



# Kroger VIP Image Shadowing Capability Overview



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# Revision History

| Date       | Version | Author(s)      | Description   |
|------------|---------|----------------|---|
| 04/08/2019 | 1.0     | Tamara Kenney  | Document Created  |
| 08/23/2021 | 1.1     | Spencer Wilson | <ul style="list-style-type: none"><li>• Formatting Update</li><li>• Image Shadow for all Types of Information</li></ul> |
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|            |         |                |   |

## Background

Kroger suppliers use a variety of hosting locations for their images. Kroger will only accept images hosted at one of four (4) Kroger authorized providers: IWorldSync, Kwikkee, Syndigo (formerly Gladson), and Product Final Packaging Not Available Yet. There are Kroger suppliers not hosting their images with any of these hosting providers. These suppliers have invested in their own Digital Asset Management (DAM) solutions, and even though IWorldSync provides hosting with their IWorldSync subscription, moving these images to IWorldSync is time consuming and expensive.

## Purpose

The purpose of this document is to provide the details of IWorldSync's solution for Kroger GDSN suppliers not hosting their images with any of the four (4) Kroger authorized providers. This capability is named "*Image Shadowing*"

## Scope

The scope of IWorldSync Image Shadowing includes GDSN sourced items not hosted on one of the four (4) Kroger authorized providers. All image types will be shadowed for participants.

## Kroger Image Requirements

The scope of IWorldSync Image Shadowing includes GDSN sourced items not hosted on one of the four (4) Kroger authorized providers. All image types will be shadowed for participants.

Kroger's published image requirements are as follows:

- 1000px minimum in one direction
- 300 DPI (resolution)
- RGB color mode
- White or transparent background
- File type of .jpg or .png

Only one front facing image is required when submitting a sellable, new item or an item with an Item Submission Reason Code. Kroger requests their suppliers also include multiple images angles as well, especially nutrition facts side and ingredients. These additional images are not mandatory. For hosting images on IWorldSync, the item submitted from VIP to Kroger must have at least one External File Link (EFL) row containing:

- Image Type = Product Image
- URL = IWorldSync DAM URL
- Image Facing = Front
- Image Background = White or Transparent

## Approach

The image shadowing capability will provide Kroger suppliers an automated method to become compliant with Kroger's hosting requirement. It allows suppliers to continue to manage their digital assets in their DAM yet meet Kroger's requirement of hosting on IWorldSync's domain.

## Enablement

Image shadowing capability is enabled by organization GLN. IWorldSync data pool subscribers can have this enabled for **no fee**. Non-IWorldSync data pool users will be charged an annual fee.

To enable an organization for Image Shadowing, [click here](#) and complete the Image Shadowing Request Form.

Once the GLN is enabled with Image Shadowing, the items with images to be shadowed need to be pushed to VIP as either a new item, initial load item or modify. Shadowing is performed as items travel inbound to VIP.

The Image Shadowing capability has been available in Pre-Production since April 19th, 2019, and in Production since on April 25, 2019.

## Shadow Image Creation

The GDSN supplier will create an External File Link (EFL) row in their respective data pool for a Kroger targeted item. The item is then published to Kroger's GLN. Publications to Kroger are directed to IWorldSync's Product Introduction portal (Kroger's Vendor Item Portal [VIP]). When an EFL without a declared hosting location (Image Source = Blank) for an enabled GLN arrives for the first time in VIP, a shadowed image is created.

When an image is shadowed, the image from the supplier provided URL is downloaded and loaded into IWorldSync's VIP DAM. The VIP DAM asset URL and metadata will be stored separately but linked to the supplier provided EFL row.

Shadowed images are created for EFLs with **all** Types of Information.

## Image Updates

If the supplier provides a new URL for an image that has been previously shadowed, it will trigger the shadow image creation functionality as described above. However, if the supplier changes the image without changing the URL, shadowing will be triggered by:

1. A change in the File Version number
2. A change to the File Effective Start Date

If the URL remains the same and the supplier does not change the Version Number or File Effective Start Date, VIP will interpret this as there are no image changes, and not update the image in IWorldsync DAM.

## Image Removals

If an EFL is no longer present for an item when it arrives in VIP, the EFL will be removed (as usual) and the shadowed image and metadata will be removed as well.

Note, if the supplier is not removing EFLs, but using effective dates, the supplier needs to ensure they are not declaring more than one of the same Image Facing values. Kroger is not using the image effective dates to determine which image is active.

# Shadowed Image Display

Shadowed image metadata is displayed with its associated EFL row in the 'Edit External File Link' pop-up (see **Figure 1**) in VIP DAM. Attributes auto generated in the Shadow Image section are:

- URI
- Image Source
- File Name
- File Format Name
- File Size
- File Pixel Height
- File Pixel Width

# Outbound Image Shadow Behavior

When the supplier successfully passes VIP validations and submits to Kroger, both the original supplier provided EFLs and new shadow EFLs will be sent to Kroger. The new shadow EFLs will contain all the metadata from the original EFL, with the exception of the following, which are generated when the shadow version is created.

- URI
- Image Source
- File Name
- File Format Name
- File Size
- File Pixel Height
- File Pixel Width

Kroger ignores EFLs where the Image Source is blank, so the image will only be processed once by Kroger.

**Figure 1: EFL asset with a shadowed image (sample attributes)**

