

Steps to Sync Product Content with H-E-B For Initial Load

1. Review H-E-B [GDSN Implementation Guide](#) for attribute requirements.
2. Complete and submit the [Trading Partner Form](#) to H-E-B online.
3. Publish all items sold in North America (Canada, United States and Mexico) to H-E-B in Production
 - i. Subscription exists at Target Market = US, MX and CA level
 - ii. Publish existing item as “**Initial Load**” publication type
 - iii. Publish to **H-E-B GLN: 0041220000005**
4. Manage Confirmation (CIC) Responses from H-E-B
 - i. If you receive **REVIEW** status, determine the cause of error and next step/resolution within the CIC message.
 - a. **NOTE:** Initially, H-E-B will only be sending back RECEIVED CICs
 - ii. Perform the necessary change through your Data Pool
5. Once eligible items are synchronized, H-E-B will consider supplier “Complete.”
6. After initial load is complete, continue to submit all modifications/corrections for specified attributes through GDSN.

Steps to Sync Product Content with H-E-B For New Item

1. Supplier Account Rep advises GDSN Rep to publish all new North American item(s).
 - i. NOTE: the existing new item CPS process is still in place; once this process is complete, then continue following the steps to synchronize as below
2. Supplier GDSN Rep publishes new items as **“New”** publication type to **H-E-B GLN: 0041220000005**
3. H-E-B reviews and approves item setup
 - i. Please note that H-E-B is currently sending only RECEIVED CICs
 - ii. Once GDS attributes are synced successfully, a CIC Message SYNCHRONIZED will be sent
 - iii. CIC Message REVIEW will be sent if additional information is needed. Merchant has the option to include comments explaining next steps needed.
4. Continue to submit all modifications/corrections for specified attributes through GDSN.

Steps Modify/Correct GDSN Data with H-E-B

1. Supplier submits any necessary changes via their Data Pool for any H-E-B GDSN item attributes.
2. H-E-B reviews all submitted records. If any record or attribute does not meet H-E-B standards, H-E-B will, soon send a REVIEW CIC message with a reason code and comments that explain what corrections are needed.
3. Suppliers CANNOT request cost changes via GDSN.