

Creating New Items via Data Sync

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Version 4.1



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Creating New Items via Data Sync

Introduction

- Presenters: Todd Wiersma and Gabriel Boehme
 - Business Analysts, Data Synchronization
- Intended audience for this presentation:
 - Data Sync personnel at your companies
 - People who submit new items using eNew Item in SV Harbor
 - SV Harbor is SUPERVALU's online portal
- Important note: New item creation via Data Sync **doesn't** involve the spreadsheet reports we send you
 - These show the sync status of your **already-existing** items in our system – not upcoming new items we don't yet have
 - Only after your new items have been created, submitted and fully set up, will they appear in your spreadsheet report.

Creating New Items via Data Sync

Initiative

Why is SUPERVALU doing this?

- Better data quality through GDSN
- Drive GDS adoption
- Additional attributes captured through data sync

Creating New Items via Data Sync

Why Create via Data Sync?

- New items created in SUPERVALU's system via Data Sync typically don't need to be published to us later as Initial Load.
- Your item data can be keyed once and published to multiple retailers, instead of being keyed multiple times in each retailer's system.
- You can leverage the global standards established for item attributes.
- Creating via Data Sync eliminates the need for manual creation using eNew Item Create in SV Harbor (7 steps as shown below).



Creating New Items via Data Sync

Create vs. Submit

There are two main processes for SUPERVALU new item setup:

- 1) Create = creating an entirely new item in the SUPERVALU system:**
 - Enter GTINs, product descriptions, product images, product types, and many other item attributes into the SUPERVALU system

- 2) Submit = adding one or more locations to a previously-created item:**
 - Previously-created items are gathered together and batch-submitted to SUPERVALU banners and/or regions, along with initial costing, deals, etc.
 - Doesn't matter how long ago those items were created – yesterday, a year ago, etc.
 - Specific to SUPERVALU, can only be done in SV Harbor through “Submit Item Proposal” option
 - May be handled by a third party (such as a broker) on behalf of your company

Creating New Items via Data Sync

Create vs. Submit

- Example of SVHarbor Submit Item Proposal:
 - This is the same regardless of how your items are created

The screenshot shows the 'Submit Item- Select Organization' page in the SVHarbor system. The page header includes the SVHarbor logo, navigation links for 'eNewItem', 'SVHarbor', 'Help', and 'Logout', and the user name 'Karin Sulack' with the SUPERVALU logo. The breadcrumb trail is 'Home > Submit Item- Select Organization'. The main title is 'Submit Item- Select Organization' with 'Previous', 'Next', and 'Cancel' buttons. The 'Select Organization' section features a 'Regions*' dropdown menu with an 'Authorized' list containing: 29 - EASTERN REGION, 51 - MIDWEST REGION, 66 - GMCP, 79 - NORTHERN REGION, 888 - SUPPORT CENTER BUYING COST, 910 - ACME, and 912 - SHAW'S SUPERMARKETS INC. To the right of this list are buttons for 'Add >>', 'Add All >>', '<< Remove', and '<< Remove All'. A 'Selected' box contains the text 'Make Selection'. Below this, the 'Select additional workflows from the list below' section has several checkboxes: 'New Item(s)', 'Related Item Attributes', 'Supplier Price List', 'Customer Pickup Allowance (Freight Allowance)', 'Product Images', 'Introductory Deals and/or Promotional Allowances', 'Promotional Planning Offer', and 'Organization Messages'. A footer note states '* Required Field'. The bottom of the page contains copyright information: 'Copyright © 2013, SUPERVALU INC. About SUPERVALU - Privacy Policy - Terms of Service'.

***Creating New Items
via Data Sync***

Non GM Item Categories

Edible Grocery

Non Edible Grocery

Beverage

Frozen

Meat

Produce

Bakery

Dairy

Deli

Creating New Items via Data Sync

Non GM Process Overview

#	Description
1	At least one week prior to meeting with the SUPERVALU merchants, your sales team identifies the items they plan to present to SUPERVALU, and contacts your data sync personnel to have them created.
2	Your data sync personnel publish the requested items as “New” to ALL of SUPERVALU’s GLNs.
3	If successful, the SUPERVALU system sends out an email to your data sync contact. Once this is received, your data sync personnel should inform your sales team that your new items were created successfully.
4	Your sales team meets with SUPERVALU merchants and determines which new items SUPERVALU will carry.
5	Your sales team communicates the selected items to the people who submit your new items in SV Harbor.
6	You should expect to wait 3 to 4 days after the email was received before your new items will be ready in SV Harbor. This processing time is necessary for SUPERVALU to review all incoming new items for data quality purposes
7	Your data sync contact will receive a email notifying them that the item has been approved.
8	Submit items in SV Harbor portal.

Creating New Items via Data Sync

General Merch/HBC Process Overview

#	Description
1	Your sales team meets with SUPERVALU merchants and determines which new items SUPERVALU will carry.
2	Your data sync personnel publish the requested items as “New” to ALL of SUPERVALU’s GLNs.
3	If successful, the SUPERVALU system sends out an email to your data sync contact. Once this is received, your data sync personnel should inform your sales team that your new items were created successfully.
4	Your sales team communicates the selected items to the people who submit your new items in SV Harbor.
5	You should expect to wait 3 to 4 days after the email was received before your new items will be ready in SV Harbor. This processing time is necessary for SUPERVALU to review all incoming new items for data quality purposes
6	Your data sync contact will receive a email notifying them that the item has been approved.
7	Submit items in SV Harbor portal.

- SUPERVALU has numerous GLNs to publish to, and New publications should be sent to ALL locations.
 - This will create your new item **once**, and make its item data **available** to all SUPERVALU locations
 - Establishes GDSN sync connection to those locations ahead of time
 - Setup at those locations is still handled by the SV Harbor “Submit” process
 - For our full GLN listing, please visit our landing page at <http://www.1worldsync.com/supervalu>
- 1WorldSync has “Market Group” functionality
 - Alternate names: “GLN List”, “Recipient List” – it’s a list of GLNs
 - Provides a convenient way of publishing to multiple GLNs.
 - Your publication will be copied and sent to all included GLNs.
 - You will receive CIC responses from each GLN individually.

- **When creating new items, use the NEW publication type, **not** Initial Load!!**
 - Be **absolutely sure** to use the correct publication type, to avoid delays in getting your new items created!
- Feedback from SUPERVALU – Emails and CIC responses
 - Automated email responses to your Data Sync contacts
 - CREATED: successful new item *creation* (**not completion** – we'll come back to this)
 - Approved: new item review complete (single-component cases only)
 - Deleted: new item review unsuccessful (needed attributes missing)
 - CIC responses
 - Received: successful initial new item *creation* (**not completion**)
 - Synchronized: item already exists in our system (possible problem)

- A “CREATED” email response does **not** mean your new item is ready to be submitted in SV Harbor!
 - All new items must pass through internal classification and audit steps by SUPERVALU before they’re ready to submit
 - Please allow **3-4 business days** after receiving the “CREATED” email for new item classification & audit review
 - For single-component cases, you’ll receive an “Approved” email when this review process is complete.
- **If there are issues with your new item data, it will cause delays in setup.**
 - Be sure to include our required attributes (upcoming slides)

Creating New Items via Data Sync

Process Details

After the merchants select the items, submit them using SV Harbor

SV Harbor eNewItem SVHarbor Help Logout Karin Sulack
SUPERVALU

Home > Submit Item - Item Search

[Submit Item](#) **[Item Search](#)** [Select Items](#) [Item Matrix](#) [Related Item Attributes](#) [Price Brackets](#) [Confirmation](#)

Item Search New Item Batch Description:* 7373775 - VAXSERVE [Clear](#) [Next](#) [Cancel Submit](#)

Search Type

New Search Existing Search

Search Criteria

Product Group*	Select Group <input type="text"/>		
Classification	Select Class <input type="text"/>	Select SubClass <input type="text"/>	Select Variety <input type="text"/>
Item Identifier Type Or Corporate Code	EAN/UCC-14 <input type="text"/>	Item Identifier Value Or Corporate Code <input type="text"/>	Selected Select Identifier value or Corp. Code
Vendor Id	<input type="text"/>	Lookup	
Common Code	<input type="text"/> to <input type="text"/>	Lookup	
Brand	<input type="text"/> (Use * to wildcard)		
Description	<input type="text"/> (Specify a keyword in Item Description)		
Sort Results By	Case UPC <input type="text"/>		

[Add >>](#)
[<< Remove](#)

* Required Field

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- Our new item creation process depends on the presence of several item attributes, including:
 - Complete & unabbreviated item descriptions
 - GDSN Images
 - Primary Method of Delivery
 - GPC Classifications
 - Ti/Hi
- To benefit the new item creation process, these attributes **must** be provided the very first time you publish your items to us as New

Creating New Items via Data Sync

Item Descriptions: Quality Product Descriptions

- Product descriptions being published by many suppliers today don't allow us to accurately identify the items.
 - Bad descriptions: abbreviated, incomplete, unclear what the product is
 - Thousands of items have been set up incorrectly due to poor descriptions
- During new item audit, we use your published descriptions to create item descriptions which fit the field sizes used by our internal systems
 - SV Harbor item descriptions won't exactly match published descriptions
 - Poor published descriptions will result in poor SV Harbor descriptions
- SUPERVALU uses these description & brand fields for new item setup:
 - ***tradeItemDescription (Product Description) ****
 - ***descriptionShort (Short Description)***
 - ***brandName***
 - ***subBrand***

Creating New Items via Data Sync

Item Descriptions: Product Description
(tradeItemDescription, “Long Description”)

GDSN Trade Item Implementation Guide for **tradeItemDescription**:

- **“This should be a meaningful description of the trade item with full spelling to facilitate message processing. Retailers can use this description as the base to fully understand the brand, flavour, scent etc. of the specific GTIN in order to accurately create a product description as needed for their internal systems.”**
- Field size: 200 characters
- Examples:
 - *GS1 Brand Laundry Detergent Liquid Compact Regular Instant Stain*
 - *GS1 Brand Hair Colour Liquid Light to Medium Blonde*

Example of a good description:

- *“Todd’s Foods 5.5 ounce chocolate & vanilla ice cream swirl bars with 4 per box and 12 per case”*

Creating New Items via Data Sync

GDSN Images: GDSN Image Requirements

- SUPERVALU is part of the broader industry push to have images provided through data sync.
- Publish images for **all** consumer units
 - i.e., any product scannable at point of sale
- Include PRODUCT_IMAGE (all sides of product) and PRODUCT_LABEL_IMAGE
 - We should be able to read all product image text
- Provide spec/mock up images if the product isn't finalized or in production yet.

Creating New Items via Data Sync

Distribution Method Code Attribute

- To correctly set up a new item, it's important for us to know its **primary** delivery method
 - All Direct Store Delivery items must populate the `distributionMethodCode`, and flag its associated `isDistributionMethodPrimary` flag as 'TRUE'
- Warehouse Items should have the following code value
 - **DC** = Warehouse
- DSD items should have the following code value
 - **DSD** = Direct store delivery
- All NEW Direct to store items should be created through data sync

Creating New Items via Data Sync

GPC Classifications

- For new items, the GPC classifications you publish will route your items to SUPERVALU's internal product classifications.
 - These new items will then be reviewed by the associated SUPERVALU category group.
 - GPC classifications cannot be perfectly mapped to SV classifications, but should send new items to the correct teams.
- If your items have incorrect GPC classifications, they will be routed to the wrong team, delaying new item setup.
- Please verify that the GPC classifications you're specifying today are accurate. More information on GPC can be found through the link:

www.gs1.org/gpc

- The Ti/Hi information is used to indicate how your products are arranged on the pallet.
 - It is vital that this information is provided at the time of new item creation.
 - Failure to provide these attributes will delay new item setup and slow your speed-to-shelf.
 - These values **must** be correct and accurate. Procurement of your product can be severely impacted if these values are incorrect.

Creating New Items via Data Sync

Item Attributes: Further Information

- Please consult our New Item Create Implementation Guide for further details on item attributes
 - Section 7 details information on item attributes
- Please let us know if you see attribute issues on new items created via Data Sync
 - Your feedback helps us identify problems and fix them!

Creating New Items via Data Sync

Resources

Landing Page: 1worldsync.com/supervalu

- New Item Create Implementation Guide
- SUPERVALU Product Image Requirements
- Ti/Hi Requirements

Email us:

- datasync@supervalu.com

Creating New Items via Data Sync

Additional Information: EIM Contact Info

If your New publications returned a email to you, but your new items can't be found in SV Harbor, contact the appropriate Enterprise Item Management (EIM) team for assistance.

Use this email address...	...for these product types:
EIM_Centerstore_GFD@supervalu.com	Edible Grocery, Beverage
EIM_Fresh@supervalu.com	Produce, Bakery, Deli, Frozen Foods, Dairy, Meat
EIM_HW_Nonfood@supervalu.com	General Merchandise, Seasonal, Health & Beauty Care, Non Edible Grocery
EIM_ItemMaint@supervalu.com	Send here for any item that needs a category change

Taken from our New Item Create Implementation Guide

Creating New Items via Data Sync

Additional Information: Data Sync Landing Page

- <http://www.1worldsync.com/supervalu>

1WORLD SYNC > COMMUNITY > CUSTOMERS > SUPERVALU

Supervalu

GDSN® Initiative

SUPERVALU has over 1,200 suppliers in production in the Global Data Synchronization Network (GDSN®). SUPERVALU expects all of our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By implementing data sync with the GS1 Standards, you will be able to leverage your investment across dozens of US-based retailers who are implementing GDSN.

The Global Data Synchronization Network enables trading partners to **globally share trusted product data**. You can exchange product attribute information with business partners efficiently in real time. As a data sync capable vendor, you are expected to participate in this initiative. Some of the benefits include:

- Increases speed-to-shelf for new items
- Reduces costs within the supply chain
- Reduces out-of-stocks
- Eliminates hand keying for creation and maintenance of items

Data Quality:

Supervalu expects suppliers to send accurate data as it drives item set up and maintenance of data in all of SUPERVALU's systems. The following are just a few of the required and important attributes to send in your item publications.



TRADING PARTNER FORM

• GDSN Communications

- [Portland, OR GLN Activation Announcement 2018](#)
- [Data Sync Spring 2018 Update](#)
- [Joliet, IL GLN Activation on April 2nd](#)
- [Product Attributes Roadmap Communication](#)
- [TI-HI Requirements](#)
- [Creating DSD Items](#)
- [Data Sync Fall 2017 Update](#)

• Key Documents

- [SUPERVALU Onboarding and](#)

*Creating New Items
via Data Sync*

Questions?



***Creating New Items
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Wrap Up

Thank You!

You can always reach us by email at
DataSync@supervalu.com