

# The Kroger Data Advantage

FIRST QUARTER NEWSLETTER 2021

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### [Upcoming 2021 VIP and Item Management Release Info](#)

There are no changes in the February or May VIP releases that are Kroger specific. The May VIP release contains many GDSN changes that are available within the 1WorldSync May GDSN Release notes. Please review them in the 1WorldSync Community portal.

### [What's New?](#)

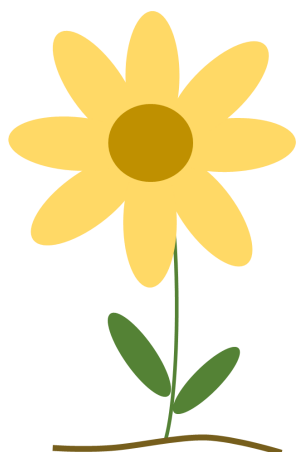
*Progress update* on the launch of Item Management Discovery for our **Ship** and **Drop Ship** modalities: Currently we are engaged in an invite only stage of rollout, focused on General Merchandise commodity suppliers. We have engaged over 50 suppliers with more than 2000 items submitted into Discovery. We will be rolling out additional commodities soon for Baby/Candy/Pet into Item Management Discovery and expect to ramp up rollout to further commodities within the next few months.

If you would like to submit your Ship items by Item Management Discovery, it is very important that you contact your Kroger Merchant for next steps. After receiving approval, you may register for a Discovery ID and attend a complimentary training session using the following Discovery link: <https://www.1worldsync.com/kroger-discovery-solution/>.

As of March, Brand owners who supply **Apparel** product to Kroger brick and mortar stores are also able to participate in Item Management Discovery. We are currently in the pilot phase with a few vendors that supply Kroger basic commodities and pants. Your Apparel category manager will be sharing more information on the rollout schedule for apparel for stores at a later date.

Note: Item Management Discovery will be rolled out to additional Ship and Store commodities in 2021 and 2022

*Happy Spring!*



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## Data Quality Scorecard 2.0 Reminder

The Kroger Company is looking to rollout the next version of our Data Quality Scorecard beginning with the scorecards sent to suppliers at the end of March. We spoke about all the changes in detail during the Q4 2020 newsletter. As a reminder the new version will introduce a concept called attribute groups. Now the entire attribute group is going to be a pass/fail when calculating the score. Another change suppliers will see is the addition of a score measuring if at least one image has been provided. Up until this point our primary focus has been on the completeness of supplier data and Scorecard 2.0 has laid the foundation to allow Kroger to start getting better insights into the quality of our supplier provided data. Please take a good look at your next scorecard and complete any missing data you may have. Having complete and accurate data helps Kroger efficiently merchandise, transport, and sell your products.

## 1WS Digital Asset Management (DAM)

As a reminder, 1WorldSync is pleased to offer your company Digital Asset Management (DAM) functionality for Image Storage as well as the ability to display images from DAM and third-party providers, as additional features under your companies current subscription for data sync platform services. If you aren't currently taking advantage of this service and have interest, please use the following link to learn more:

<https://www.1worldsync.com/community/find-a-trading-partner/kroger/>

### Key Documents

[10-Steps to Supplier Success with Kroger](#)

[Kroger Attribute Sheet](#)

[Kroger Fast Track Program Brochure](#)

[Kroger Fast Track Program Website](#)

[Addendum for DAM](#)

[1WorldSync Image Shadowing Request Form](#)

[Kroger VIP Image Shadowing Overview](#)

[Kroger Item MDM/VIP Brochure](#)

[The Kroger Data Advantage Newsletter Q3 2020](#)

[The Kroger Data Advantage Newsletter Archive](#)

\*Select **Addendum for Dam** under Key Documents

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## 1WS Image Shadowing

Suppliers that don't host their images with an approved Kroger Image Source (Kwikkee, Syndigo, or 1WorldSync) or who don't want to upload their images in VIP can utilize an option called Image Shadow. This functionality is complimentary with a 1WorldSync Item Management or VIP subscription.

The Image Shadow functionality is enabled for suppliers by creating an External File Link (EFL) row in their respective data pool for a Kroger item. The item is then published to Kroger's GLN. Publications to Kroger are directed to 1WorldSync's VIP Portal. When an EFL without a declared hosting location (Image Source=blank) for an enabled GLN arrives in VIP, a copy, or "shadow", of the image is retrieved and hosted in VIP by 1WorldSync. Note: It is very important when using this functionality that Image Source must be BLANK and not populated.

Many large suppliers have already participated in the Image Shadow functionality. If your company would like to participate, [click here](#) for the Image Shadow request form on the Kroger landing page. Please allow 1-2 business days following receipt of the Image Shadow Request form for this functionality to be enabled for your company. Below is an example of the image shadow functionality.

*Note:* Image Source is left blank on the EFL

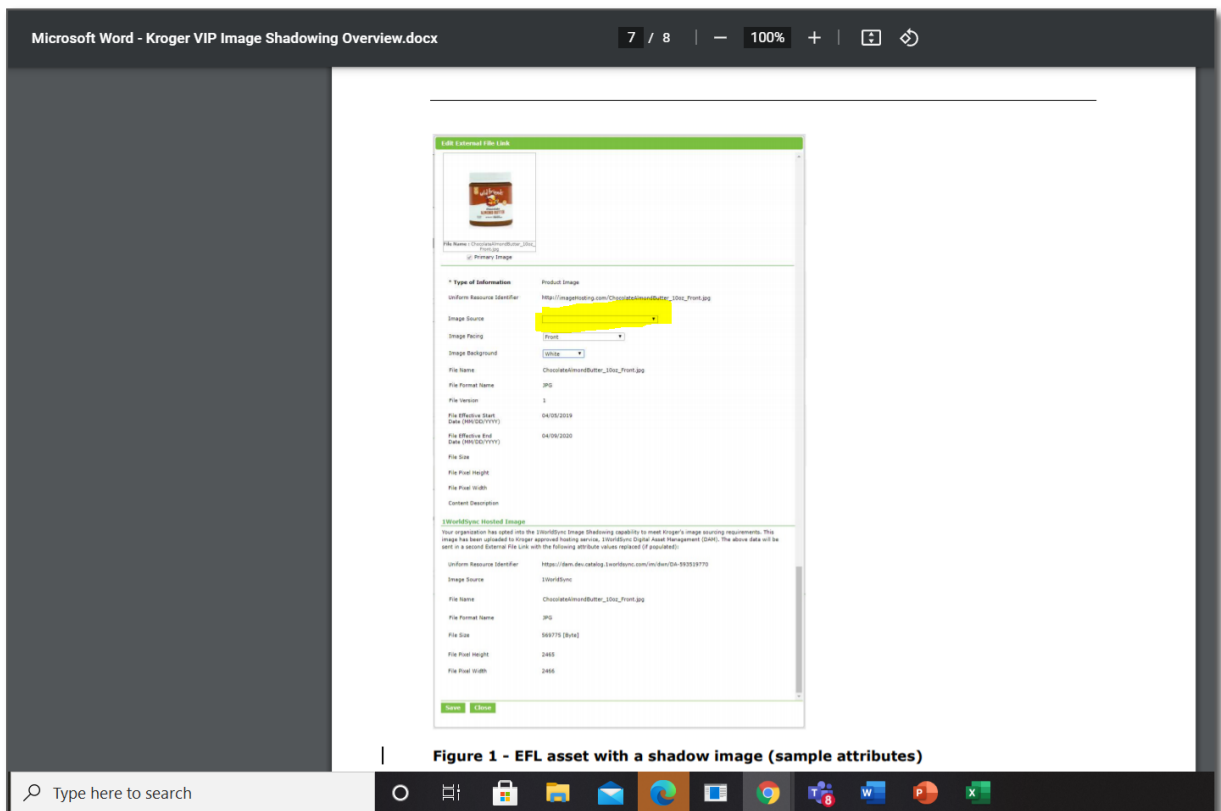


Figure 1 - EFL asset with a shadow image (sample attributes)

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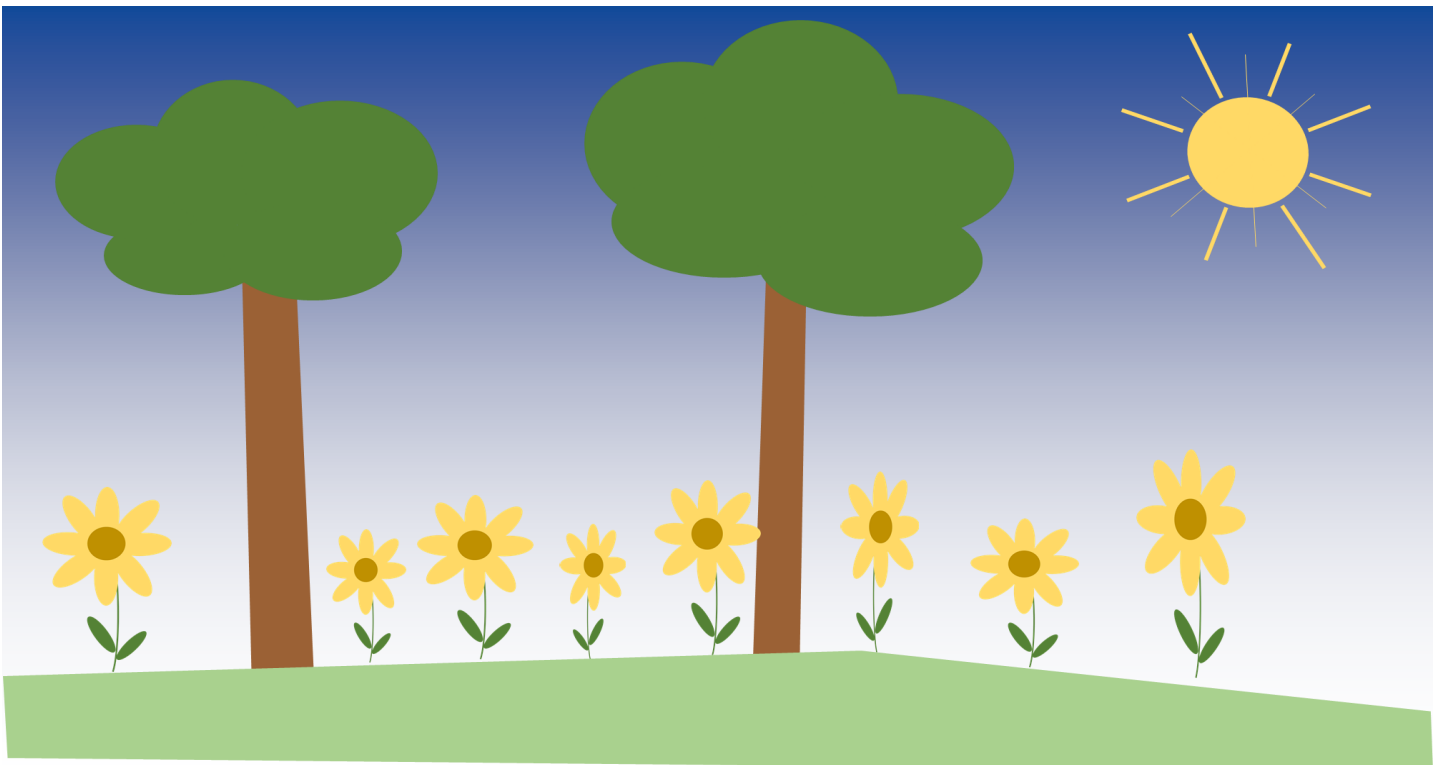
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## Kroger Image Update

There have been many questions to our Category Managers regarding our efforts to ingest and publish enhanced media to support Kroger's web and native mobile e-commerce experiences. We wanted to provide guidance on those questions to the best of our ability and encourage you to prepare that content so that when the time comes you will be able to leverage our platform to increase the exposure of your products.

- Currently our ecommerce experiences only support 6 view angles (front, back, top, bottom, left and right)
- Currently our VIP tool does not explicitly state which view angles can be submitted, and how they should be tagged for publishing
- It is possible to submit alternate view angles today, but we do not encourage it as improvements are needed so that they are properly tagged to flow through to the customer experience
- We are working right now on capabilities that will allow for many additional media asset types, such as expanded view angle types, rotation, lifestyle and perspective, enhanced (below the fold) content and even video!

We are excited for these future enhancements, and we will post updates in this communication forum to set you up for training in partnership with 1WS.



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## How to Corner

### **Submitting Images for Website Updates (reprint from Q4 2020 Newsletter)**

When submitting images, check your 'Image Facing' and 'Image Background' fields to ensure that they are filled in properly. When choosing these fields, they should be one of the following choices:

- Image Facing - Front, Back, Left, Right, Top, or Bottom
- Image Background - White or Transparent

When submitting any images to be updated for eCommerce updates, there is no need to use an Item Submission Reason Code of "Image Add/Update Only". The supplier can submit these updates with no Reason Code at all. If you are receiving an error for the event code, please clear out the obsolete event code and choose another. It will not matter what code you choose as you are not creating an IMF. After making any changes, please be sure to save, validate, and resubmit. Once you submit, please allow up to 2 weeks to see your changes reflected online. If you are not seeing your changes in that time frame, you can reach out to: [digital\\_item\\_setup@kroger.com](mailto:digital_item_setup@kroger.com)

### **Attention Syndigo (including Kwikie) suppliers!**

*Are your images correct on Kroger.com?*

If you are using Syndigo (including Kwikie) for your images, be sure to declare this properly to Kroger so we always know where to find the latest version of your images.

*Are your nutritional facts displaying properly on Kroger.com?*

If you are using Syndigo (including Kwikie) for your images, your Syndigo created pack information is available for you to syndicate directly to Kroger, ensuring it is accurate and up to date.

[Register now](#) with Syndigo for one of their free training sessions addressing these topics.

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## Contact us:

We welcome your feedback, please submit to: [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com)  
and include the word 'newsletter' in the submit line.

Supplier Engagement Group (SEG) [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com) 877-227-6165

Supplier Hub [suppliercompliance@kroger.com](mailto:suppliercompliance@kroger.com) 877-227-6165

1WorldSync Helpdesk (VIP) 866-280-4013 option 8



## Next Newsletter June 2021