

A 3D grid of yellow and green cubes, creating a textured, isometric background.

Meijer Supplier Webinar – The Value of Product Content

1WorldSync & Meijer

Spring 2020



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Team Introductions



Meijer

- Sheri Milstead, Supervisor, Master Data Management Services
- Sandi Ragan – Supervisor, Vendor Master Data Management Services
- Abby Hop – Supervisor, Master Data Management Services

1WorldSync

- Nathan Baker, Program Manager Community Engagement
- Payal Patel, Director, Community Enablement



Agenda

- What is the Meijer Data Quality Initiative?
- Impact of Missing Content
- 1WorldSync Resources
- Options for Additional Assistance
- Q&A

What is the Meijer Data Quality Initiative?

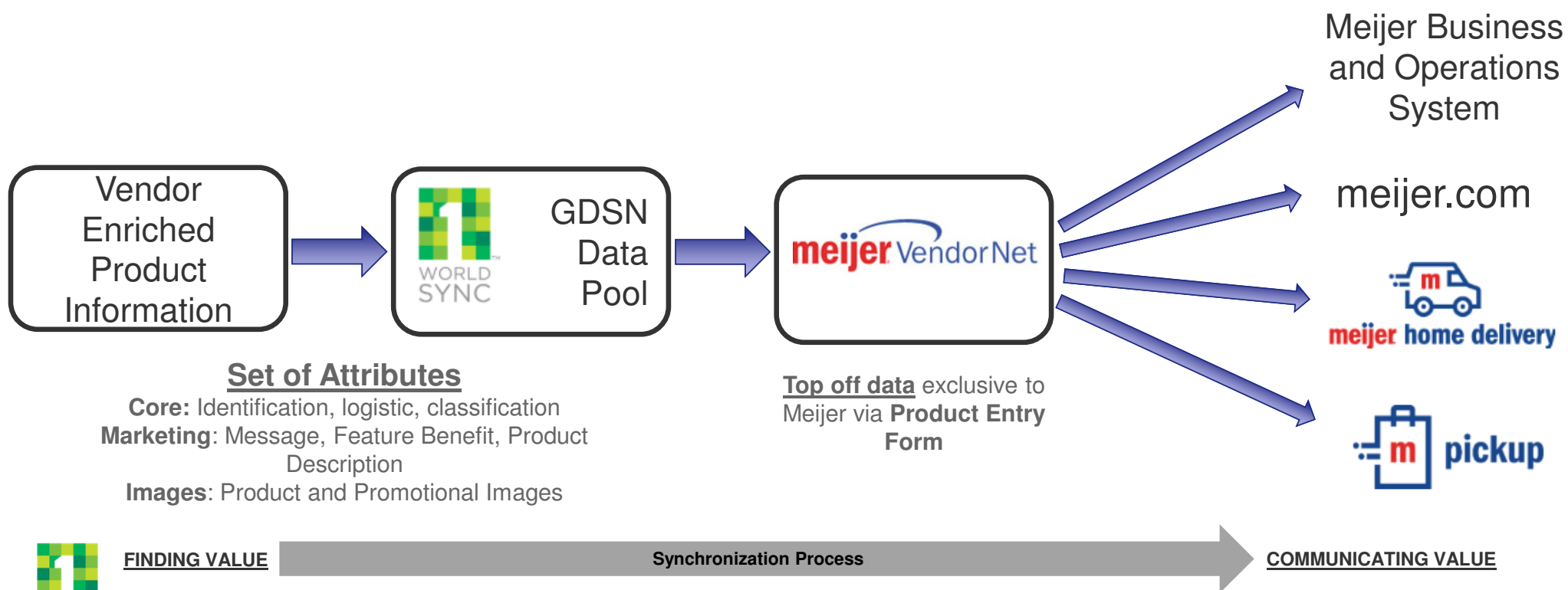


Meijer Data Quality Initiative

Our Goal:

1. Enrich the current Meijer product catalog with CFD (consumer facing data) including images
2. Leverage high quality and rich product information to launch new products faster and drive conversions
3. Provide a consistent consumer experience across all Meijer sales channels
4. Establish process for receiving complete product information for new items going forward
5. Source maximum product information including CFD and Images from the GDSN

Vendor Product Information Flow



Supplier Next Steps



Meijer Image Specs

Facing/Orientation
Front (required for listing on Meijer.com)
Back
Left
Right
Top
Bottom
Tiltleft
Tiltright

- 1. Identify** list of items that are missing CFD and/or Image
 - Contact 1WorldSync at businessdevelopment@1worldsync.com
- 2. Aggregate** Meijer required product information
 - Review documents at <https://www.1worldsync.com/community/customers/meijer/>
 - Supply chain and logistics
 - Consumer facing data (newly mapped in GDSN)
 - Product Description
 - Trade Item Feature Benefit
 - Trade Item Marketing Message
 - Images
- 3. Validate:** Upload your product information into 1WorldSync Item Management (IM) system or your current GDSN data pool
- 4. Syndicate** your complete product information with Meijer by **April 30, 2020**
 - **GLN is 0041250000006**
 - Your options are: manually through web-interface, via excel, machine to machine or 1WorldSync Data Loading & Maintenance Service

NOTE: Starting immediately, supply complete product information including CFD and images for all your products sold to Meijer



Impact of Missing Content



Complete and Accurate Product Content Matters

- **Customer friendly product descriptions** drive sales
- Product images and detailed product descriptions improve search functionality, driving a **consumer preferred e-commerce experience**
- Fewer checkout interruptions, such as not-on-files, provides **faster enhanced check-out for** customers
- Better data equals **fewer out of stocks**



Gluten Free pepperoni pizza

\$5.99 ~~\$6.99~~ Each

Good through 03/28/2020

✓ In Stock at Your Store

Middletown

[Check Nearby Stores](#)

1

Add to Cart

♥ Add to Favorites

⌵ Add to List

i Applied promotions and discounted prices will be show in cart.

Product Details

Gluten Free crustNo artificial flavorsNo preservatives



Meijer Mandarin Oranges in 100% Juice, 4 pk/4 oz bowls

\$1.69 Each

✓ In Stock at Your Store

Alpine

[Check Nearby Stores](#)

1

Add to Cart

♥ Add to Favorites

⛶ Add to List

Product Details

Need a quick on-the-go serving of fruit? Pack a Meijer Mandarin Orange in your lunch! Their convenient packaging gives you a juicy and flavorful orange in a sweet cup of juice. It's a perfect snack if you have a busy day ahead of you!

Additional Tools for 1WorldSync Suppliers



Additional Tools for 1WorldSync Suppliers - Meijer Playlist

What is a playlist?

- A playlist is a functionality available within our 1WorldSync Item Management (IM) platform that allows for suppliers to add a specific view of attributes and validations onto their items to easily locate and know a recipient's requirements
- Playlist puts a focus on getting items compliant from the initial setup to alleviate the headache of reviewing after the fact and making additional revisions
- The Meijer playlist is free for all 1WorldSync GDSN suppliers



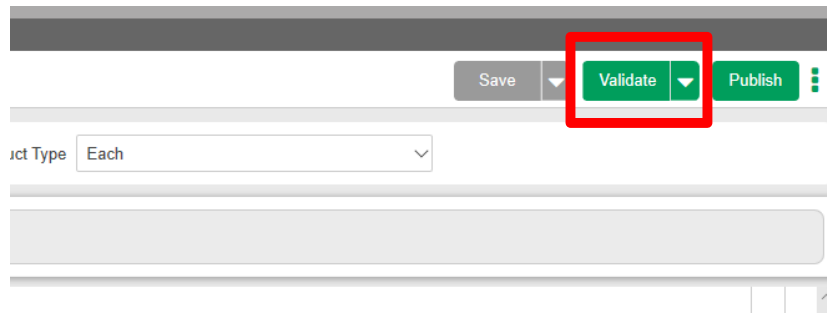
Additional Tools for 1WorldSync Suppliers - Meijer Playlist

- To activate the Meijer playlist go into an existing item within the 1WorldSync Item Management (IM) platform and start to type in “Meijer” under the playlist search field
- Once the Meijer playlist option appears, simply click it to have it applied to your item

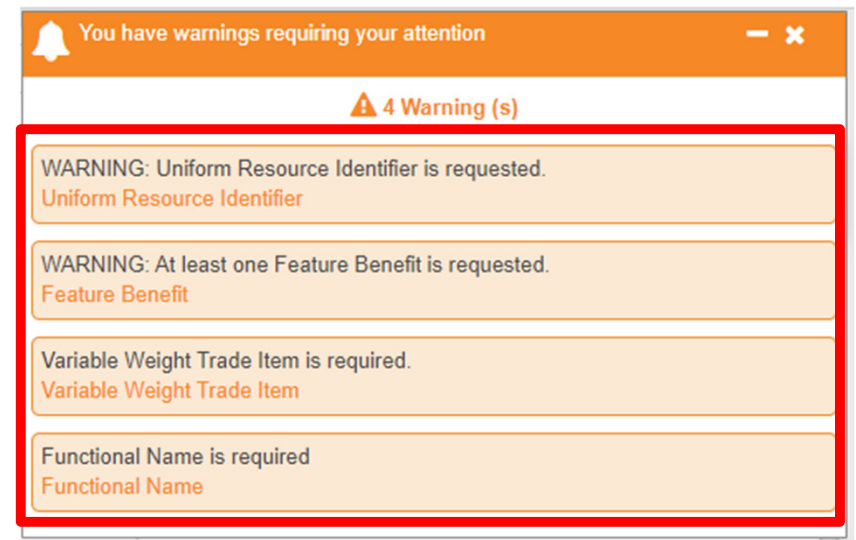
The screenshot displays the 1WorldSync Item Management (IM) interface. At the top, a header bar shows 'MEIJER INC.' and '00035000000576-US'. Below this, the 'Item Name' field contains 'POL DSH ULT 10F CS SP OXY', and the 'Product Type' is set to 'Each'. A red box highlights the 'Playlists' tab, which is currently selected. To its right, a search field contains 'meijer', and a dropdown menu shows 'Meijer' as a suggestion. Below the search field, a product image of a Palmolive bottle is visible, along with the text 'Palmolive Palmolive Oxy Plus l' and a barcode with the number '00035000000576'.

Additional Tools for 1WorldSync Suppliers - Meijer Playlist

- Once the Meijer playlist is applied you can hit the “validate” button, in the top right hand corner of your screen, to review any additional Meijer required attributes that are not present on your item



A screenshot of the 1WorldSync interface. At the top, there is a dark grey header bar. Below it, a light grey bar contains three buttons: 'Save' (grey), 'Validate' (green, highlighted with a red box), and 'Publish' (green). Below the buttons, there is a dropdown menu labeled 'Product Type' with 'Each' selected. Below the dropdown, there is a large, empty light grey rectangular area.



A screenshot of a warning pop-up window. The title bar is orange and says 'You have warnings requiring your attention' with a bell icon and close/minimize buttons. The main area has a white background with an orange header bar that says '4 Warning (s)'. Below this, there are four orange boxes, each containing a warning message and a link to the required attribute:

- WARNING: Uniform Resource Identifier is requested.
[Uniform Resource Identifier](#)
- WARNING: At least one Feature Benefit is requested.
[Feature Benefit](#)
- Variable Weight Trade Item is required.
[Variable Weight Trade Item](#)
- Functional Name is required
[Functional Name](#)

Additional Tools for 1WorldSync Suppliers – Content Readiness



What is Content Readiness?

- Content Readiness is a widget within the Item Management GUI that will outline several key points for Meijer suppliers and how well they are doing with items requested for GDSN synchronization by Meijer
- This tool will update overnight to reflect new items published, current playlist errors corrected, and new items added into IM that were requested by Meijer

Content Readiness ⓘ								
Showing 1-6 of 6 Data as of 11/04/2019 08:00:33 ⓘ								
RECIPIENT	ITEMS REQUESTED	PUBLISHED	NOT PUBLISHED	READINESS		NON-EXISTING ITEMS		DUE DATE
ECOMM READINESS	3,632	-	-	8%	<div><div></div></div> 92%	-	-	-
Associated Food Stores Inc	656	1	646	99%	<div><div></div></div> 1%	9		
Meijer Inc.	471	125	342	99%	<div><div></div></div> 1%	4		
USDA	319	0	319	8%	<div><div></div></div> 92%	0		
Florida Food Service Inc.	59	0	58	100%	<div><div></div></div> 0%	1		
C&S Wholesale Grocers	42	0	33	100%	<div><div></div></div> 0%	9		



Additional Tools for 1WorldSync Suppliers – Content Readiness



- **Items Requested** – Total items that Meijer has requested to be Synchronized to them via GDSN
- **Published** – Of the total items requested, how many of them have been published via GDSN
- **Not Published** - Of the total items requested, how many of them have not been published via GDSN
 - Clicking into any of these numbers will drill down into an exact item list

Content Readiness ⓘ			
RECIPIENT	ITEMS REQUESTED	PUBLISHED	NOT PUBLISHED
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Florida Food Service Inc.	59	0	58
C&S Wholesale Grocers	42	0	33



Additional Tools for 1WorldSync Suppliers – Content Readiness

Once you are clicked into an item list you will see

- The Item ID (GTIN)
- What hierarchies the item is linked to within IM (chain link icon)
- Item Name
- Indication if it is published or not
- Who the recipient is that is requesting this item
- What playlist the item is being graded against
- If the item is “Ready” and passing the playlist validations
- If the item is published, what publication type was used

Item ID ⇅	TM ⇅	Item Name	Requested Publish Item Published Item	Published ⇅	Recipient	Playlist ⇅	Item Ready ⇅	Pub Type ⇅
00000000000000 	US	Meijer Inc. Test Item	00000000000000		Meijer Inc.	Meijer		InitialLoad

Additional Tools for 1WorldSync Suppliers – Content Readiness



The remaining data points contained within the Content Readiness widget are

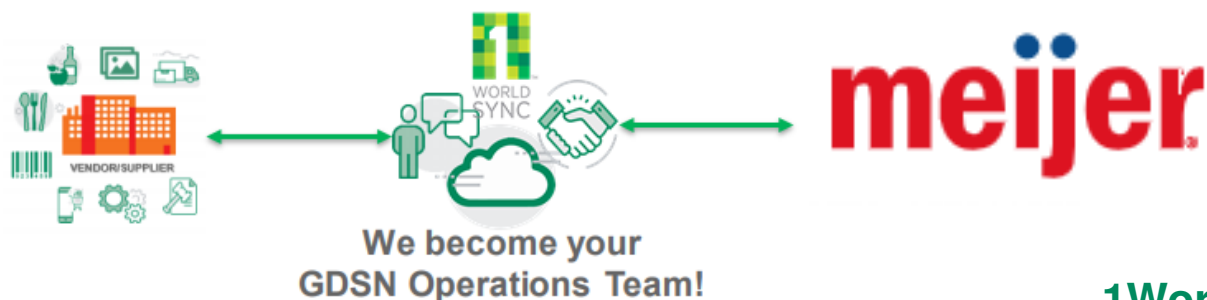
- **Readiness** – This will display the score for the requested and existing items in IM against the playlist notated when drilling down into the item list (passing score on left and failing score on right)
- **Non-Existing Items** – These are items that have been requested by Meijer and aren't created in IM today
- **Due Date** – This is left blank and items should be Synchronized ASAP

Content Readiness ⓘ					Showing 1-6 of 6 Data as of 11/04/2019 08:00:33 ⓘ	
RECIPIENT	READINESS		NON-EXISTING ITEMS		DUE DATE	
ECOMM READINESS	8%		92%	-	-	
Associated Food Stores Inc	99%		1%	9		
Meijer Inc.	99%		1%	4		
USDA	8%		92%	0		
Florida Food Service Inc.	100%		0%	1		
C&S Wholesale Grocers	100%		0%	9		

Options for Additional Assistance



1WorldSync: Data Load & Maintenance



1WorldSync understands your needs!



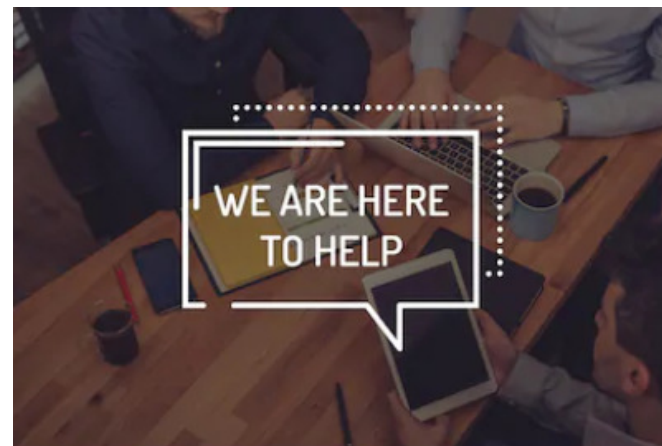
Speed: Reduces time of content to market



Savings: No need for training or hiring of new staff



Assurance: GS1 and Recipient based content compliance



1WorldSync: Image Capture Services

- Images taken directly to Meijer and GS1 standards
- You own the images!
- Competitive rates



Inner Pack



Case



Image



Your Product



Shipped to Studio



Measured & Photographed



Reviewed to GS1 & Reinhardt Compliance



Images & Information Delivered/ Loaded

Resources

- **Meijer Data Sync Team**

Email: meijervendor@Meijer.com

- **Meijer Landing Page** <https://www.1worldsync.com/community/customers/meijer>

- **Meijer VendorNet** <https://vendornet.meijer.com/>

- **1WorldSync Team**

Technical Assistance: technicalsupport@1worldsync.com

Data Sync Advisor: nbaker@1worldsync.com

Business Team: businessdevelopment@1worldsync.com

Call: 866-280-4013

Q&A
Thank you!

