


Thank you for participating in the OpenText/GXS and Amazon Extended Attribute Session

- ✓ The call will run for approximately 1 hour
- ✓ The line will remain silent until the start of the call
- ✓ All lines will be muted. Any questions can be submitted via the  on WebEx menu (upper right-hand corner of your screen) or you can unmute the line by hitting *6
- ✓ All submitted questions will be answered and posted to the Amazon Landing Page (www.gxs.com/amazon)
- ✓ This session will be recorded. The recorded session will be posted to the Amazon landing page.

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amazon.com[®]

Amazon Extended Attributes Initiative

August, 2016



Agenda

- Introduction
- Mission Statement
- Amazon's New Process
- How to Save Set up Time using GXS
- Amazon's Minimum Attribute Requirements
- Reference Tools
- Wrap-up

Introductions



- ❖ **Matt VanHorn** – Project Manager - Amazon Services

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- ❖ **Ella Mui** – Customer Manager EMui@opentext.com
- ❖ **Don Wiener** – Director Retail Accounts DWiener@opentext.com

Mission Statement

To leverage the OpenText (formally GXS and Inovis) Active Catalogue to *reduce manual* New Item Set Up for Amazon vendors by consuming the universal data in OpenText, then capturing the Amazon specific data in simplified templates.

Amazon's New Process

- ✓ Vendor provides Amazon minimum required attributes in OpenText Active Catalogue
 - Preferably prior to market visit/line review but shortly after is acceptable
- ✓ Buyer reviews line and makes curation decisions
- ✓ An Enrichment Template (Commitment) is released to the vendor for the curated items
 - The enrichment template is aggregated to the style level to reduce copy and paste.
- ✓ Amazon strives to reach the point where all “PO Ready” attributes can be directly consume from OpenText Active Catalogue
- ✓ Do not abbreviate data

Time Savings – OpenText GXS Catalogue

- Publishing data in the OpenText GXS Active Catalogue will reduce additional manual work filling out Amazon specific NIS templates
 - ➔ *You already provide part of what we need in the Catalogue – it makes more sense to provide a bit more information, rather than manually copying that data to an Amazon spreadsheet*
- We may be asking for more information than some of your other partners
 - ➔ *However, we are asking for a lot of the same data as well – by providing Amazon’s requirements in the Catalogue. You will not only reduce the manual efforts for Amazon item set up but you will also reduce manual data entry for some of your other retail partners as well*
- Some of our beta partners claimed to see a **50% reduction** in the time spent on Amazon Item Set-up alone!



Approved Extended Attributes

Vendors are loading these attributes today



Core Attributes

GTIN® (Global Trade Item Number®)	Product Description	Size Description	Color Description
Product	NRF Size Code	NRF1 Color Code	

Extended Attributes

Advertised Origin	Consumer Package Gross Weight	First Order Date	Pant Inseam Length
Aerosol Product	Consumer Package Height	Full Product Name	Platform Height
Boot Leg Circumference	Consumer Package Width	Fur Animal Name	Sleeve Measurement
Boot Shaft Height	Consumer Product Capacity or Volume	Fur Country of Origin	Sleeve Type
Brand Name	Consumer Quantity of Units in Consumer Package	Fur Treatment	Sole Type
Care Information	Country of Origin	Gold Karat	Special Item Code
Closure	CPSIA2 Flag	Handbag Shoulder Drop	Stone Details
Collar Type	Discontinue Date	Harmonized Tariff Schedule Code	Supplier Suggested Retail
Consumer Available Date	Does Not Contain	Heel Height	Supplier Wholesale Price
Consumer Item Depth	Earring Drop	Key Active Ingredient	Team Name
Consumer Item Height	Fabric or Material Description	Lead Time	Vendor Collection Name
Consumer Item Length	Faux Fur	Lining Material	Warranty Description
Consumer Item Width	Features – Benefits – Marketing Message	Min Order Quantity	Watch Band Width
Consumer Package Depth	First Avail Ship Date	Order Quantity Multiple	Watch Case Size

Amazon's Minimum Attribute Requirements

Core Attributes

GTIN® (Global Trade Item Number®) Product	Product Description NRF Size Code	Size Description NRF1 Color Code	Color Description
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Extended Attributes

Advertised Origin	Consumer Package Gross Weight	First Order Date	Pant Inseam Length
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Consumer Item Width	Features – Benefits – Marketing Message	Min Order Quantity	Watch Band Width
Consumer Package Depth	First Avail Ship Date	Order Quantity Multiple	Watch Case Size
Product Type (GPC)	Gender Age	End Availability Date	Season

Reference Tools

- Amazon Template Header/GXS Matrix
- Attribute Definition
- Product/Item Classification Matrix
- Gender By Age Matrix





❖ What is Core Attributes are **REQUIRED** by Amazon in Catalogue feeds?

- Product Type
- Brand Name
- Gender/Age
- Supplier Wholesale Price (Use PRIVATE_ACCOUNT_ID)
- Available Ship Date

❖ What **ELSE** can Amazon consume today?

- Supplier Suggested Retail
- End Availability Date
- Season

What is
REQUIRED today?

❖ What will we work on in the **FUTURE?** (*Pending attributes populated by you*)

- Extended Color Description
- Model Name
- Booking Date
- Fabric Description (Apparel)
- Team
- **Any other Extended Attribute that at least 3 of our trading partners start supplying consistently on new products and map to NIS template headers**

Attribute Definitions



Note	Name	GXS Attribute	Example	Definition
Required	GPC	ITEM.CLASSIFICATION.AGENCY ITEM.CLASSIFICATION_AGENCY.LEVEL_1	GPC 10001071	High level classification. Amazon systems need to know what we are setting up.
Required	Brand Name	ITEM.BRAND_OWNER.NAME	New Balance	Critical information used in titles, browse navigation and product authentication.
Required	Gender/Age	ITEM.GENDER_BY_AGE	BOYS	Amazon's highest level of browse structure - this is required so customers can find your products
Required	Unit Cost	ITEM.UNIT_COST ITEM.UNIT_COST:PRIVATE_ACCOUNT_ID	\$34.50	We can't set up items in our catalog without a cost. You can supply a private cost that only Amazon can see
Required	First Shipping Date	ITEM.AVAILABLE_DATE	1/1/2017	What is the earliest date you can ship to Amazon
Preferred	MSRP	ITEM.MSRP	\$69.00	Suggested retail price
Preferred	Recommended Last Shipping Date	ITEM.AVAILABLE_DATE.END	6/1/2017	What is the latest date that you suggest that we order products in season?
Preferred	Demand Season	ITEM.SEASON	Summer	What season is the "peak" demand season for this product?



GPC Description	GPC CODE	Example Amazon Product Type
10001099 - Luggage/Suitcases/Garment Carriers	10001099	LUGGAGE
10001390 - Personal Bags/Luggage/Umbrellas Other	10001390	BAG
10001100 - Rucksacks/Backpacks/Holdalls	10001100	BAG
10005200 - Toiletry Bags/Vanity Cases	10005200	BAG
10001094 - Body Bags/Waist Bags	10001094	BAG
10001095 - Briefcases	10001095	BAG
10001096 - Handbags/Shoulder Bags	10001096	HANDBAG
10001077 - Shoes – General Purpose	10001077	SHOES
10001071 - Athletic Footwear – General Purpose	10001071	TECHNICAL_SPORT_SHOE
10001070 - Sandal	10001070	SANDAL
10001076 - Boots – General Purpose	10001076	BOOT
10001080 - Safety/Protective Boots	10001080	BOOT
10001078 - Indoor Footwear – Fully Enclosed Uppers	10001078	SHOES
10001079 - Indoor Footwear – Partially Enclosed Uppers	10001079	SHOES
10000637 - Optic Appliances – Sunglasses – Ready To Wear	10000637	EYEWEAR
10000639 - Optic Appliances – Spectacle Frames	10000639	EYEWEAR
10000528 - Optic Appliances – Spectacles – Ready To Wear	10000528	EYEWEAR
10001103 - Wallets/Purses/Travel Document Holders	10001103	ACCESSORY
10001102 - Umbrellas – Personal	10001102	ACCESSORY
10001326 - Belts , Braces Cummerbunds	10001326	ACCESSORY
10001327 - Hankerchiefs	10001327	ACCESSORY
10001328 - Handwear	10001328	ACCESSORY
10001330 - Neckwear	10001330	ACCESSORY
10001331 - Clothing Adornment/Floral Accessories/Badges/Buckles	10001331	ACCESSORY
10000700 - Footwear Accessories Variety Packs	10000700	SHOE_ACCESSORY
10001074 - Footwear Inserts	10001074	SHOE_ACCESSORY
10000433 - Footwear – Replacement Parts/Accessories	10000433	SHOE_ACCESSORY
10000400 - Shoe Cleaning/Care Preparations	10000400	SHOE_ACCESSORY

Product Type
also referred to as
Item Classification
or
GPC (brick code)

ITEM.GENDER_BY_AGE	gender (Amazon)	age_range (Amazon)	department_name (Amazon)
Children's	unisex	Little Kid	unisex-child
Youth UnisexToddler	unisex	Toddler	unisex-child
Youth Boys	male	Big Kid	boys
Youth Girls	female	Big Kid	girls
Youth Boys Little	male	Little Kid	boys
Youth Girls Little	female	Little Kid	girls
Toddler Boy	male	Toddler	boys
Toddler Girl	female	Toddler	girls
Infant Boy	male	Infant	baby-boys
Infant Girl	female	Infant	baby-girls
Youth Unisex	unisex	Big Kid	unisex-child
Youth Unisex Little	unisex	Little Kid	unisex-child
Midsized (Unisex)	unisex	Adult	unisex-adult
Bridal	female	Adult	womens
Men's	male	Adult	mens
Men's Tall	male	Adult	mens
Men's Extended	male	Adult	mens
Women's	female	Adult	womens
Women's Petite	female	Adult	womens
Newborn Boy	male	Infant	baby-boys
Women's Extended	female	Adult	womens
Unisex	unisex	Adult	unisex-adult
Senior	unisex	Adult	unisex-adult
Junior	unisex	Adult	unisex-adult
Adult	unisex	Adult	unisex-adult

General Apparel Definitions	
age_range	age range definitions:
Infant	<i>Baby items generally for kids 0-36 months</i>
Toddler	<i>Toddler items - Generally sizes 2T-5T</i>
Little Kid	<i>Little Kids items - generally Boys sizes 2-7 and Girls sizes 2-6x</i>
Big Kid	<i>Bigger Kids items - generally Boys sizes 8-20 and Girls sizes 7-16</i>
Young Adult	<i>Generally used for womens items that have a slightly smaller fit than adults items</i>
Adult	<i>Basic items for adult sizing</i>
General Shoes Definitions	
age_range	age range definitions:
Infant	<i>Baby items - Generally for kids 0-36 months - US Infant sizes 0-3.5 (or equivalent)</i>
Toddler	<i>Toddler items - Generally US Sizes 4-10 (or equivalent)</i>
Little Kid	<i>Little Kids items - Generally US Sizes 10.5-3 (or equivalent)</i>
Big Kid	<i>Bigger Kids items - Generally US Sizes 3.5-8 (or equivalent)</i>
Adult	<i>Basic items for adult sizing</i>

Gender By Age

OpenText Catalogue - Loading Supplier Wholesale Cost

✓ *OpenText Active Catalogue User Interface*

Unit Cost	Unit Cost	Unit Cost Effective Date	Unit Cost Expiration Date	Trading Partner
10.00	USD - US Dollar	<input type="text"/>	<input type="text"/>	Retail
12.00	CAD - Canadian Dollar	<input type="text"/>	<input type="text"/>	RETAILER DEMO

✓ *OpenText Active Catalogue User Interface – Text File Upload*

Unit Cost is an attribute that has a UOM qualifier of U.S. dollars (USD) as well as a Private Account ID qualifier of 123456789012. These qualifiers are followed by fields for the Unit Cost Effective Date and Unit Cost Expiration Date which are Associated with the private cost values. As an example:

...Unit Cost,:uom,:Private_Account_id,Unit Cost Effective Date,Unit Cost Expiration Date

...80,USD,123456789012,1/1/2015,1/1/2016

✓ *EDI 832*

Trading Partner Allowed for Private Item	NUMBER(13)	0	10	Detail - REF01 (RAN) REF02
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Amazon Extended Attributes Webinars

- ✓ August 3, 2016 9:00 am Pacific
- ✓ August 3, 2016 1:00 pm Pacific
- ✓ August 4, 2016 10:00 am Pacific
- ✓ August 4, 2016 2:00 pm Pacific

Let us Know

Email completed form to
us-softlines-mass-vendor-announcement@amazon.com



- OpenText Catalogue Account ID
- Amazon Vendor Codes
- Company contact loading the attr. data on OpenText Catalogue
- Confirmed that all new products in OpenText will have GPC, Brand, and Gender By Age (Y/N), Unit Cost, Avail Ship Date

Amazon *Office Hour* Sessions

- ✓ To help answer specific questions on Amazon's Extended Attribute initiative, (4) 1-hour *Office Hour* sessions have been scheduled
- ✓ Sign-up will begin August 11th
- ✓ Sign-up is first-come, first serve
- ✓ Maximum of 5 vendors/session



Amazon *Office Hour* Webinars

- ✓ August 18, 2016 2:00 pm Pacific
- ✓ August 24, 2016 10:00 am Pacific
- ✓ September 1, 2016 2:00 pm Pacific
- ✓ September 7, 2016 10:00 am Pacific



Q & A Session



Amazon Extended Attribute Letter

- <http://www.gxs.com/amazon>

OpenText/GXS Amazon Informational Landing Page

- <http://www.gxs.com/amazon>

OpenText/GXS Extended Attribute and Image informational page

- http://www.gxs.com/catalogue_extended_attributes

OpenText/GXS Active Catalogue Documentation

- <https://catalogue.gxs.com/QRSGUI/jsf/login/login.jspx>

* Updated documentation under 'Product Documentation' in GXS Catalogue UI

FAQ can be found by accessing the Amazon Information Landing Page
<http://www.gxs.com/amazon>

OpenText Active Catalogue Support:

1-800-334-2255 Options 2,5,2

or

Email Catalog Customer Support:

cataloguesupport@opentext.com

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Matt VanHorn – Project Manager

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