

Sears Holdings Corporation

Data Synchronization via GDSN – Everything you need to know

Presented by: Sears Holdings & 1WorldSync
November 5, 2014

SEARS HOLDINGS



Agenda

- Data Synchronization via GDSN
- Sears Holdings Data Synchronization Initiative
- Data Synchronization to IMA
- Documentation & Support

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1WorldSync

A trusted product information network for global manufacturers and product owners, to sync and exchange trusted product data and content with customers, distributors and authorized 3rd parties.

- We help more than **15,000 companies** across **54 countries**
- Partner with over **20 GS1 Member Organizations** Globally
- Represent over **11 million items** in the Global Data Synchronization Network “GDSN”
 - ~ 82% of entire GDSN registered items



1WorldSync's Value Proposition

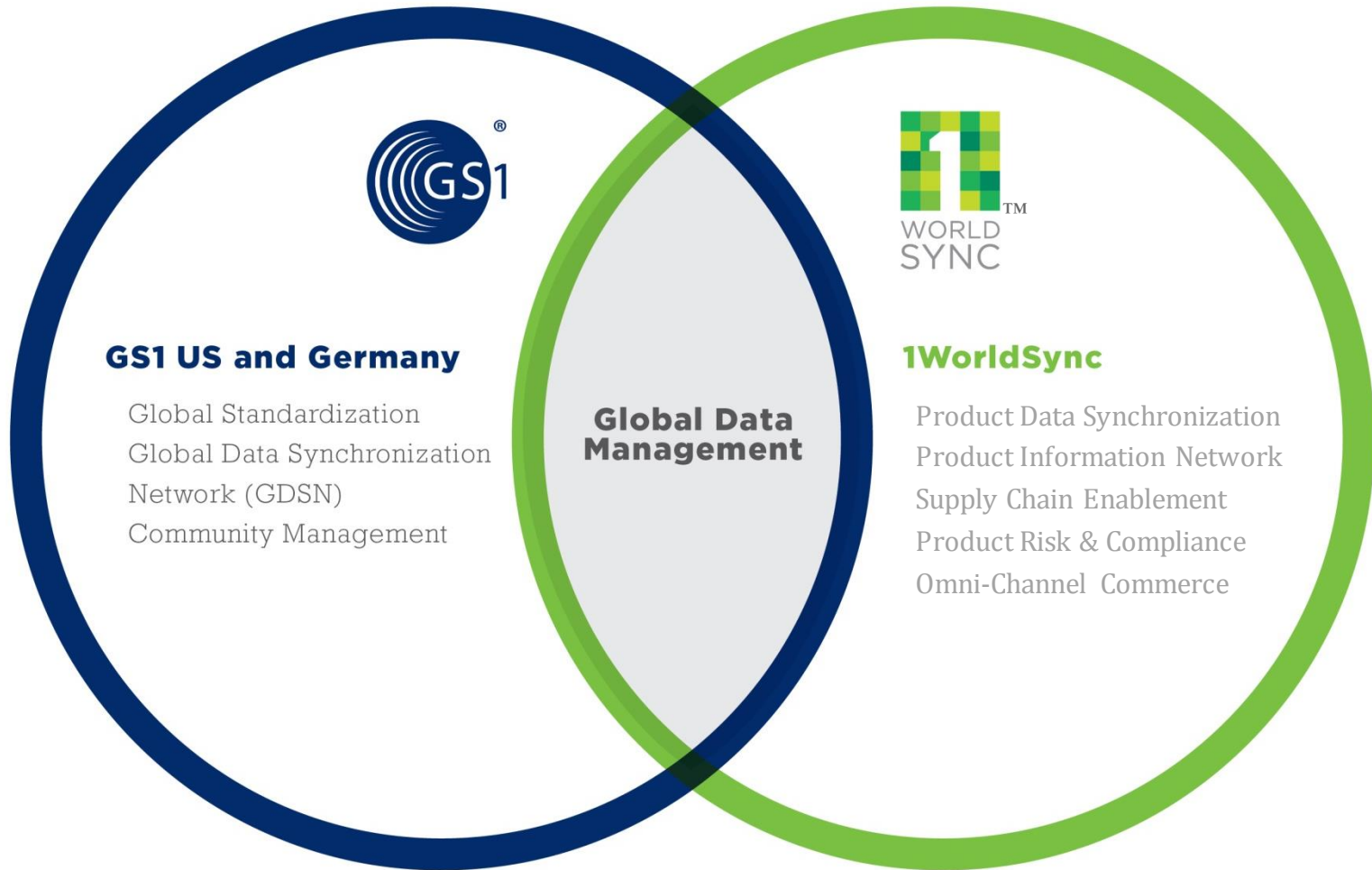
- **Industry leader and network for the aggregation, standardization and distribution of trusted product information**
 1. ***We simplify product information exchange***, via a single connection, from one to any
 2. ***We address data quality, validation and completeness***, to support multi-enterprise product information integration
 3. ***We offer unique global expertise*** in the creation, use and application of product information within and between enterprises to support sales, supply chain & compliance

1WorldSync and GS1

1WorldSync supports GS1®.

- GS1 is the standards organization that works with industries and companies to develop, adopt, and use global information standards
- GS1 Standards make it possible to identify, capture, and share information about products, locations, and more

Relationship with GS1



1WorldSync Data Pool Services Include:

- **Education and Training**
- **24/7 customer support**
- **Implementation assistance** in synchronizing data provided by a dedicated 1WorldSync team
- **Standards Expertise:** Full-time experts devoted to understanding, guiding and advocating the proper use of global GS1 Standards

Current Collaboration With Sears Holdings

1WorldSync is Sears Holdings GDSN Preferred Data Pool since 2008

- Over **1,920** GDSN Connections

Community Enablement Services

- 1WorldSync partners with Sears Holdings for a continuous process for on-boarding new vendors; and to rollout data synchronization through a category-by-category approach



Increase in GDSN Adoption Globally

74,000 ————— 13 (2004)

15,000,000 ————— 150 (Today)

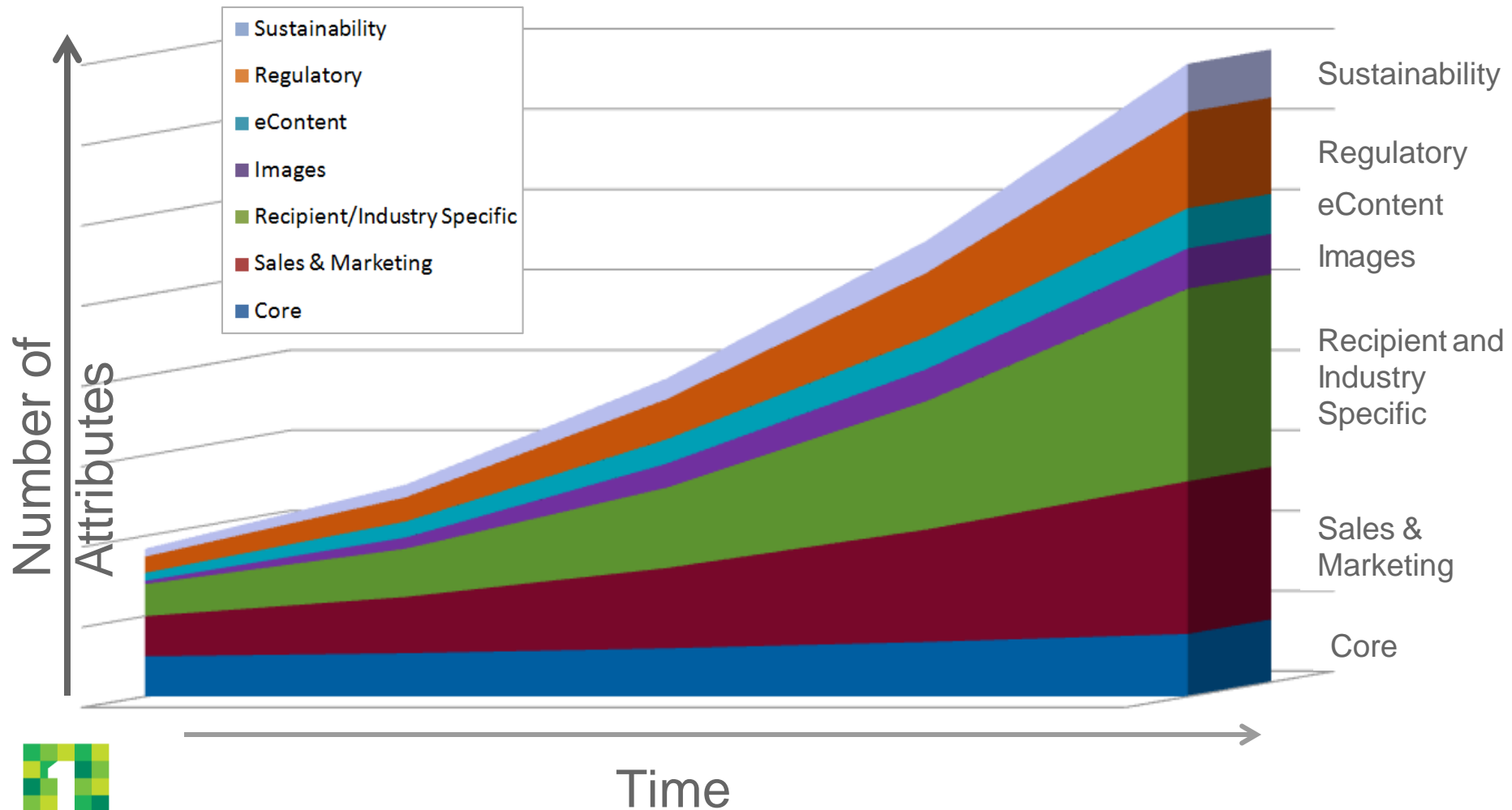


Items in GS1
Global
Registry



Number
of
Countries

The Product Attribute Explosion



1WorldSync's End-to-End Solution

MARKET
SOLUTIONS



Product Information For
Omni-Channel Commerce
Product Risk & Compliance
Supply Chain Enablement



PRODUCT
PLATFORM



Product Information
**PUBLISHERS &
SOURCES**

Source specific
applications,
Interfaces and tools



Product Information
**RECIPIENTS &
USERS**

Recipient specific
applications,
Interfaces and tools

SUPPORTING
SERVICES

Professional Services

* Expert Advisory & Consulting * Community Enablement * Managed Services



What Is Data Synchronization?

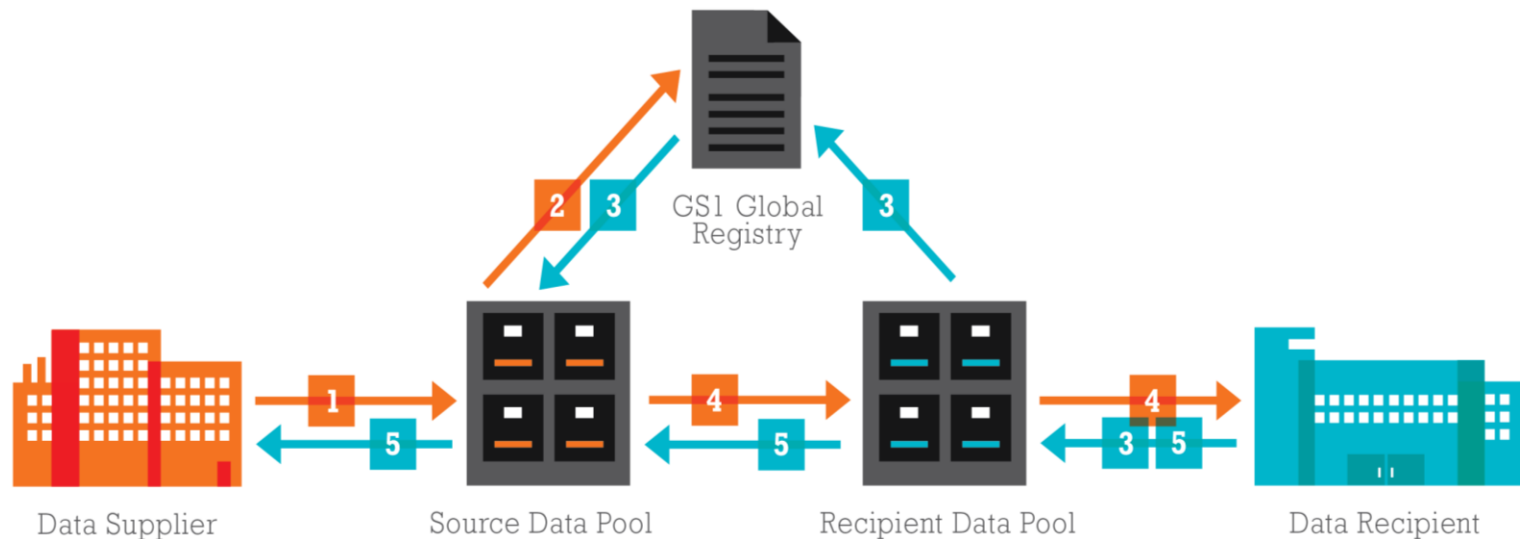
- The electronic transfer of standardized product and location information
- The continuous synchronization of that data over time between two or more parties as part of an ongoing business process
- Utilizes the Global Data Synchronization Network (GDSN), which makes it easy for trading partners to share information seamlessly, even when they subscribe to different GDSN-certified data pools

GDSN Components

Participants: Retailers, Suppliers, Distributors, Brokers & Wholesalers

Data Pools: Service providers that hold and process participant data

GS1 Global Registry: Worldwide directory to manage relationships between participants and data pools



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Data Synchronization – Inherent Advantages

➤ Data Privacy

- Vendors only publish what they want recipients to see

➤ Data Quality

Automated product data validations occur at multiple levels within the process

- GTIN / GLN Validations
- Weight Validations

➤ Ease of Use

- A single product entry can be published to an unlimited number of end users, distributors, and retailers

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Sears Holdings Data Synchronization Initiative

Key Objectives

- Increase speed to market
- Improve product data accuracy
- Realize supply chain efficiencies for vendors as well as retailers

1WorldSync is the recommended Data Pool provider for Sears Holding

- Experience with leading retailers
- Collaborates with other GDSN-certified data pools

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Data Synchronization Benefits

Faster Item Setup

- 80% of IMA required fields can be auto-populated
- Faster turnaround of item info to Buyer
- Reduces lead time in reaching Purchase Order ready state

Standardized Item Specs

- Emphasis on accuracy of product and packaging dimensions
 - Dimensions and weights are aligned with GS1 standards
- Maximize transportation efficiency with accurate weight/cube data

Compliance program – 2015

- Vendors will be held accountable for data accuracy

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Sears Holdings Data Synchronization Initiative

- All new vendors are required to use Data Synchronization as of March 2011
 - IMA ID's & Passwords are not given out until data syncs
- Exceptions
 - Drop ship dot com
 - Direct Imports
 - Private label
 - Sears supplies vendor with UPC's
 - Outlet vendors
 - Items built internally

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Getting Started

Are you already subscribed to a GDSN Data Pool?	Things to Do
No	<ul style="list-style-type: none">➤ Choose your Data Pool. For a listing, go to: http://www.gs1.org/sites/default/files/docs/gdsn/gdsn_certified_data_pools.pdf Or contact 1WorldSync at +1 866.280.4013➤ Follow the procedure below
Yes	<ul style="list-style-type: none">➤ Make sure that you are setup with Sears Holdings. If you have not been previously contacted about setup, submit Data Synchronization Vendor Request Form online at Data Synchronization tab on IMA Home page➤ Work with your Data Pool to get the item information published to Sears Holdings

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Steps for Synchronizing GDSN Data

1. Load items into the Data Pool
 - Obtain Education/Training from your Data Pool or Solution Partner
 - Review GDSN Package Measurement Standards and GTIN allocation rules (refer to 'Resources – 1WorldSync' slide for details)
2. Publish new items, updates, and initial loads to Sears Holdings
 - **Production GLN: 0633815000004 (Sears and Kmart)**
3. Check for Catalogue Item Confirmations (CICs) at your Data Pool
 - **ACCEPT CIC:** Ready to review in IMA, add additional information and submit for approval.
 - **REVIEW CIC:** Data discrepancies; vendor action required.
 - **SYNCHRONIZED CIC:** POs can be placed
 - **REJECT CIC:** Rejected or deleted from IMA (after 60 days inactivity).

Steps for Synchronizing GDSN Data (continued)

4. Once ACCEPT CIC is received, log into IMA to add additional required information
 - Be sure to contact your Buyer for:
 - Division and Category
 - Additional fields to be provided
 - You must also know your:
 - Order Duns
 - Flow path
5. If changes to item data is required, use the Mapping Doc :
 - Link to [1WorldSync / IMA Mapping Document](#)
 - Changes to mapped fields should be made in your data pool
 - Changes to unmapped fields should be made in your data pool and IMA
 - Use **Data Catalogue Tab > Change Existing Items** in IMA

Synchronizing Exploding Assortments

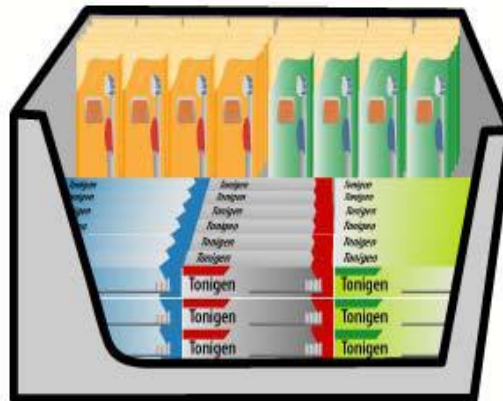
- Sears Holdings supports carton configurations including display shippers.
 - These are items where the “parent” carton contains multiple “children” products.
 - Commonly referred to as Product Type DS
- ALL NEW ITEMS including DS product types are now required to be synchronized via GDSN
- Maintenance on items already setup with Sears Holdings must be updated in IMA and 1WorldSync

GDSN Terminology:

- **(DS) Display/ Shipper:** A shipping unit that is a display (can contain a single instance of a GTIN or contains more than one unique instance of a GTIN) OR a case that contains more than one unique instance of a GTIN. Includes a ½ or ¼ pallet and a ½ or ¼ box pallet and prepack
- **(MX) Mixed Module (Pallet Display):** Not supported in this release.

Examples of Exploding Assortments (DS)

- Example 1 – Acme distributors offers their five best selling products in a ready to set up cardboard display which is designed to be set up at store entrances.
- Example 2 – Acme Tea Company offers a variety pack of different flavors of their iced tea within the same shipping container. This mixed case can be used by retailers to stock their shelves, or offered directly to consumers for purchase.
- Example 3 – a counter top display of lipsticks and nail polish
- Example 4 – 10 small, 20 medium and 20 large white tee shirts are packed in one case.



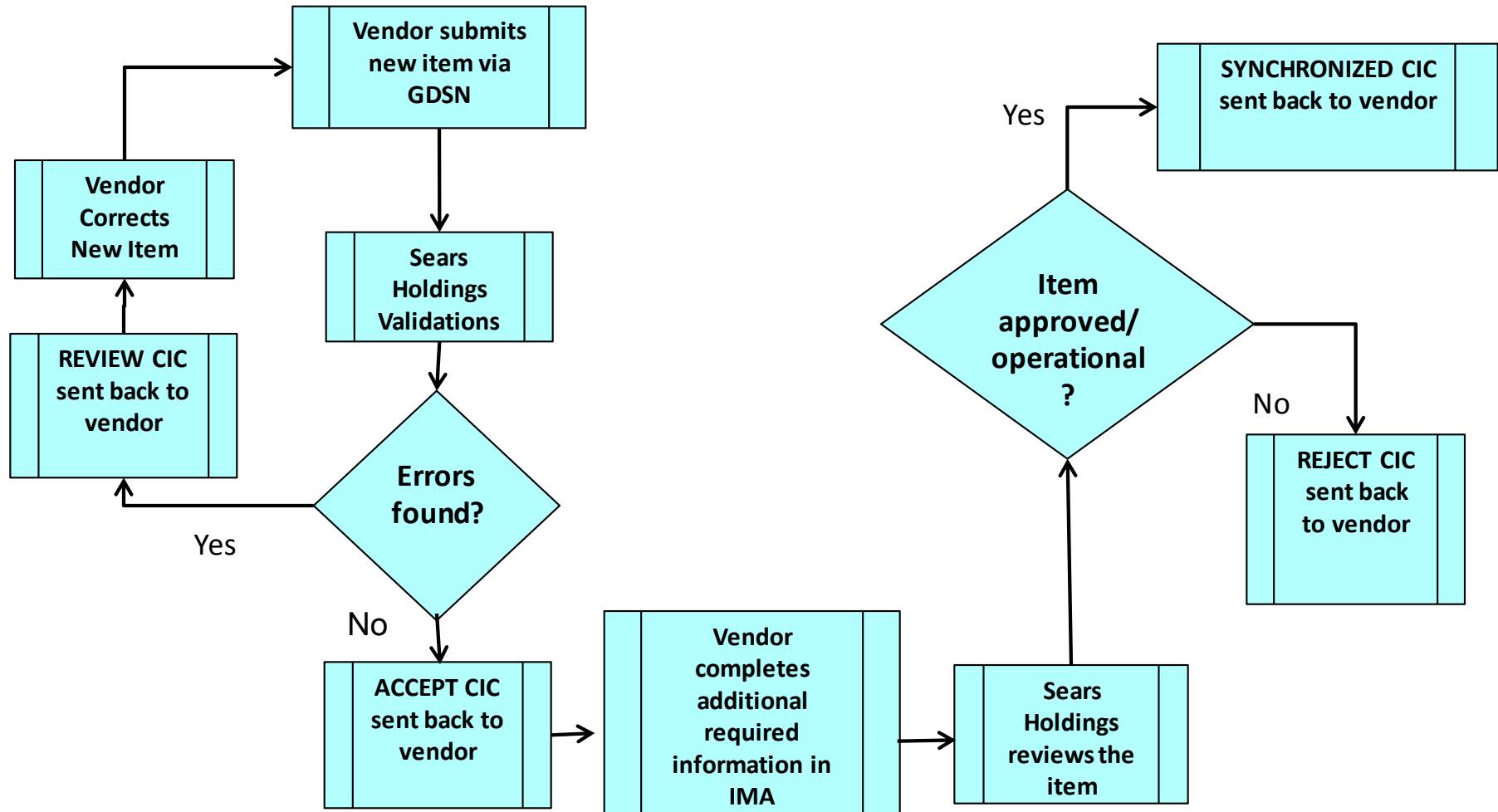
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Fields that Map to SHC

- Attributes in GDSN are mapped to IMA fields for both Sears and K-Mart items
- For example:
 - Descriptive Size maps to “KSN Description”
 - GTIN Name maps to “GTIN Description”
 - Product PLU Description maps to KSN “Register Description”
- *For a complete listing of fields, and how they map to IMA, visit the Helpful Information/Links section of the SHC 1WorldSync Landing Page at:*
http://www.1sync.org/sears_holdings

GDSN New Item Flow at Sears Holdings

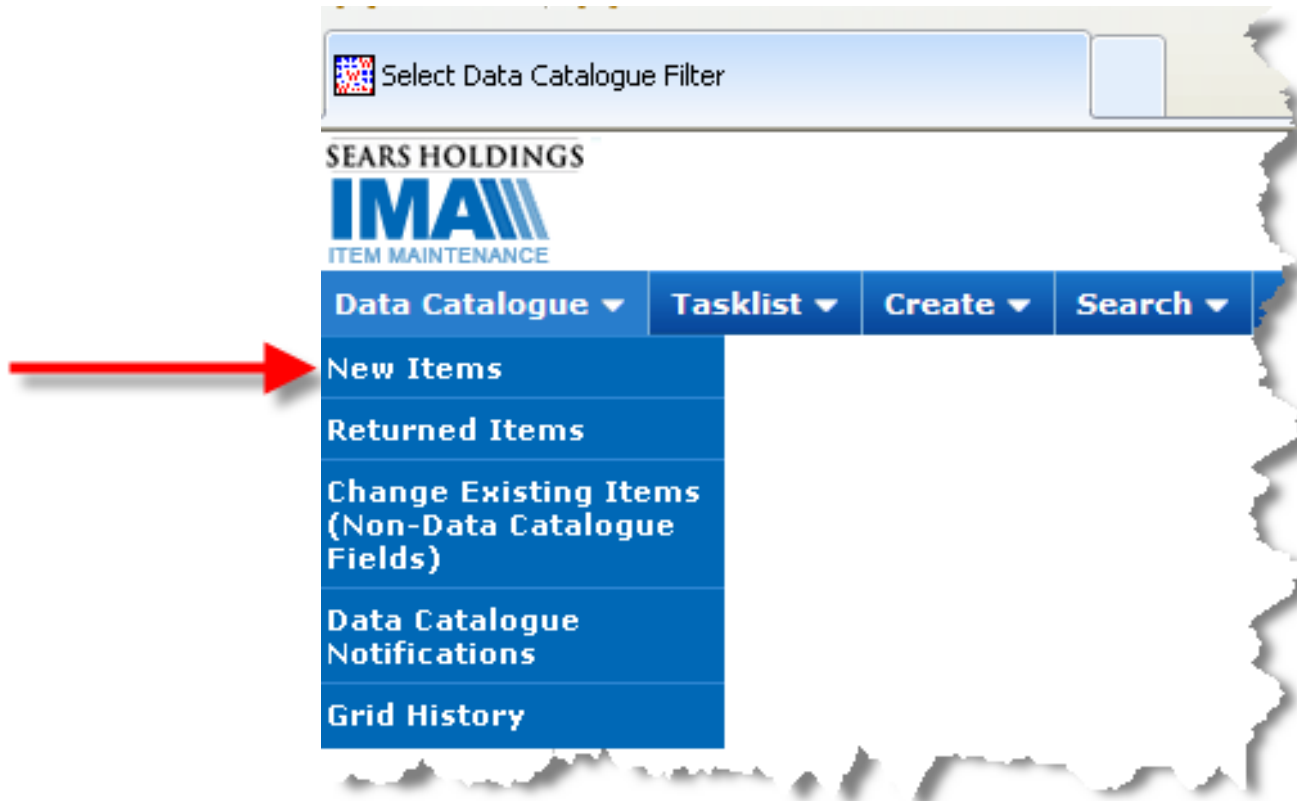


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Completing New Item Setup in IMA

After you publish items to Sears Holdings, Log into IMA with your IMA user id and password, Hover on **Data Catalogue**, and Click on **New items**



Completing New Item Setup in IMA – Step 1

Filter the Data Catalogue Tasklist by UPC, description, vendor stock number, or date. To view all of your items to be worked on, click on **Get Tasklist**.

New Items Tasklist Filters

Actions:


Retail Marking # / UPC *

Shipping Marking # / I2O5 *


Description *

Vendor Stock Number *

Load Date From:

 (MM/DD/YYYY)

Load Date To:

 (MM/DD/YYYY)


Note: Clicking the "Get Tasklist" button without selecting any filters will display ALL UPCs for the Order DUNS.

* UPC/Shipping Marking # range and partial word search features are available.

 **60-Day Inactivity Note** Items in the Data Catalogue Tasklist are automatically deleted after 60 days of inactivity.

Completing New Item Setup in IMA – Step 2

Select items to edit and click **Create Grid**.

 This image cannot currently be displayed.

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IMA Data Catalogue Front End – The Grid

- **The Grid is an IMA front end that makes it easier and faster for vendors to add Sears Holdings' proprietary data to product information synchronized (transmitted) from a Data Pool/Catalogue to IMA**
- Grid functionality only available to Data Catalogue vendors using a Data Pool/Catalogue to send item information to Sears Holdings
- Grid functionality available for New Item set up as well as updates/changes to existing items
 - Three Data Catalogue Vendor Grids - new items, returned items, changes to Existing Items.
 - Data Catalogue Notifications report to check the status of change requests
 - Grid History to view status of grids

Grid Benefits

➤ Speed

Item set up is 50% faster compared to single-edit IMA

➤ Ease

- Easy to navigate as Multiple IMA Tabs become one Screen
- Empty required fields grouped together and displayed first by default
- Process up to 100 items at a time instead of one item at a time
- Copy down functionality reduces keystrokes
- Vendor packs can be duplicated on the Grid Screen for products transmitted to IMA via data synchronization

➤ Accuracy

Improved error reporting / troubleshooting compared to single-edit and multi-edit IMA



Completing New Item Setup in IMA – Step 3

Create a **Grid Group** for editing like items.

ue ▼ Tasklist ▼ Create ▼ Search ▼ Spreadsheet ▼ Change ▼ Dashboard

Create New Grid Group Apply Reset

* SHC Division: 10 - TOOLS ▼

* Order Duns: 01001629955 - ORD - SEARS HOLDING MGMT CORP (Sears) ▼ 🔍

* SHC Category: 37 - DRILL PRESS ACCESSORIES ▼

SHC Subcategory: 3 - COUNTERSINKS ▼

* Flow Type: DC -DISTRIBUTION CENTER ▼

* Network Distribution Code: CDFC EXCLUSIVE - CDF

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Completing New Item Setup in IMA – Step 4

Complete Empty Required Fields

Empty Required **SHC Div/Cat** 38/32 **Flow Type** DC | **DUNS** 01000253658 - Order -... | **NDC** REGIONAL SPECIALITY ... | **Tracking Id** 160680186

VIEW Packages Vendor Packs KSN Item Web Item **FIELDS** ☒ Empty Required ☐ All **SAVE** **APPROVE**

GRID Add Items | Return | Delete Grid | History

<input type="checkbox"/>	KSN #	Retail Marking # / UPC	Shipping Marking #/I205	Desc Line 1	Desc Line 2	* Hazard Storage Code	* Cost	* Member Cost	* Primary Store Format
<input type="checkbox"/>	03198228		00381371151882	AVEENO FACE MIX...	S VARIETY 20PC P...				
<input type="checkbox"/>	03198237	381371151875		AVEENO PR DLY C...	ADS 28CT W PR L...				
<input type="checkbox"/>	03198237		10381371151872	AVEENO PR DLY C...	ADS 28CT W PR L...				
<input type="checkbox"/>	03198238	381371151127		AVEENO SKN BRT ...	CRUB5ZW DML S1...				
<input type="checkbox"/>	03198239	381371151134		AVEENO SCRUB 5...	Y MST LTN SPF15 ...				
<input type="checkbox"/>	03198240	381371151141		AVEENO GEL CLEA...	6Z W DML SPF15 1...				

Empty Required Fields

Completing New Item Setup in IMA – Step 5

Click the **Approve** action.

Empty Required SHC Div/Cat 38/32 Flow Type DC DUNS 01000253658 - Order ... NDC REGIONAL SPECIALITY ... Tracking Id 160680186

VIEW Packages Vendor Packs KSN Item Web Item FIELDS ☒ Empty Required ☐ All

GRID Add Items | Return | Delete Grid | History

<input type="checkbox"/>	KSN #	Retail Marking # / UPC	Shipping Marking #/1205	Desc Line 1	Desc Line 2	* Hazard Storage Code	* Cost	* Member Cost	* Primary Store Format
<input type="checkbox"/>	03198228		00381371151882	AVEENO FACE MIX...	S VARIETY 20PC P...				
<input type="checkbox"/>	03198237	381371151875		AVEENO PR DLY C...	ADS 28CT W PR L...				
<input type="checkbox"/>	03198237		10381371151872	AVEENO PR DLY C...	ADS 28CT W PR L...				
<input type="checkbox"/>	03198238	381371151127		AVEENO SKN BRT ...	CRUB5ZW DML S1...				
<input type="checkbox"/>	03198239	381371151134		AVEENO SCRUB 5...	Y MST LTN SPF15 ...				
<input type="checkbox"/>	03198240	381371151141		AVEENO GEL CLEA...	6Z W DML SPF15 1...				

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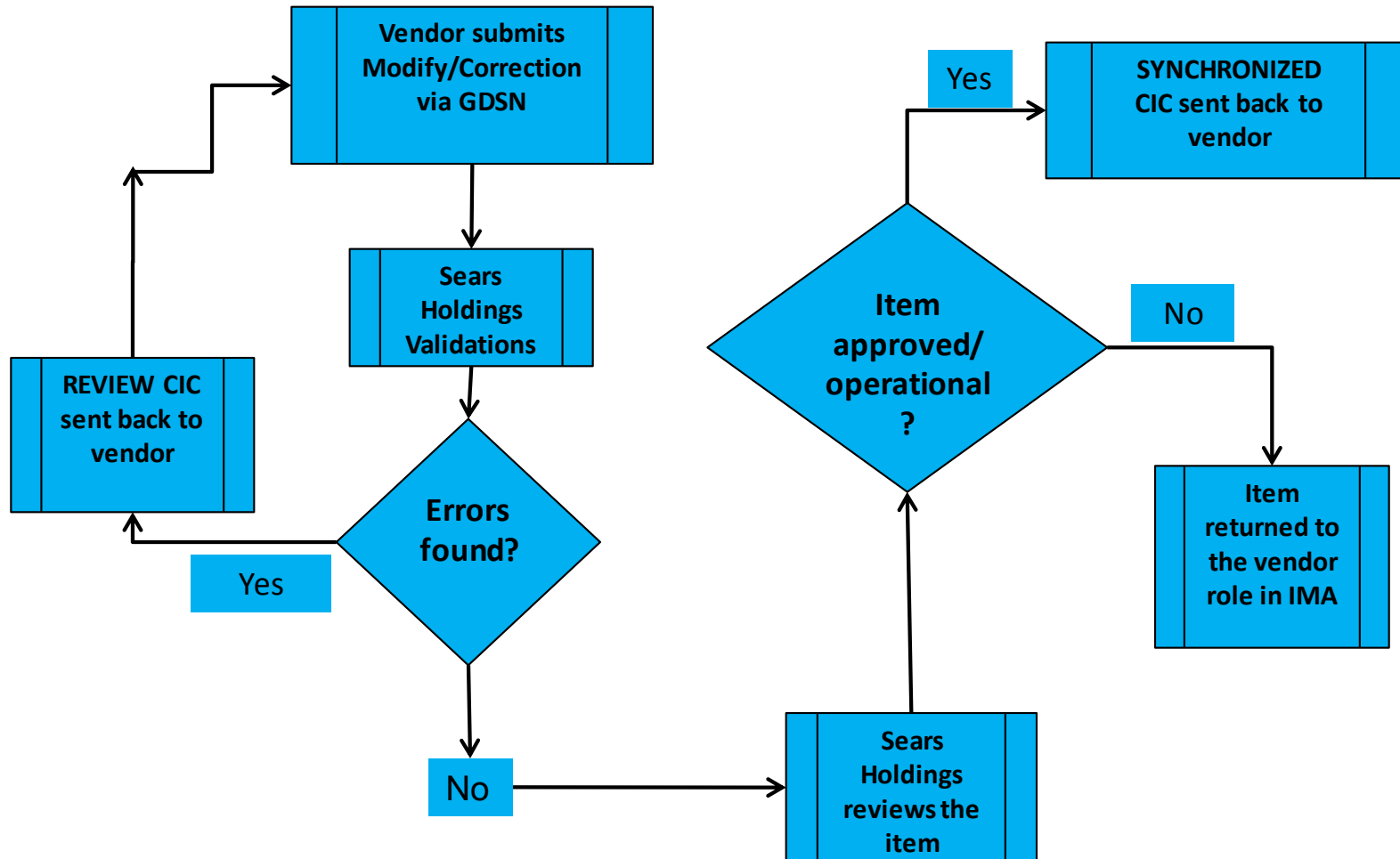
Synchronizing Item Updates from GDSN to IMA

SHC can now accept updates to existing items in IMA from GDSN on the below fields.
For an item previously published as NEW that now needs to be MODIFIED (based on one of the below attributes changing)

Each depth
Each width
Each height
Each weight
Each dimensions UOM
Each weight UOM
Carton depth
Carton width
Carton height
Carton weight
Carton dimensions UOM

Carton weight UOM
UOM Code
UOM Qty
Vendor Applied EAS Tag
Pre-Priced Indicator
Country of origin
HTS Code
Street date
Perishable Indicator
Min DC shelf life
Min Store shelf life

GDSN Modify/Correction Flow at Sears Holdings



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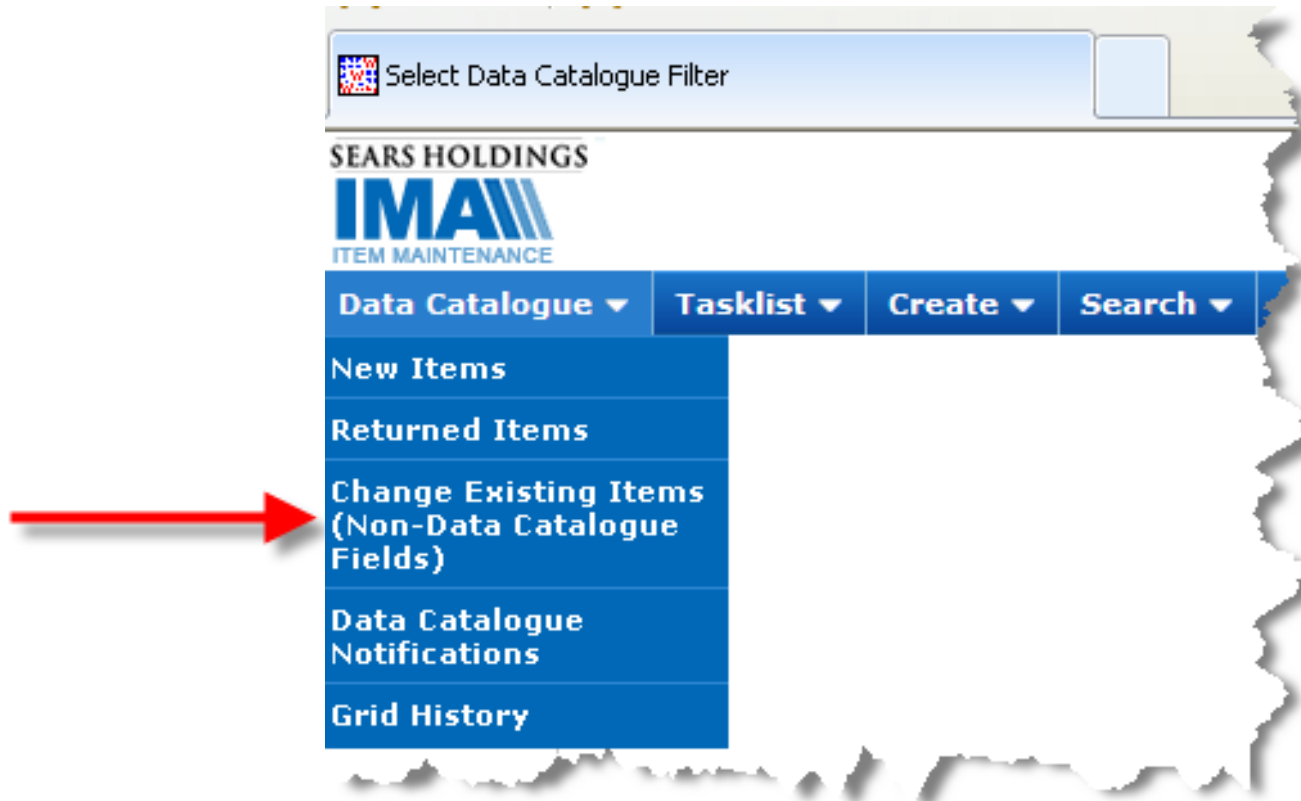


Item Updates via GDSN – Things to Remember

- Sears Holdings is now processing Initial Loads
- Correction/Modify will flow to SHC from 1WorldSync for items originally published to SHC (new items) and items that have been synchronized via Initial Load
- When you make an update to any of the fields mapped from 1WorldSync for item maintenance, all the mapped fields in IMA will be updated with the new values if there is any difference between new and existing values
 - Changes sent from 1WorldSync get auto approved in vendor role if they pass IMA validations and rules
- If you need to update an IMA field that is not mapped from GDSN, use Data Catalogue – Change Existing Items Option illustrated next

Change Existing Items (Non-Data Catalogue Fields)

Log into IMA with your IMA user id and password, Click on the **Data Catalogue**, and **Change Existing Items**



Change Existing Items – Step 1

Select fields and items to change

The screenshot displays the 'Change Existing Items (Non-Data Catalogue Fields)' interface in the IMA system. The top navigation bar includes the Sears Holdings logo, user profile (LORENZO CATANAG), role (Vendor), and a logout button. Below this is a menu bar with options like Data Catalogue, Tasklist, Create, Search, Spreadsheet, MassChange, and Dashboard. The main content area is divided into two sections. Section 1, 'Select Field(s) to Change:', contains a grid of checkboxes for various item attributes such as Brand, Cost, Hazard Storage Code, Order Qty UOM, Vendor Stock #, and others. Section 2, 'Enter Specific #(s)', provides input fields for GTIN, KSN #, and CORE Div-Item, each with a vertical list of arrows for selection. To the right of these fields is an 'OR' separator and a 'Select Criteria' section with dropdown menus for Order DUNS, SHC Division, SHC Category, SHC Subcategory, and Vendor Stock #. A 'Create Grid' button is located at the bottom left, and a 'Search' button is at the bottom right.

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PROFILE [LORENZO CATANAG](#) ROLE [Vendor](#) [LOGOUT](#)

[Resources](#) [Help](#) [PO Approval](#) [ELC](#)

Data Catalogue **Tasklist** **Create** **Search** **Spreadsheet** **MassChange** **Dashboard**

Change Existing Items (Non-Data Catalogue Fields)

Section 1.

Select Field(s) to Change:

<input type="checkbox"/> Brand	<input type="checkbox"/> Cost	<input type="checkbox"/> Hazard Storage Code	<input type="checkbox"/> Order Qty UOM	<input type="checkbox"/> Vendor Stock #
<input type="checkbox"/> Cartons Per Product	<input type="checkbox"/> Dimension Exception Indicator	<input type="checkbox"/> KSN Desc	<input type="checkbox"/> Pre-Priced Method	
<input type="checkbox"/> Cartons per Layer Quantity	<input type="checkbox"/> Display Shipper	<input type="checkbox"/> Layers per Pallet	<input type="checkbox"/> Purchase Status	
<input type="checkbox"/> Consumer Package Quantity	<input type="checkbox"/> Fiber Code	<input type="checkbox"/> NMFC	<input type="checkbox"/> Register Receipt Desc	
<input type="checkbox"/> Consumer Package UOM Qty	<input type="checkbox"/> Fiber Percent	<input type="checkbox"/> Order Qty Mult	<input type="checkbox"/> Vendor Desc	

Section 2.

Enter Specific #(s)

[GTIN](#):

[KSN #](#):

[CORE Div-Item](#):

OR

Select Criteria

[Order DUNS](#):

[SHC Division](#):

[SHC Category](#):

[SHC Subcategory](#):


[Vendor Stock #](#):

[Create Grid](#) [Search](#)

Change Existing Items – Step 2

Complete, Save, and Approve Change Grid

Package

 **Grid Name** Duke Man LPC | **Grid Type** C | **Tracking Id** 160878378 | **Effective Date** 10-31-2011

VIEW


PackagesVendor PacksKSNItem



FIELDS

☐ Changes☒ All

SAVE

APPROVE

GRID Add Items | Remove Items | Delete Grid | History | 

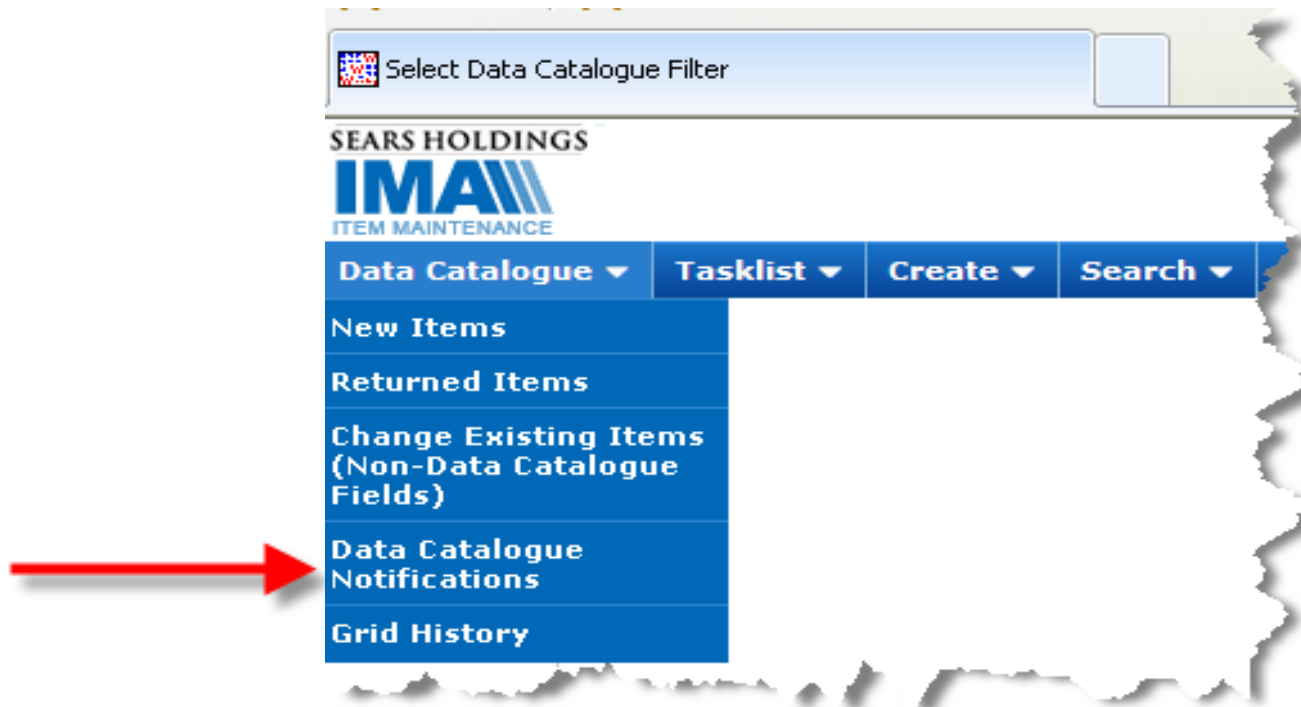
<input type="checkbox"/>	KSN #	Retail Marking # / UPC	Shipping Marking #/I205	<input checked="" type="checkbox"/> KSN Desc Line 1	<input checked="" type="checkbox"/> KSN Desc Line 2	Package Type	<input type="checkbox"/> Fabric/ Metal Content %	<input checked="" type="checkbox"/> Register Receipt Desc	KSN SEM Desc
	53519912	052500050054		DUKES MAYONNAISE	32 FL OZ	EACH		DUKES MAYO	DUKES MAYONNAISE
<input checked="" type="checkbox"/>	53519912								
	53519912					UCRT			
<input type="checkbox"/>	53519912								

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Data Catalogue – Data Catalogue Notifications

Log into IMA with your IMA user id and password, Click on the **Data Catalogue**, and **Data Catalogue Notifications** to see information on new items and change requests that fail to load in IMA, change requests on Data Catalogue fields that are returned by an approving role and change requests on Data Catalogue fields that go operational



Data Catalogue Notifications

- Filter Notifications using filters on top of the Notification view.
- Remove Notifications after taking appropriate action.
- If not removed, Notifications will fall off from this view after 30 days.

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IMM
ITEM MAINTENANCE

PROFILE [LORENZO CATANAG](#) ROLE ☒ LOGOUT

[Resources](#) | [Help](#) | [PO Approval](#) | [ELC](#)

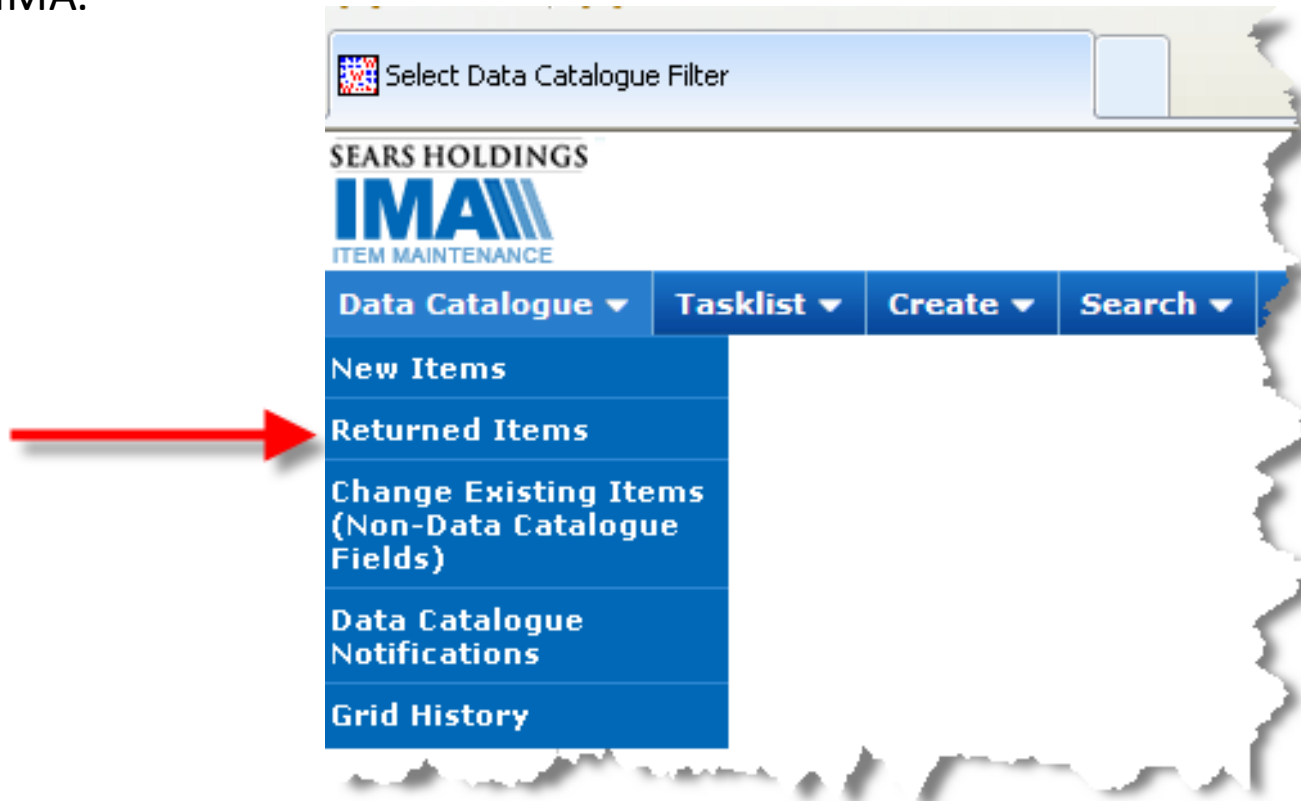
Data Catalogue ▾ **Tasklist** ▾ **Create** ▾ **Search** ▾ **Spreadsheet** ▾ **Change** ▾ **Dashboard**

Data Catalogue Notifications

<u>SHC Division:</u> <input type="text"/>	<u>Entity Type:</u> <input type="text"/>
<u>SHC Category:</u> <input type="text"/>	<u>Create Date From:</u> <input type="text"/> <input type="button" value="Calendar"/>
<u>Retail GTIN:</u> <input type="text"/>	<u>Create Date To:</u> <input type="text"/> <input type="button" value="Calendar"/>
<u>Ship GTIN:</u> <input type="text"/>	<u>Notification Code:</u> <input type="text"/> <input type="button" value="List"/>
<u>Order DUNS:</u> <input type="text"/>	<u>Vendor Stock #:</u> <input type="text"/>

Data Catalogue – Returned Items

Log into IMA with your IMA user id and password, Click on the **Data Catalogue**, and **Returned Items** to work on new items and change requests returned by an approving role in IMA.



Returned Items – Step 1

Select items to work on and create a Grid



















Data Catalogue ▾		Tasklist ▾		Create ▾		Search ▾		Spreadsheet ▾		Change ▾		Dashboard					
Returned Items																Create Grid	
Select All Clear All Show / Hide Columns																	
156 items found. Showing all items. Page 1																	
Sel ▾	Grid ▾	Div/Cat /SubCat ▾	Item # ▾	KSN # ▾	CORE Div/Item ▾	Entity Description ▾	Entity Type ▾	Type ▾	Vendor ▾	Vendor Stock # ▾	Create Date ▾	Format ▾	S/K ▾	Reporting Group ▾	Details		
<input type="checkbox"/>		07/32/01	02392691-8	02392691-8		PCHD JCKT BLK/WHT	EXAS	NEW	ADIDAS AMERICA INC	P51642	04/07/2010	FLS-SEARS FULL LINE STORES	S	007032023926910-005	Show Details		
<input type="checkbox"/>		07/32/02	02392935-9	02392935-9		PCHD JCKT NAVY/WHT	EXAS	NEW	ADIDAS AMERICA INC	P51643	04/07/2010	FLS-SEARS FULL LINE STORES	S	007032023929350-005	Show Details		
<input type="checkbox"/>		07/76/	02682584-4	02682584-4		S246470 CARTON BLK/SLV	EXAS	NEW	SCARLETT JR DRESS	S246470	10/15/2010	FLS-SEARS FULL LINE STORES	S	007076026825840-005	Show Details		
<input type="checkbox"/>		07/76/	02682585-1	02682585-1		S254220 CARTON PLUM	EXAS	NEW	SCARLETT JR DRESS	S254220	10/15/2010	FLS-SEARS FULL LINE STORES	S	007076026825840-010	Show Details		
<input type="checkbox"/>		07/76/03	02682586-9	02682586-9		S251250 CARTON NAVY	EXAS	NEW	SCARLETT JR DRESS	S251250	10/15/2010	FLS-SEARS FULL LINE STORES	S	007076026825840-015	Show Details		
<input type="checkbox"/>		07/08/09	02845391-8	02845391-8		PPK 6005 BLK	EXAS	NEW	S ROTHSCILD & CO INC	6005	09/02/2010	FLS-SEARS FULL LINE STORES	S	007008028453910-005	Show Details		
<input type="checkbox"/>		07/08/09	02845555-8	02845555-8		PPK 6005 BUTTERMILK	EXAS	NEW	S ROTHSCILD & CO INC	6005	09/02/2010	FLS-SEARS FULL LINE STORES	S	007008028453910-015	Show Details		
<input type="checkbox"/>		07/08/09	02934681-4	02934681-4		6053 PPK	EXAS	NEW	S ROTHSCILD & CO INC	6053	09/14/2010	FLS-SEARS FULL LINE	S	007008029346810-005	Show Details		

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Returned Items – Step 2

Complete and approve the Grid

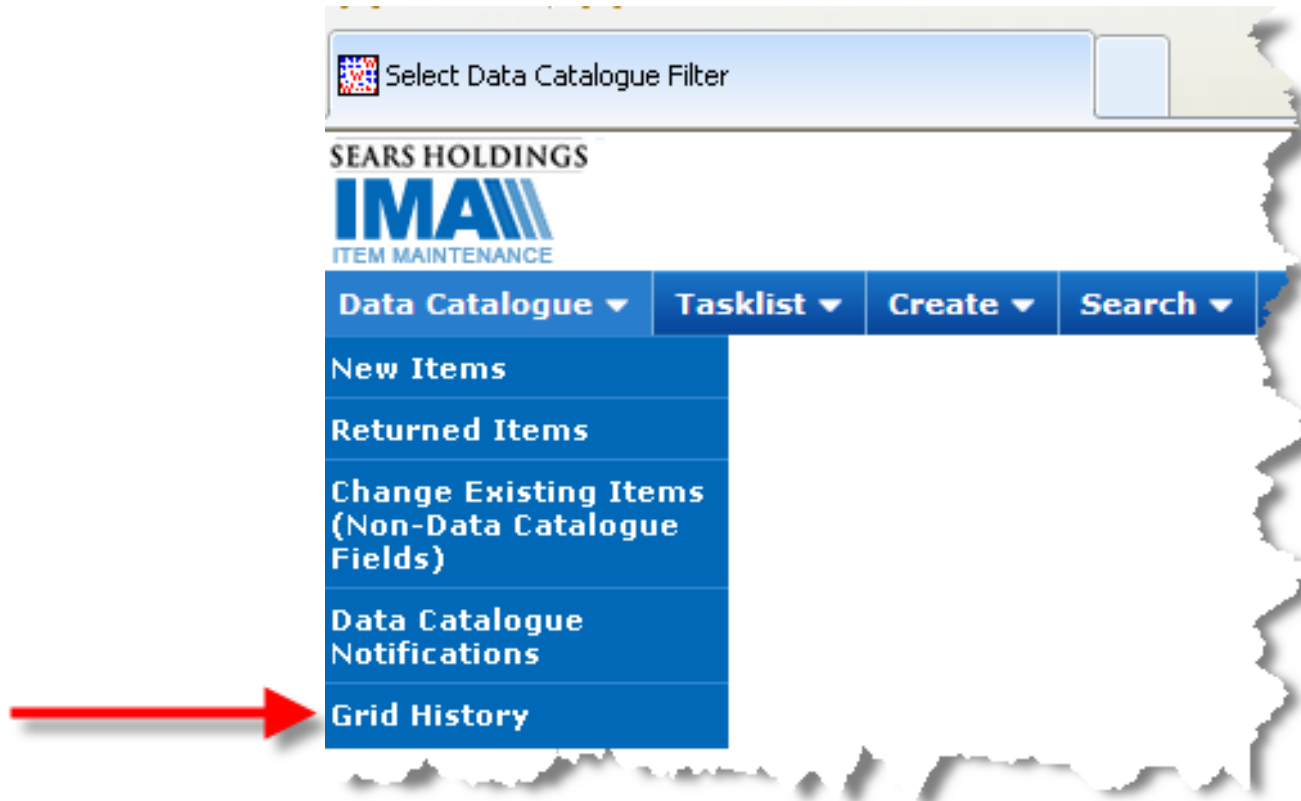
<div> Packages <div> <div>Grid Type R</div> <div>Grid Name LPC_returned</div> <div>Tracking Id 160878379</div> </div> <div> <div>VIEW</div> <div>Packages</div> <div>Vendor Packs</div> <div>KSN</div> <div>Item</div> <div>Web Item</div> </div> <div> <div>SAVE</div> <div>APPROVE</div> </div> </div>											
<div> <div>GRID</div> <div>Add Items</div> <div>Return</div> <div>Delete Grid</div> <div>History</div> <div></div> </div>											
	KSN #	Retail Marking # / UPC	Shipping Marking #/I205	Desc Line 1	Desc Line 2	* Marking # Format	* Package Type	* Member Qty	* Pre-Priced Indicator	* Pre-Priced Method	* Brand
<input type="checkbox"/>	 02711749-		00114202361446	DLITE EW WSL EXA...		7-I205 (14 digits)	XCRT	12	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711740-	883646211166		DLITE EW WSL SZ 6		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711741-	883646211173		DLITE EW WSL SZ 6H		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211173	DLITE EW WSL SZ 6...	K 12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711742-	883646211180		DLITE EW WSL SZ 7		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211180	DLITE EW WSL SZ 7...	12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711743-	883646211197		DLITE EW WSL SZ 7H		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211197	DLITE EW WSL SZ 7...	K 12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711744-	883646211203		DLITE EW WSL SZ 8		0-UPC Version A (12 ...	EACH	2	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211203	DLITE EW WSL SZ 8...	12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711745-	883646211210		DLITE EW WSL SZ 8H		0-UPC Version A (12 ...	EACH	2	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211210	DLITE EW WSL\ SZ 8H	PK 12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711746-	883646211227		DLITE EW WSL SZ 9		0-UPC Version A (12 ...	EACH	2	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211227	DLITE EW WSL SZ 9...	12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711747-	883646211234		DLITE EW WSL SZ 9H		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211234	DLITE EW WSL SZ 9...	K 12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 02711748-	883646211241		DLITE EW WSL SZ 10		0-UPC Version A (12 ...	EACH	1	Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...
<input type="checkbox"/>	 0271		00883646211241	DLITE EW WSL SZ 1...	K 12	7-I205 (14 digits)	UCRT		Y	C-CHANGEABLE PRE-PRICE (E...	SKECHERS (B...

SEARS HOLDINGS



Data Catalogue – Grid History

Log into IMA with your IMA user id and password, Click on the **Data Catalogue**, and **Grid History** to see the status of different Grids.



SEARS HOLDINGS



Grid History

Grid History

Search

Clear Form

Status:

Grid Type:

User ID:

Order DUNS:

Network Distribution:

Flow Type:

Grid Create Date From:

Grid Create Date To:

SHC Division:

SHC Category:

SHC Subcategory:

Grid Name:

60-Day Inactivity Note

See the [Online Help](#) file for when Initiated or Active Grids (UPCs) are removed from Grid History after 60 days of inactivity.

42 items found. Showing all items. Page 1

Status	Status Description	Grid Type	Grid Id	Grid Name	Grid Create Date/ Time	Grid Last Update Date/ Time	Initial # Of Items	Remaining # Of Items	Errors	Warnings	Tracking ID	User ID	Action
	Active	R	Icatana_7_30	Vendor Returned test	01-21-2012 16:21:23	01-21-2012 16:24:09	5	5			161554149	Icatana	Grid
	Active	R	Icatana_10_76	Vendor Testing	01-21-2012 15:48:56	01-21-2012 15:57:21	1	1			161554146	Icatana	Grid
	Active	N	Icatana_38_4_DC_RSC		01-21-2012 15:31:49	01-21-2012 15:44:54	3	3			161554141	Icatana	Grid
	Active	C	Icatana_11_52	Vendor Test	01-09-2012 10:06:49	01-09-2012 10:12:34	2	2			161430301	Icatana	Grid
	Active	N	Icatana_7_23_DC_RSC		01-09-2012 09:54:13	01-09-2012 09:58:38	2	2			161430290	Icatana	Grid
	Completed	N	Icatana_11_52_DC_RSC		12-06-2011 15:09:21	12-13-2011 09:22:39	1				161175343	Icatana	
	Active	C	Icatana_10_65	chg help	12-06-2011 15:32:53	12-06-2011 15:35:23	1	1			161175615	Icatana	Grid
	Active	Z	Icatana_11_52	grid dem	12-06-2011 15:21:52	12-06-2011 15:25:36	1	1			161175518	Icatana	Grid
	Completed	N	Icatana_27_2_DC_RSC		11-23-2011 20:55:31	11-23-2011 21:06:33	3				161151137	Icatana	

SEARS HOLDINGS



Agenda

- Data Synchronization via GDSN
- Sears Holdings Data Synchronization initiative
- Data Synchronization to IMA
- Documentation & Support

SEARS HOLDINGS



2015 Enhancements

➤ Initial Loads

- Phased approach
- Starting with Tools business

➤ Space Planning Attributes

- 24 – 28 New attribute requirements
- Phased approach
- Starting with Tools business

➤ Removal of manual entry IMA screens

- Phased approach – vendor level

Resources – IMA Data Synchronization

The screenshot shows the 'SEARS HOLDINGS CORPORATION' IMA Admin Login page. The date is Tuesday, October 22, 2013. The navigation bar includes links for IMA Home Page, Data Synchronization (selected), IMA Documentation, IMA Training Videos, and SHC & Vendor Links. Below the navigation bar is a search bar with the text 'Data Synchronization' and a magnifying glass icon. The main content area is titled 'Data Synchronization and Sears Holdings Corporation (SHC)'. It contains two sections: 'What is Data Synchronization?' and 'Benefits of Data Synchronization'. The 'What is Data Synchronization?' section explains that it is the means for vendors to electronically transmit item information from their Data Pool or Catalogue to the Item Maintenance Application (IMA). The 'Benefits of Data Synchronization' section lists five benefits: faster product transition, less data entry, fewer keying errors, economies of scale, and compliance with industry standards. Below this is a section titled 'Methods of Data Synchronization' which states there are two ways to synchronize data with SHC: via GDSN® (Global Data Synchronization Network®) certified Data Pool - 1WorldSync, and via Data Catalogue via GXS (formerly Inovis). It provides the GLN for Sears and Kmart (0633815000004) and instructs users to click on the hyperlinks above to access the 1WorldSync and GXS websites. The 'New Vendors' section explains that based on the type of products sold to SHC, either 1WorldSync or GXS will contact the vendor to answer questions and provide guidance. At the bottom, a note states that vendors can access their items after SHC receives their first item sent from a Data Pool/Catalogue.

SEARS HOLDINGS CORPORATION

IMA Admin Login
Tuesday, October 22, 2013

IMA Home Page Data Synchronization IMA Documentation IMA Training Videos SHC & Vendor Links

Data Synchronization

Data Synchronization and Sears Holdings Corporation (SHC)

What is Data Synchronization?
For SHC, Data Synchronization is the means for vendors to electronically transmit item information from their Data Pool or Catalogue to the Item Maintenance Application (IMA).

Benefits of Data Synchronization
Reduction in the time and resources needed by its vendors to setup new items in IMA, resulting in:

- * Faster product transition to marketplace
- * Less data entry in IMA (up to 80% of the fields in IMA can be populated)
- * Fewer keying errors
- * Economies of scale in providing item information to multiple retailers
- * Compliance with industry standards

Methods of Data Synchronization

There are two ways to synchronize data with SHC:

- * GDSN® (Global Data Synchronization Network®) certified Data Pool - [1WorldSync](#)
Sears and Kmart GLN: **0633815000004**
- * Data Catalogue via [GXS](#) (formerly Inovis)

Click on the hyperlinks above to access the [1WorldSync](#) and [GXS](#) websites.

New Vendors
Based on the type of products sold to SHC, either [1WorldSync](#) or [GXS](#) will contact the vendor. They can answer any questions about data synchronization with SHC as well as provide guidance on completing the subscription process, setting up new items in the Data Pool or Catalogue and transmitting item information to IMA.

Vendors can access their items **AFTER** SHC receives their first item sent from a Data Pool/Catalogue.

SEARS HOLDINGS



Resources – IMA Documentation

The screenshot displays the 'SEARS HOLDINGS CORPORATION' IMA Admin interface. At the top right, there is an 'IMA Admin Login' button and the date 'Monday, January 23, 2012'. A navigation bar contains links to 'IMA Home Page', 'Data Synchronization', 'IMA Documentation' (which is the active tab), 'IMA Training Videos', and 'SHC & Vendor Links'. Below the navigation bar is a search bar with the text 'IMA Documentation' and a magnifying glass icon. The main content area is divided into four sections:

- Guides for All Roles**: Contains three links, each with a document icon:
 - [IMA Overview for All Roles \(November 2011\)](#)
 - [IMA Multi-Edit Feature \(November 2011\)](#)
 - [IMA Mass Change \(November 2011\)](#)
- Vendor Guides**: Contains six links, each with a document icon:
 - [Data Catalogue Vendor Guide \(January 2012\)](#) (highlighted with a red arrow)
 - [Quick Steps for Data Catalogue - Create New and Returned Grid \(November 2011\)](#)
 - [Supply Vendor Participant Guide \(September 2011\)](#)
 - [ISync IMA Mapping \(Jan 2012\)](#)
 - [GXS IMA Mapping \(Jan 2012\)](#)
 - [Vendor Role Guide \(January 2012\)](#) (with a globe icon)
- Standard, DSD & ELC Spreadsheets**: Contains four links, each with a document icon:
 - [ELC Upload Instructions \(November 2011\)](#)
 - [Import ELC Worksheet v5.3 \(November 2011\)](#)
 - [Standard Spreadsheet v3.7 \(November 2011\)](#)
 - [DSD Spreadsheet v4.7 \(November 2011\)](#)
- Field Responsibility Job Aids**: Contains two links, each with a document icon:
 - [Merchant IMA Field Responsibilities \(November 2011\)](#)
 - [Vendor IMA Field Responsibilities \(September 2011\)](#)

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Resources – IMA Data Catalogue Videos

[IMA Home Page](#) [Data Synchronization](#) [IMA Documentation](#) [IMA Training Videos](#) [SHC & Vendor Links](#)

IMA Training Videos

Introduction

Click Button to access training videos










SHC provides a series of videos for Data Catalogue vendors to learn how to complete new item setup and process changes and updates to item information using the Grid. The videos have also been made available from within the [Data Catalogue Vendor Guide](#).

Contents

- Data Catalogue Overview
- IMA E-Learning Video Library
 - Data Catalogue Overview Video
 - New Items
 - Returned Items
 - OPR New
 - Change Existing Items
 - Add items to Changes Existing Items
 - Data Catalogue Notification
 - Grid History
 - Multi Ship Points

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Data Catalogue

E – Learning Videos

SEARS HOLDINGS



Resources – 1WorldSync

- 1WorldSync - Sears Holdings landing page:
<http://www.1worldsync.com/web/us/sears-holdings>
 - Recorded webinar can be accessed 24/7 (Live sessions offered regularly).
 - Sears Holdings Implementation Guide

- GDSN Package Measurement Standards:
<http://www.gs1us.org/resources/standards/package-measurement-standards>

- GTIN Rules: <http://www.gs1.org/1/gtinrules/admin.php/p=overview>

- To get a company prefix for U.P.C.s, contact GS1 US at 1 937.435.3870 or info@gs1us.org

SEARS HOLDINGS



Key Points – Data Synchronization at Sears Holdings

- Data Synchronization is required to set up new items with Sears Holdings
- At this time, we accept new items and modifications to items that were originally published to SHC
- Review the Frequently Asked Questions (available on 1WorldSync/SHC landing page)
- Publish your items at the highest level
 - **EXCEPTION** - MX (mixed pallet) must be built in IMA
 - Publish at the next lower level, then build the mixed pallet
- Sears Holdings can accept two packaging configurations of an item
 - Subsequent configurations need to be added directly in IMA
- Monitor your CIC Notifications regularly

Key Points – Data Synchronization at Sears Holdings

- For assistance, contact:
 - **1WorldSync:** technicalsupport@1worldsync.com
+1 866-280-4013
 - **Sears Holdings:** IMAHelp@searshc.com
+1 800-931-3141

Questions?

SEARS HOLDINGS



APPENDIX

SEARS HOLDINGS



Attribute Requirements for Sears Holdings

- In addition to the mandatory GDSN attributes, GTIN Name is required. If GTIN Name is null, we pull in Functional Name.
 - 1WorldSync customers: refer to Appendix N of the *IM Participant Dictionary* on the 1WorldSync Solution Center for a full list of mandatory GDSN attributes.
- GDSN and 1WorldSync best practice is to provide the following:
 - If Consumer Unit Indicator = true, populate Net Content
 - Provide Short Description/POS Desc. 1 for the lowest level of the hierarchy
 - Provide Ti/Hi information for the highest level of the hierarchy
 - If you are sending Pallet GTINs, populate the attributes: quantityOfTradeItemsContainedInACompleteLayer (Ti) and quantityOfLayersPerPallet (Hi).
 - If you are not sending pallet GTINs, populate Ti/Hi on the Case level using the attributes: quantityOfTradeItemsPerPalletLayer (Non-GTIN Pallet Ti) and quantityOfLayersPerPallet (Non-GTIN Pallet Hi)

Benefits of Data Synchronization

MANUFACTURER

RETAILER

New Product
Introduction

Logistics &
Distribution

Sales &
Merchandising /
Customer Service

Order Placement &
Accounts Payable

Logistics &
Distribution

Store
Operations

- Rapid Product Innovation: Faster Inception to Launch
- Faster Item Setup
- NPI Pipeline Visibility
- Reduced time required to enter, confirm, and approve new product introductions
- Reduced Inventory Levels
- Reduced LTL Shipments, Late Deliveries, Returns
- Increased Trailer Utilization
- Minimize Premium Freight
- Accurate Product Dimensions & Weights = Optimized Freight Costs
- One manufacturer corrected a product weight error on a top-selling item and achieved \$4.1 M in transportation savings.
- Correct & Consistent Orders
- Reduced Order Checking yielded a savings of annual savings of 59,000 hours or 2 percent of total admin time annually
- Reduction in Manual Forms
- Clean Invoices
- Reduced Deductions
- More Time Spent Selling
- Reduced time to enter new product information by 50%
- Reduced time spent reconciling order & invoice discrepancies
- Reduced time spent reconciling out-of-period adjustments
- Saved 10% in freight costs by increasing truck utilization
- Saved 5% in inbound freight costs by reduced rework and damages
- Reduced backdoor receiving at stores by 75%
- Time spent reconciling items not scanning at the back door reduced by 30 minutes per store, with a productivity impact of 11,000 hours
- Reduced instances of mismatched coupons preventing *more than* \$100,000 in lost rebates and added 697 hours of productivity gains
- More effective plan-o-grams
- Improved time to shelf
- Improved DSD Check-In Time
- Increased consumer satisfaction due to improved product availability

SEARS HOLDINGS



Source: 1SYNC, Wegmans, GMA, FMI Study 2006

GDSN is delivering benefits!

<u>Value Impact</u>	<u>Function</u>	<u>Performance Metrics</u>	<u>Improvement</u>	
			<u>Retailer</u>	<u>Supplier</u>
<u>Reduce Costs</u>	Supply Chain	Inbound and Outbound Freight	6.5%	2 – 8%
		Distribution Network Productivity	1%	64%
		DSD Receiving	9%	Not avail.
	Administration	Order and Item Administration	50%	2 – 67%
		Invoice and Coupon Discrepancies Out-of period Adjustments	8%	Not avail.
<u>Increase Revenue</u>	New Product Introduction	Time from Item Entry to Shelf	23%	67%
	Customer Service	Coupon Rejections at Check-Out	40%	Not applic.
	Sales	Item Data Issues	Not avail.	22 - 55%

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