes

Produce One Set of Images and Attributes for All Retailers

Reduce the Need to Provide Samples for Retailers to Handle Their Own Photography

Allows Product Images & Attributes to be Provided Much Earlier in the Business Process Cycle (Pre-Marketing Possible)

Retailer Benefits

Create a Homogenous Customer Experience For Omni-Channel

Consistent Format and Transport from Vendors

Eliminate Many Existing Manual Labor Intensive Processes

Less Errors in Matching Images and Attributes to Product

Publish Product Earlier in the Process – ***Speed to Market!***

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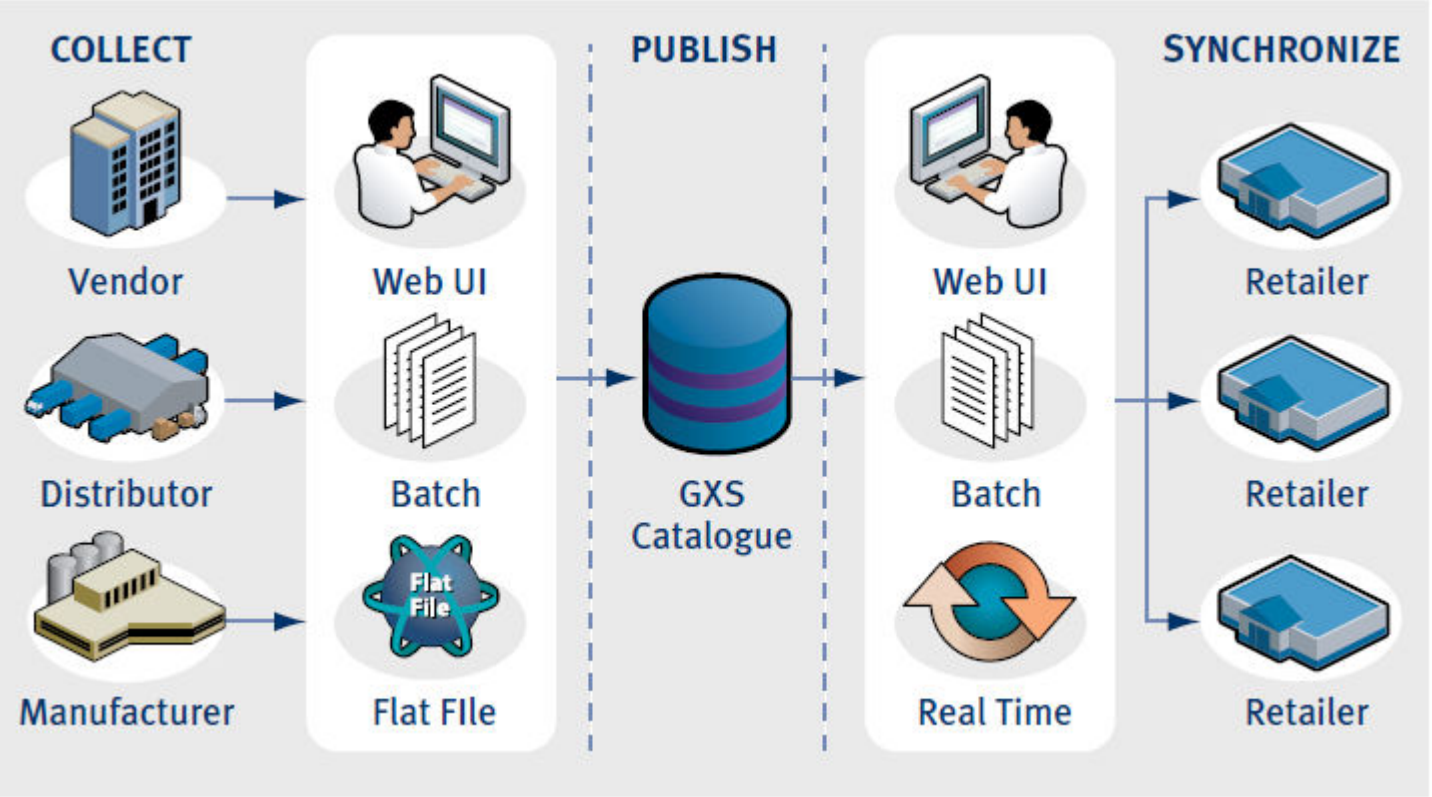
OpenText/GXS Active Catalogue



OpenText/GXS Active Catalogue enables item synchronization for all of your trading partners through a single source

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Preparing to Load Attributes and Images

- Understand the required attributes
  - Review Trading Partner and OpenText/GXS image and attribute information
- Obtain the required attributes
  - Review online resources (Trading Partner Landing Page or online OpenText/GXS Catalogue Documentation) to identify what attributes you should be providing
- Transform your data into the industry standard/Catalogue attribute format
  - Guides and Templates available at: http://www.gxs.com/catalogue_extended_attributes
  - Update your processes to support the required attributes (EDI maps, User Interfaces, etc.)
  - Guides and Templates available at OpenText/GXS Trading Partner Landing pages or: http://www.gxs.com/catalogue_extended_attributes

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How Vendors Use the OpenText/GXS Catalogue

- Vendors can access their catalogues in a number of ways
  - 832
  - CSV
  - Web User Interface (UI)
  - Web Services
- No method is mutually exclusive. ***Most vendors use a combination of methods to publish and update their item information.***
- If using OpenText/GXS to host images you must use
  - Web Services
  - User Interface (UI)
- EDI 832 does not support loading physical images
  - Supports the Image URL and image information

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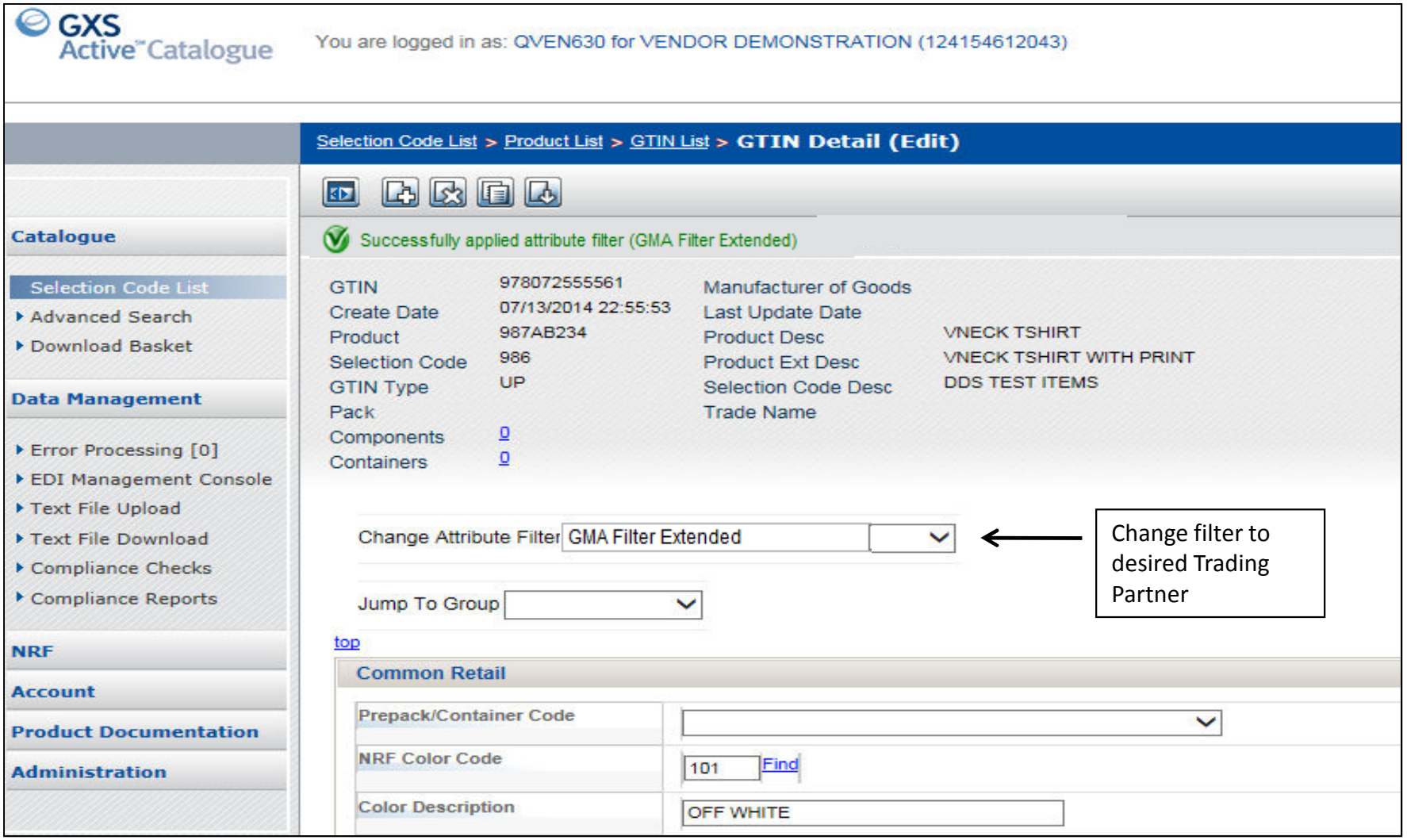
Uploading Attributes via the Web



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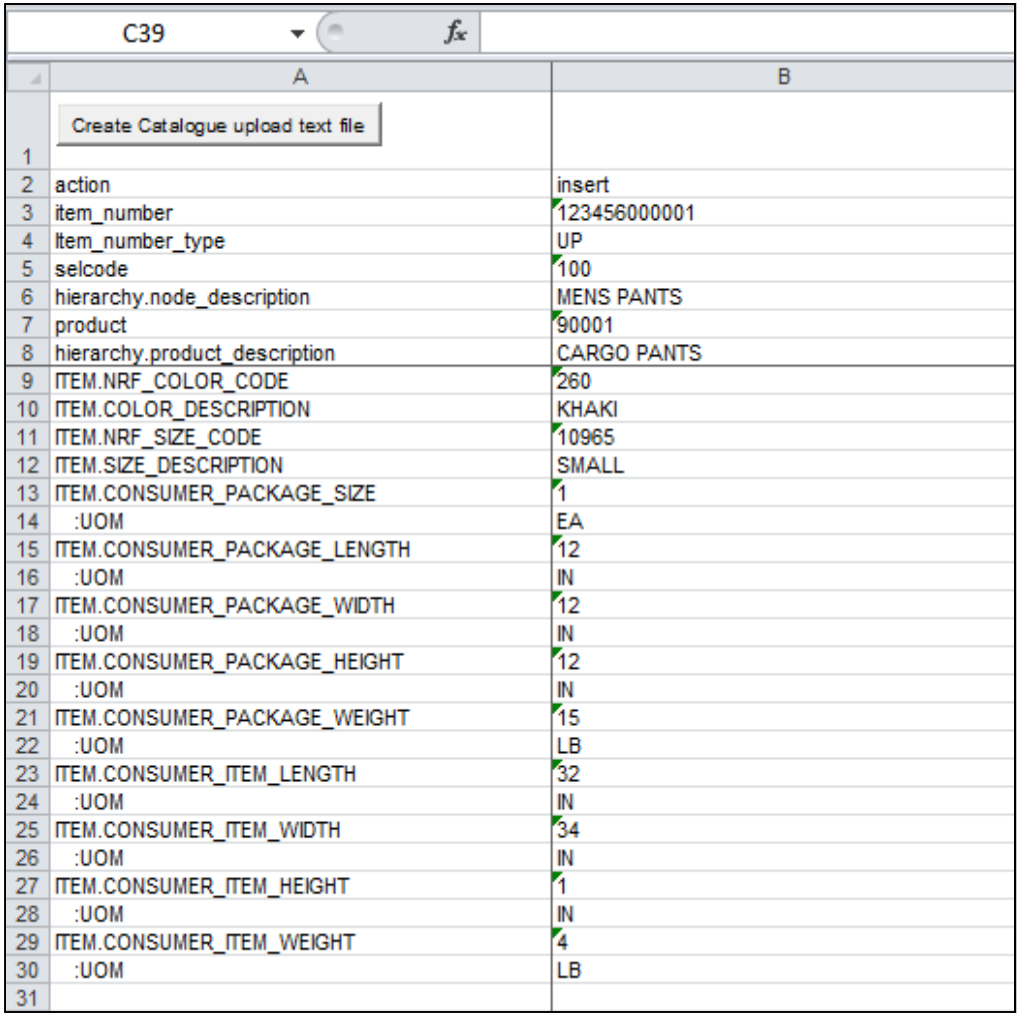
Uploading Attributes via a CSV File

- Download the CSV template from the Trading Partner landing page
  - www.gxs.com/macys
- Fill out the CSV template offline with all of the required information.
- Once complete, convert the file to a text file, and save to a location on your computer.
- **Two separate.csv templates:**
  - Attributes
  - Images



C39

	A	B
1	Create Catalogue upload text file	
2	action	insert
3	item_number	123456000001
4	Item_number_type	UP
5	selcode	100
6	hierarchy.node_description	MENS PANTS
7	product	90001
8	hierarchy.product_description	CARGO PANTS
9	ITEM.NRF_COLOR_CODE	260
10	ITEM.COLOR_DESCRIPTION	KHAKI
11	ITEM.NRF_SIZE_CODE	10965
12	ITEM.SIZE_DESCRIPTION	SMALL
13	ITEM.CONSUMER_PACKAGE_SIZE	1
14	:UOM	EA
15	ITEM.CONSUMER_PACKAGE_LENGTH	12
16	:UOM	IN
17	ITEM.CONSUMER_PACKAGE_WIDTH	12
18	:UOM	IN
19	ITEM.CONSUMER_PACKAGE_HEIGHT	12
20	:UOM	IN
21	ITEM.CONSUMER_PACKAGE_WEIGHT	15
22	:UOM	LB
23	ITEM.CONSUMER_ITEM_LENGTH	32
24	:UOM	IN
25	ITEM.CONSUMER_ITEM_WIDTH	34
26	:UOM	IN
27	ITEM.CONSUMER_ITEM_HEIGHT	1
28	:UOM	IN
29	ITEM.CONSUMER_ITEM_WEIGHT	4
30	:UOM	LB
31		

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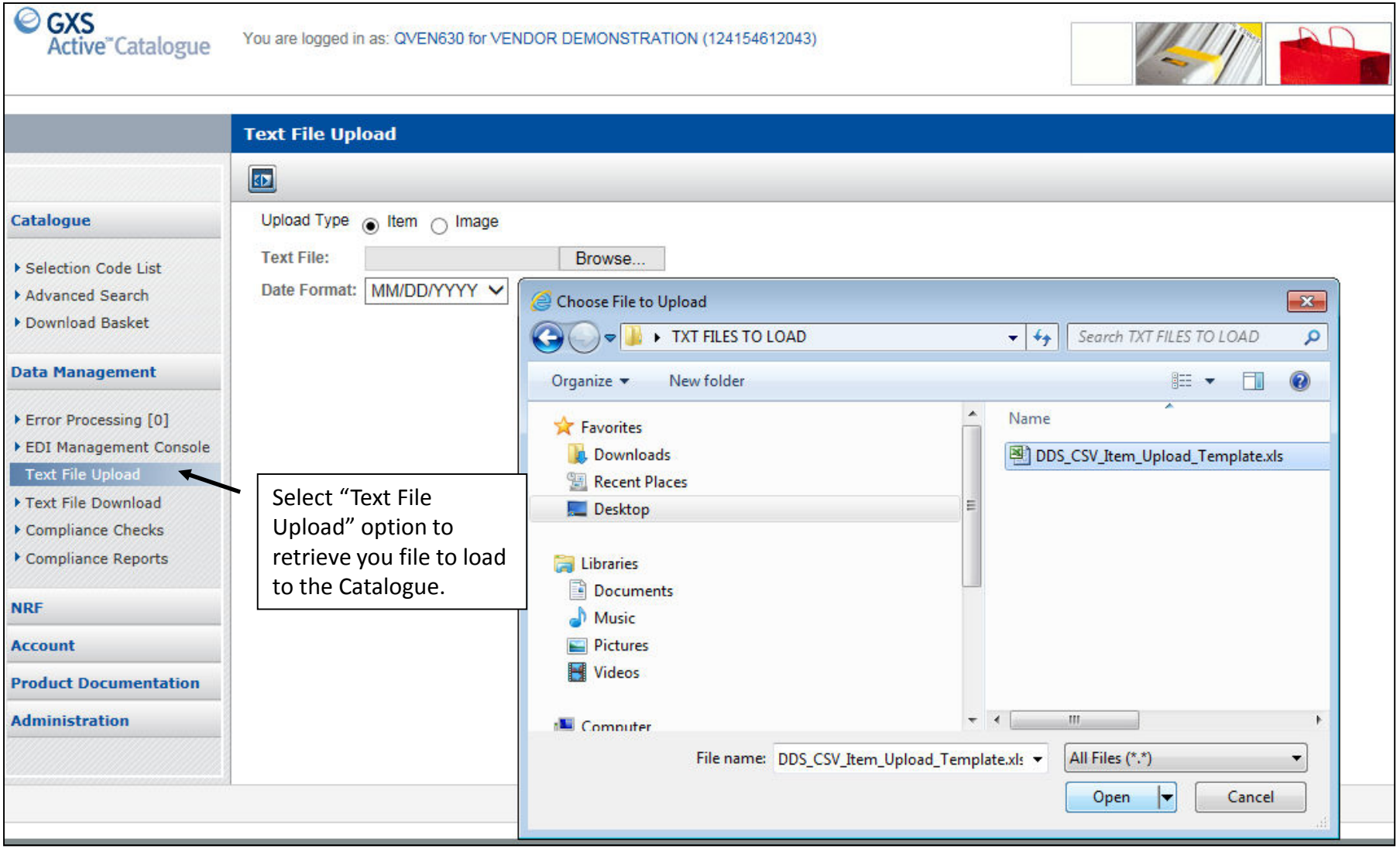
Uploading Attributes via a CSV File



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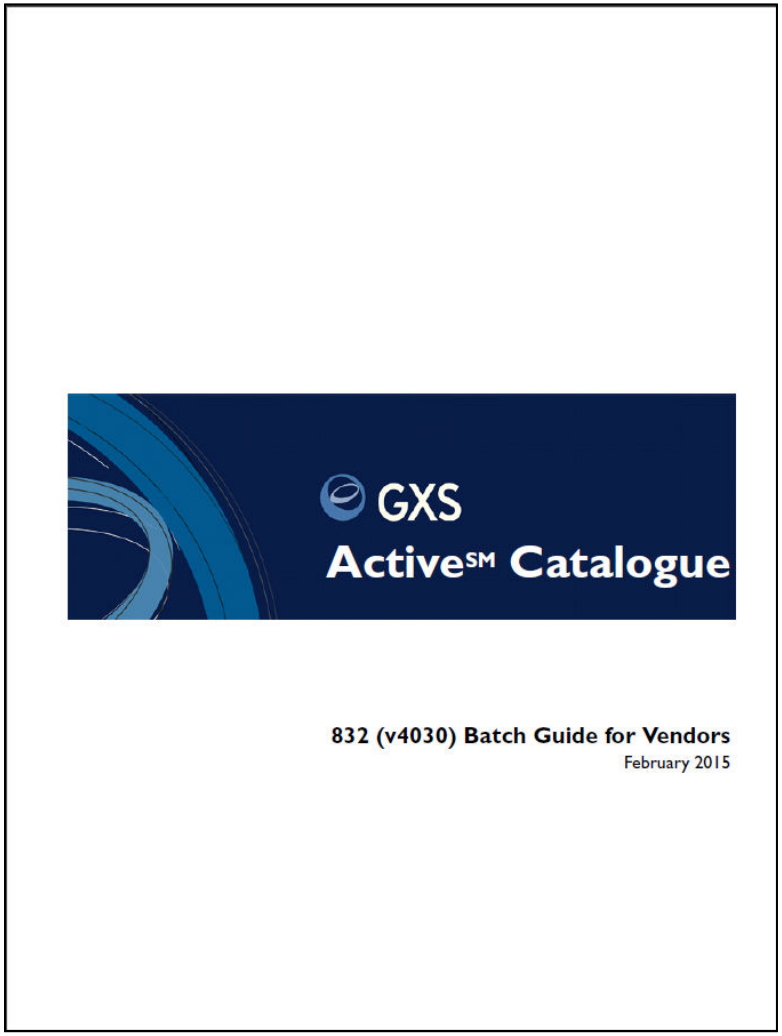
Uploading Attributes via an 832

- If you are currently updating your Catalogue with the 832, you can reference the batch guide when adding additional attributes to your map.
- This is available to download on the Catalogue website, as well as the Extended Attribute Guideline.



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Uploading Images in your Catalogue

- The Catalogue can support your physical images and/or your image information.
  - The physical image can be loaded to the Catalogue by:
    - Web Services
    - Web User Interface
  - The image URL and information can be loaded to the Catalogue by:
    - Web Services
    - Web User Interface
    - 832
    - CSV File Template

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Options for Image Uploading

Option 1: Load Physical Image

Vendor Image Server

Option 2: Load URL

http://www.vendorimageserver/url

Option 2: Image Resides on Vendor Server

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Uploading Images in your Catalogue

- When you choose to load or update your images or image information via the Catalogue, you should first download the following guides:
  - GS1 Image and Attribute Guide
    - http://www.gxs.com/catalogue_extended_attributes
  - GXS Brower Interface User Guide for Vendors
    - https://catalogue.gxs.com
  - GXS Image Actions Template for Catalogue Image Data for CSV
    - https://catalogue.gxs.com
  - GXS Web Service Guide
    - https://catalogue.gxs.com

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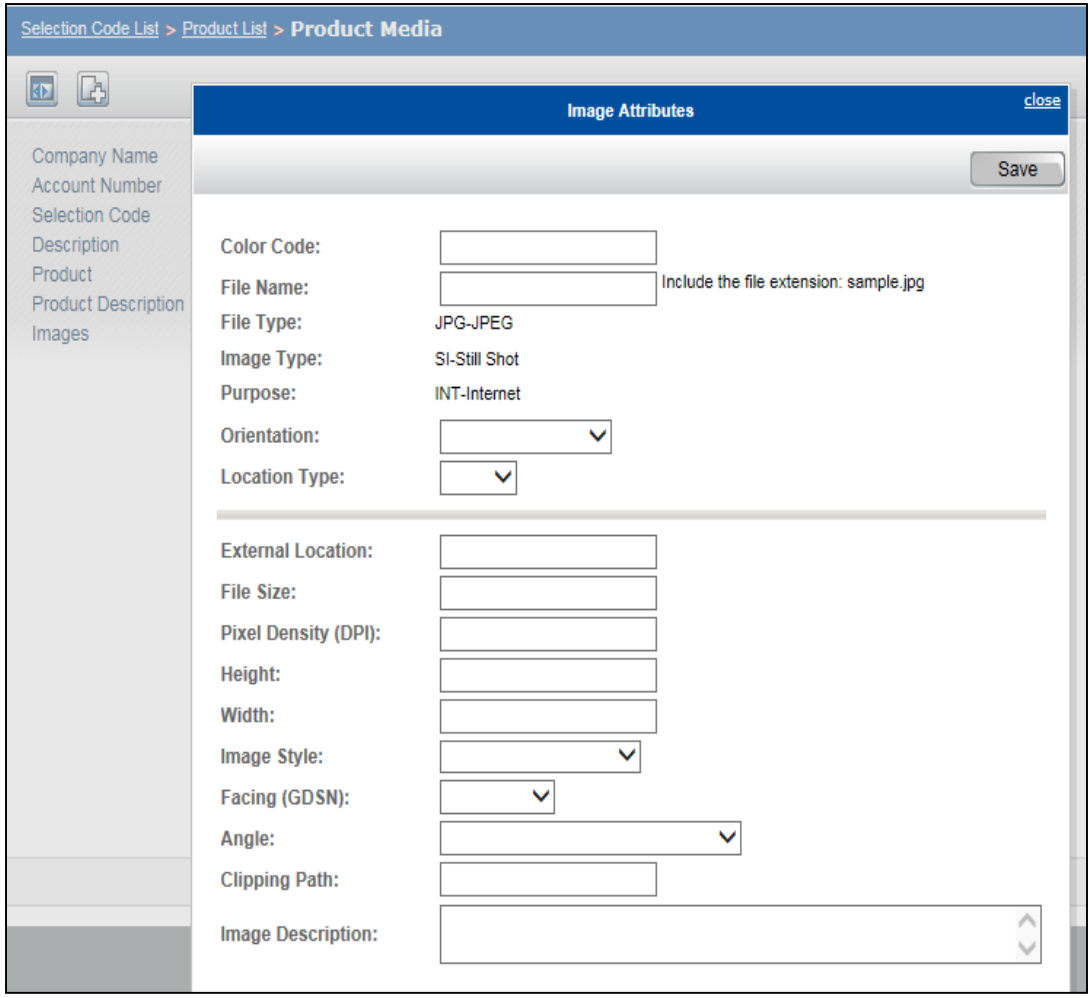
Uploading Images in your Catalogue

- When loading your image information via the User Interface(UI)
  - Click on the hyperlink under “IMAGE”
  - Fill in the image information
    - Image file name
    - File type (jpg)
    - Location
    - etc



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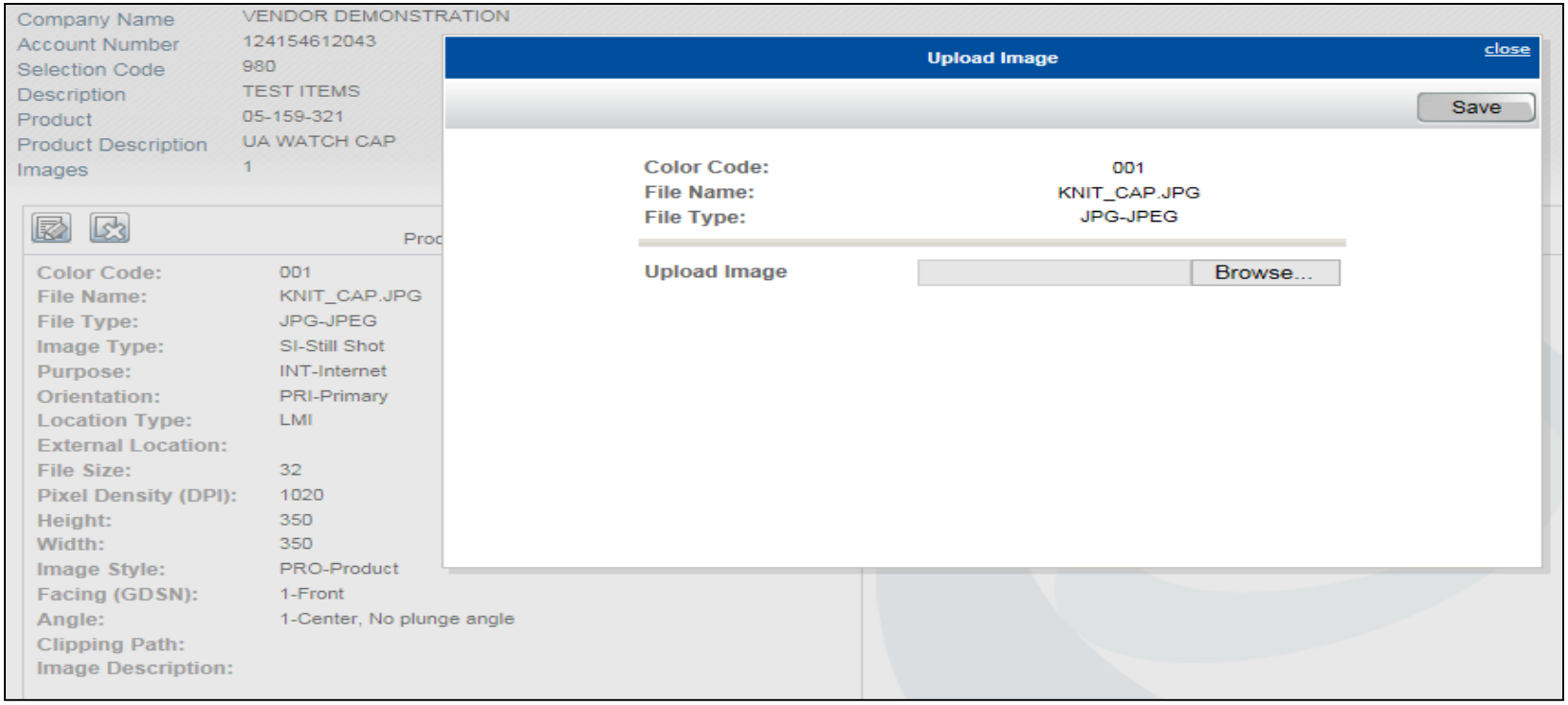
Uploading Images in your Catalogue

- Once your image information is loaded, you can then load your physical image if you have not loaded to an external FTP or URL location.



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Uploading Images in your Catalogue

- You can load Style or Style/Color images at the Product Level, as well as multiple images facings at both levels
- GTIN level supports the ability to load multiple facings
- Images and Image Information are immediately available for your trading partner once you see that it has been saved successfully.

Product △	Description	Create Date	Last Update Date	GTINs	GTIN Filter	Images
123-456	OPEN TOE SHOE	07/13/2014	10/20/2014	2	2	1
987AB234	VNECK TSHIRT	07/13/2014	07/13/2014	2	2	1
ALL-LEVEL-IMAGE	MANS SHOE	08/25/2014	12/22/2014	7	7	12

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Uploading Images in your Catalogue

- Using this CSV Image Template, you can see how to upload the Style/Color Level Image information to your Catalogue.
- After loading the images information you would then load the physical image separately if you choose to load image on OpenText/GXS.

A	B
Create Catalogue upload text file	
action	delete
product	EXAMPLEPRODUCT1
color_code	100
image_level	product
file_name	filea1.jpg
file_type	JPG
image_type	SI
purpose	INT
orientation	SDL
location_type	URL
external_location	http://www.imgur.com/fke9493
image_style	CSW
facing	8
image_description	sample description1
angle	3
pixel_density	300
file_size	10000
height	100
width	300
clipping_path	xyz123

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Uploading Images in your Catalogue

- If you choose to load Image Attributes at the GTIN level, you can use a similar template that has most of the same information.

- **Two separate.csv templates:**
  - Attributes
  - Images

Create Catalogue upload text file	
action	insert
image_level	item
item_number	060000000001
file_name	filea3b.jpg
file_type	JPG
image_type	SI
purpose	INT
orientation	SDL
location_type	URL
external_location	http://www.someimagehostingurl.com/fke9493
image_style	CSW
facing	8
image_description	desc1
angle	3
pixel_density	300
file_size	10000
height	100
width	300
clipping_path	xyz123

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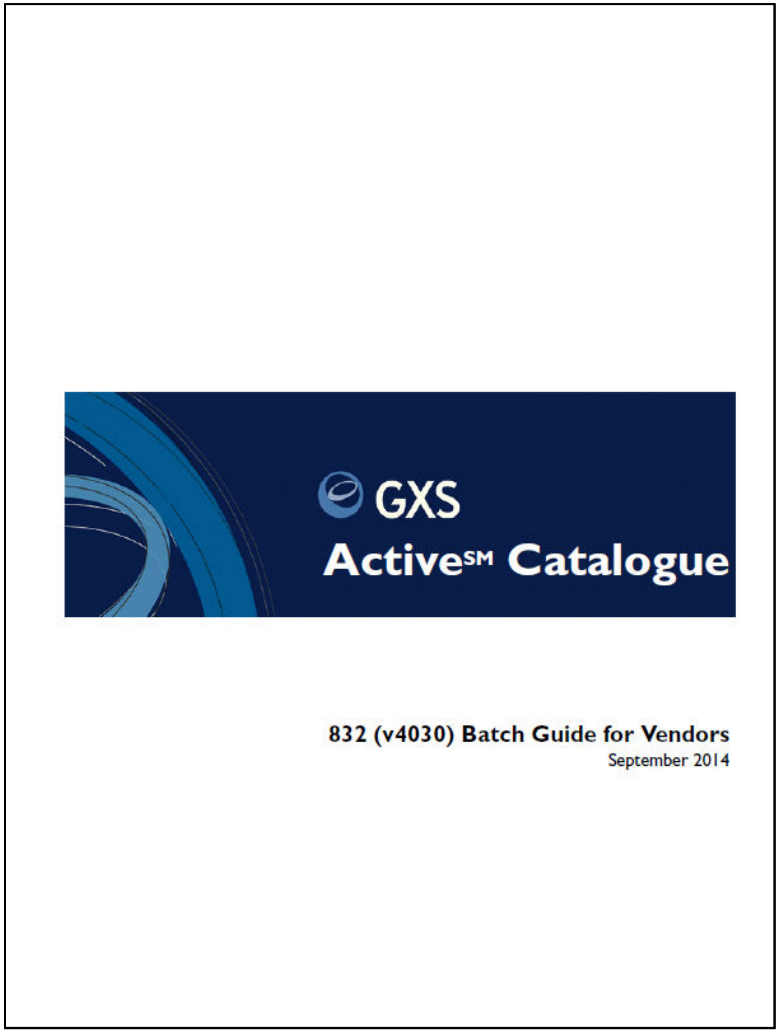
Uploading Images in your Catalogue

- If you choose to use the 832 to load your Image information, you should download the latest Batch Guide to be sure you can support all of the required segments for uploading.



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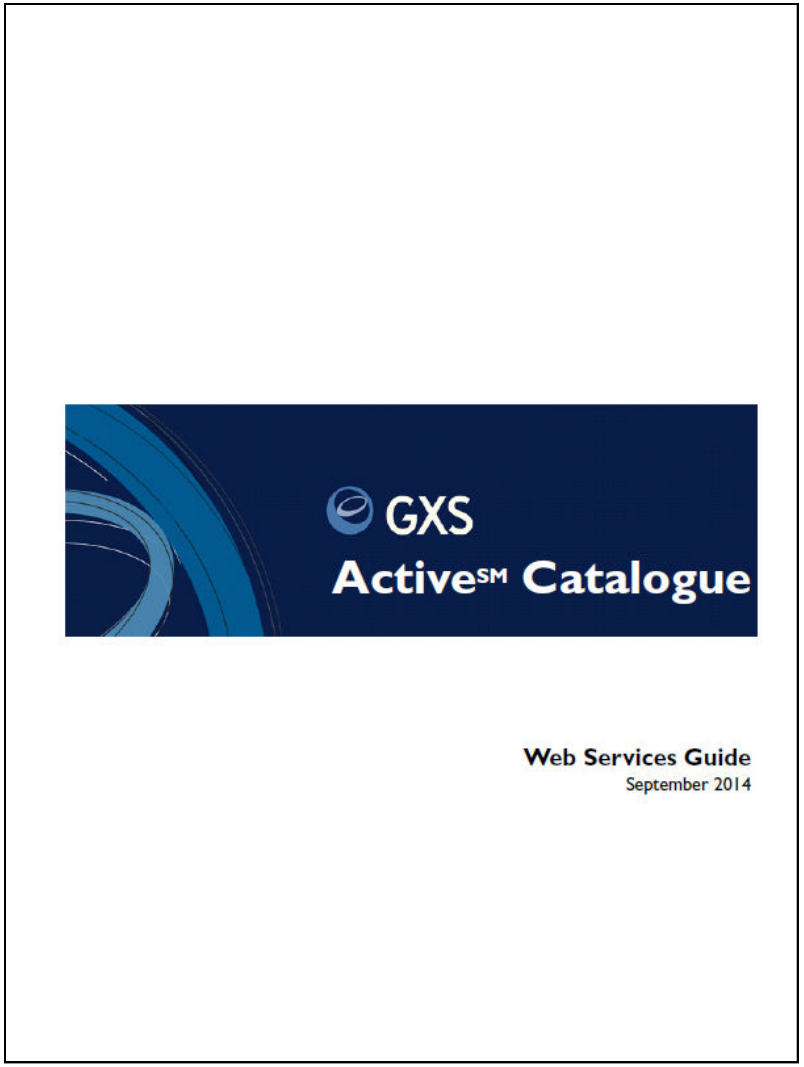
Uploading Images in your Catalogue

- If you are set up for Web Services
  - Consult the Web Services Guide to make sure that all of the necessary information is included.



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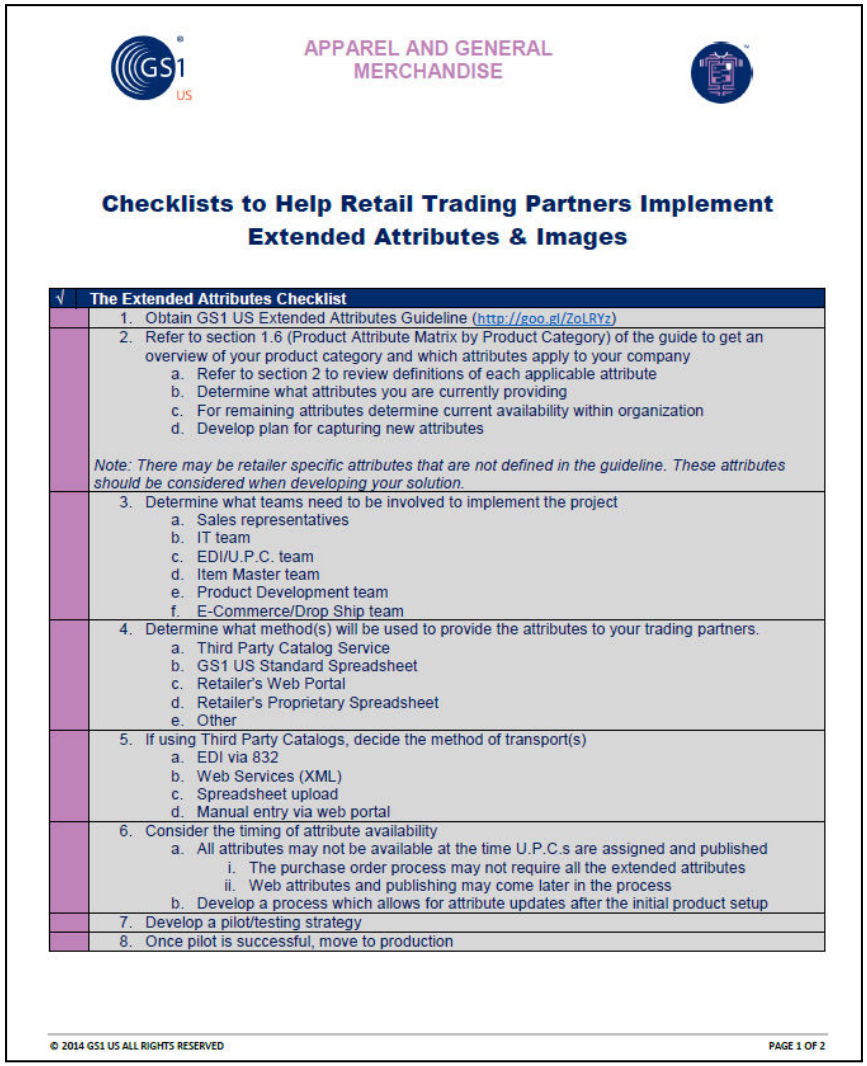
Preparing to Load Items into GXS

- Visit the GS1 Attribute and Image website for information that can help you implement a strategy within your company.

- http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?command=core_download&entryid=1467&PortalId=0&TabId=785

- **Two Separate Guides:**
  - GS1 Attribute Guide
  - GS1 Image Guide



APPAREL AND GENERAL MERCHANDISE

Checklists to Help Retail Trading Partners Implement Extended Attributes & Images

√	The Extended Attributes Checklist
	1. Obtain GS1 US Extended Attributes Guideline (http://goo.gl/ZoLRYz)
	2. Refer to section 1.6 (Product Attribute Matrix by Product Category) of the guide to get an overview of your product category and which attributes apply to your company a. Refer to section 2 to review definitions of each applicable attribute b. Determine what attributes you are currently providing c. For remaining attributes determine current availability within organization d. Develop plan for capturing new attributes *Note: There may be retailer specific attributes that are not defined in the guideline. These attributes should be considered when developing your solution.*
	3. Determine what teams need to be involved to implement the project a. Sales representatives b. IT team c. EDI/U.P.C. team d. Item Master team e. Product Development team f. E-Commerce/Drop Ship team
	4. Determine what method(s) will be used to provide the attributes to your trading partners. a. Third Party Catalog Service b. GS1 US Standard Spreadsheet c. Retailer's Web Portal d. Retailer's Proprietary Spreadsheet e. Other
	5. If using Third Party Catalogs, decide the method of transport(s) a. EDI via 832 b. Web Services (XML) c. Spreadsheet upload d. Manual entry via web portal
	6. Consider the timing of attribute availability a. All attributes may not be available at the time U.P.C.s are assigned and published i. The purchase order process may not require all the extended attributes ii. Web attributes and publishing may come later in the process b. Develop a process which allows for attribute updates after the initial product setup
	7. Develop a pilot/testing strategy
	8. Once pilot is successful, move to production

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Readings

- To see how another company has implemented the use of images, J.Renee and GS1 authored a white paper that is very informative.
- http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=1274&PortalId=0&TabId=785

GS1 US
THE GLOBAL LANGUAGE OF BUSINESS

CASE STUDY

J.Reneé

J.Reneé. Giving Women More Opportunities to Feel Fabulous

J.Reneé Leads the Effort to Apply GS1 Standards to Product Imagery

CHALLENGE

Visual representation of products is essential to sales. However, the complexities of image sharing among retail trading partners had reached dramatic proportions, without a common set of guidelines to govern technical requirements, delivery methods or, indeed, any universal standards on what, how or when, visual imagery should be exchanged between partners.

The explosion of eCommerce, in addition to brick-and-mortar stores, further complicated image delivery management to nearly uncontrollable levels. Consider that until the wide adoption of standards, a manufacturer supplying a dozen retailers could be asked to supply product images in a dozen different ways.

SOLUTION

By adopting GS1 Standards and guidelines that govern visual imagery in conjunction with those standards already in use by industry trading partners, the labor-intensive process of getting images to retailers who need them to sell products has been streamlined—and greatly enhanced.

BENEFITS

Suppliers now have a single set of guidelines to follow for sharing product images, and affording latitude in making the parameters work with internal systems. Both suppliers and retailers realize productivity gains, cost savings, enhanced speed-to-market capabilities, and marketing alignment that can maximize profitability.

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Q & A Session

LIDS Informational Landing Page:

- http://www.gxs.com/macys

OpenText / GXS Extended Attribute and Image informational page:

- http://www.gxs.com/catalogue_extended_attributes

GXS Catalogue Documentation:

- https://catalogue.gxs.com/QRSGUI/jsf/login/login.jspx

GS1 Apparel & General Merchandise Page:

- http://www.gs1us.org/industries/apparel-general-merchandise

Updated Docs in "Product Documentation" in GXS Catalogue UI

FAQ – posted to http://www.gxs.com/LIDS

OpenText Active Catalogue Support:
1-800-334-2255 Options 2,5,2
OR
Email Catalog Customer Support:
cataloguesupport@opentext.com

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