

## **Amazon Catalog Content Capture GDSN Initiative – Supplier FAQs**

### **1. Why is Amazon asking suppliers to publish their product content via the GDSN?**

Amazon is looking to leverage the GDSN to enrich product content in an automated manner.

The use of GDSN content is multifold:

- Some fields that are not mandatory in the Vendor Central spreadsheet are mandatory attributes in the GDSN. This has resulted in increased attribute coverage for products synchronized via the GDSN.
- Improved data quality in areas such as full item hierarchies received via the GDSN.
- Automated process to provide product content updates and data enrichment, which significantly reduces the manual Vendor Central spreadsheet process on both ends – for vendors and Amazon.

### **2. What type of Amazon vendors are in scope?**

- Currently only **Amazon Retail Vendors** are in scope for the GDSN process.

### **3. What Amazon product categories are included?**

- Everything that is sold on Amazon.com today.

### **4. What Amazon platforms are impacted by this?**

- All Amazon platforms. Amazon utilizes UPC as a base for all products presented on various platforms.

### **5. Is the initiative still in the evaluation/testing phase?**

- No. Testing and pilot phases have been completed for over a year now. Today Amazon is live with multiple vendors in GDSN and is ready for all their vendors to receive product content and updates that will help in data enrichment.

### **6. Does this impact new item set up via the Vendor Central?**

- No. New item set up through Vendor central remains unchanged for now. Item data published via GDSN will be used for changes and enhancements to items already in Vendor Central.

**7. Does the GDSN information flow directly to Amazon.com?**

- All information received via the GDSN and VC spreadsheet is staged in a common area and reviewed by Amazon for completeness and quality before anything is integrated to Amazon.com.

**8. What information is Amazon taking through the GDSN?**

- Primarily supply chain attributes (Amazon requirements) are currently ingested with a plan to ingest the remainder of the VC attributes for item maintenance in the future.

**9. Current requirements do not ask for the Amazon Specific Item Number (ASIN). How is Amazon mapping UPC/GTIN with ASIN?**

- Every product set up with Amazon has an associated UPC. The Amazon feed system will be able to look up the UPC and synchronize product details automatically to an ASIN.

**10. When will Amazon be taking all attributes required for item maintenance?**

- The objective is to ingest all product attributes before the end of 2018.

**11. After all Vendor Central attributes are ingested, will full item update and maintenance be performed via the GDSN, eliminating the VC spreadsheet process?**

- That is correct. Today, once you publish your item to Amazon via the GDSN, you will no longer need to send item maintenance updates on the currently ingested attributes via the manual VC spreadsheet process. Once all remaining Vendor Central spreadsheet attributes are in scope, the Vendor Central spreadsheet process will be eliminated.
- Amazon will also be leveraging GDSN feeds for New Item creation through a separate initiative in the future.

**12. How does participation benefit the brand owners?**

- Providing item updates through the GDSN significantly reduces the time spent by a brand's sales or e-com team members on updating product details through the manual process.
- Keeping up with the manual spreadsheet based process is expensive and takes away time from the sales team to focus on their core function, i.e. selling.
- Reduces turnaround time for item edits and data enrichment.
- Targeted brands are already utilizing GDSN for item set up and maintenance with other retailers. Publishing to Amazon is no different.

**13. Our products are already on Amazon.com. What we have to do next?**

- Your next step is to syndicate product content for the items currently sold on Amazon.com via the GDSN.
  - Visit [www.1worldsync.com /amazon](http://www.1worldsync.com/amazon) to access reference documents on how to implement GDSN with Amazon.
  - Publish your GDSN product content for the items currently sold on Amazon.com to the Amazon GLN 0848719000016
  - Contact 1WorldSync – [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or 866.280.4013.

**14. How is Amazon prohibiting other GDSN attributes (outside of the ones being requested by Amazon as part of this initiative) from being synced?**

- The integration between the GDSN and Amazon will happen at an attribute level.
- Once Amazon successfully integrates the initial set of attributes outlined in the Attribute Requirement Guide also available on [http://www.1worldsync.com/customer- page/amazon/](http://www.1worldsync.com/customer-page/amazon/)

**15. We are a brand owner but do not sell directly to/thru Amazon. Rather, our product is sold through distributors. What does that mean for us?**

- Product information is synchronized using the barcode irrespective of the product being sold by Manufacturer or authorized distributor.

**16. How will GDSN information work with sellers who sell the same product and the product information is sync'd?**

- The synchronization helps manufacturer's accurate product info to be available on the website.
- Amazon's backend reconciliation process will ensure that a Retailer's data is given precedence against the 3P seller who sells the same product.

**17. We are a manufacturer and our products appear on Amazon thru other sellers. Will the GDSN carry-over to our product sold by others?**

- The integration is only available for Retail vendors for now.
- 3P sellers will not be able to leverage the product data from GDSN.

**18. How does Amazon determine items that are Sold & Shipped by Amazon as opposed to a 3rd party seller/provider?**

- Amazon's internal systems recognize Retail Vendors through a Vendor Code and the flag set up during the vendor onboarding process.



**19. We are the manufacturer and our products are sold on Amazon, and we are also FBA, will the content we provide be updated at both levels...seller and manufacturer?**

- It will be updated, provided the barcode of the product is the same.
- However, this needs to be turned on manually for each vendor code who also sells products through FBA.

**20. Do we have to add items that are not sold on Amazon by us directly, but are sold by 3P sellers?**

- It is preferred that the item is published for audit and to help Amazon better understand the quality of the data.

**21. How will "Sponsored" be affected by the integration? Does having a "Sponsored" designation put your item at the top of the list when customers search your items?**

- Sponsored products through Amazon clicks will not be affected. The reconciliation logic to put sponsored items on top of the search list will remain unchanged.