



Big Hammer Supplier Process Guide

*A 10-Step Guide to Achieving Complete
Data Synchronization*

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How is this Document Organized?

This document is organized in a Step-by-Step approach. In each step you will see topic sections that describe the purpose and process of each of the steps, such as:

What is it?

This section provides an overview of each Step.

Why is it Important?

This section describes why this Step is integral in moving your product content through the Process.

How do you accomplish this Activity?

This section describes the exact actions to take to complete the Step.

How to know when you are Complete?

This section details what you will have accomplished so that you know the Step is fully complete and you are ready to move to the next step.

Sidebar with Key Terms, Resources and Best Practices

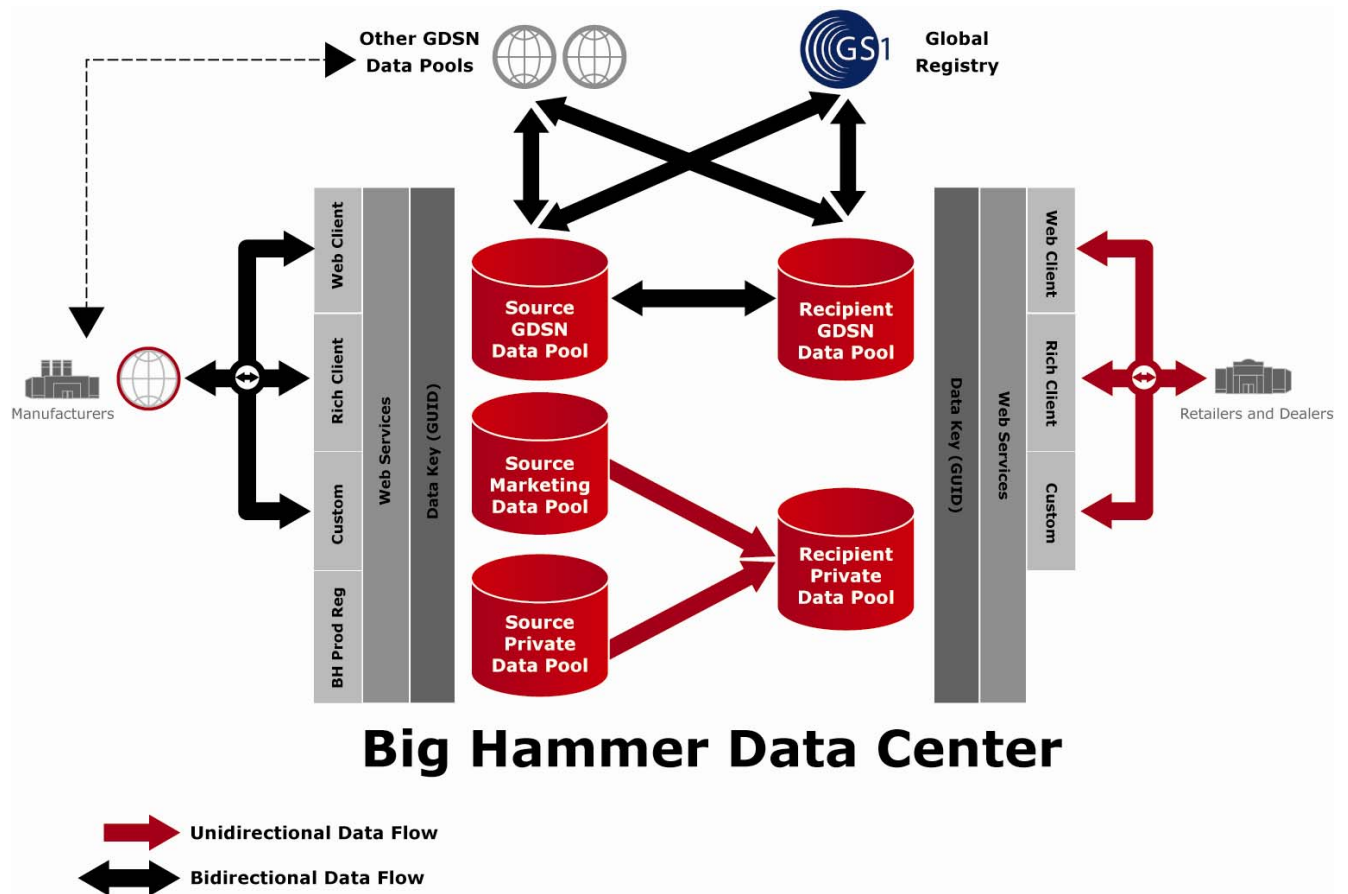
Provides additional information about each step of the process.

STEP 1: Overview of Big Hammer

Not only has Big Hammer® been in the business of collecting and aggregating supplier data since 1993, but has also been providing GS1 GDSN™, Marketing and Private data services for some of the largest companies in the retail industry.

Suppliers must communicate product information to retailers, distributors and other downstream trading partners and media outlets. This product information takes many forms, including logistics data, marketing copy and consumer attributes, as well as private, relationship-dependant data that is targeted to only specific trading partners.

Big Hammer provides a software-as-a-service (SaaS) ecosystem that accounts for and manages all of these different data synchronization needs in a single place. In addition, Big Hammer's synchronization processes are designed to service a broad level of technical sophistication with solutions that out class the competition and are affordable for large, medium and small suppliers.



STEP 2: Verifying GDSN Enrollment Status and Enrolling in the Big Hammer Marketing Data Pool

What is GS1 GDSN™?

GDSN (Global Data Synchronization Network™) is a network of interoperable data pools. A data pool is a centralized data repository where all necessary information is managed to synchronize product data between trading partners. The GS1 Global Registry is a directory for the registration of unique catalog items and parties.

GDSN data consists of logistical information about an item, including size, weight, dimensions and key shipping and receiving information. GDSN data is registered in the form of a “catalog item.” Catalog items can be of any packaging level, such as each, case or pallet. The data associated with catalog items is used in ordering and shipping systems to manage supply chain information. GDSN data does not include Digital Assets (aka Product Images) or Marketing Data; these are marketing data pool requirements.

Why is GDSN important?

Your trading partners use GDSN information for supply chain optimization and supply chain associated costs.

How do I get started with a GDSN Data Pool?

You will need to verify that your company is not currently enrolled with a GDSN provider. Big Hammer is a certified GS1 GDSN™ data pool and is one of your choices as a GDSN Provider. Because suppliers must sign up with Big Hammer in order to supply Marketing Data, Big Hammer’s GDSN solution enables you to manage both types of data in one application. This reduces time, cost and resources.

What is Marketing Data?

Marketing data is the content that sets your products and brand apart in the eye of the consumer. Examples of Marketing Data include digital images (photos, video, 3D meshes files),

Key Terms

Catalog Item: The catalog item is uniquely identified by a Global Trade Item Number (GTIN) + Global Location Number (GLN) + Target Market combination (commonly referred to as a key). This unique key is utilized to represent your trade item (product) in the Global Data Synchronization Network and the Big Hammer Marketing Data Pool.

Digital Assets & Documents: Digital Assets are images or other assets, such as PDF documents, that can be associated with an item (e.g., photos, video, 3D meshes, warranty, rebate form, use & care manual, etc.).

GDSN: Global Data Synchronization Network. A network of interoperable data pools that enable data synchronization per GS1 system standards.

GLN: Global Location Number. Identifies a legal or physical entity in your organization, such as (corporate headquarters, Eastern Region, Store #123). It is a 13-digit number. You can search for your company’s GLN on: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.

GTIN: Global Trade Item Number. An umbrella term used to describe the entire family of EAN/UCC data structures for trade item identification. However in GDSN it is referred to as the 14 digit code that enables your product information to be traded in GDSN and is used to build your unique catalog items.

MDP: Marketing Data Pool. A database of marketing information for saleable products. This can include everything from Digital Assets and documents to product descriptions and attributes.

PDP: Private Data Pool. PDP is a data pool specific to a given retailer. It includes unique product relationship information and attributes, such as SKU or cost, to help differentiate its offerings from other retailers.

digital documents (buyer's guides, warranties and user manuals) and marketing descriptions (product features, attributes and bullet points).

The Big Hammer Marketing Data Pool, or MDP, is a repository where suppliers store Marketing Data for all products. The Big Hammer Product Registry is the Web-based application used to manage this data. The Product Registry also provides the means to receive and respond to subscriptions from trading partners for Marketing Data. Please note that while GDSN may collect all packaging levels for a specific item, the MDP only collects the smallest packaging level for end user consumption.

Why is Marketing Data important?

Clear, descriptive marketing information helps sell products. In a highly competitive marketplace, the marketing information helps distinguish your products from your competitors'. Marketing Data is used for both online and in-store channels. Think of your own shopping experiences. Products with more detail and better information describing their features and benefits positively influence your buying decisions.

How do I get started with the Marketing Data Pool?

1. Go to <http://bighammer.com> and follow the Fast Track enrollment link or call 866-865-6602.
2. View each of the Web-based tutorials that are found under the "Help" section of the Web application. These self-paced training modules will verify your understanding and use of the Product Registry.
3. Download and read the Big Hammer User Guide located under the "Help" section.

How do I know when I'm done with this step?

- ✓ You have enrolled in the Marketing Data Pool and verified you already have a GDSN provider or you have selected a GDSN provider.
- ✓ You have received a user name and password for the Product Registry from Big Hammer.
- ✓ You have completed the self-paced training course and read the Product Registry User Guide.

Product Registry: The Product Registry (PR) is the application that allows interaction with the information that is stored in the different data pools.

Target Market: Three-digit ISO Country code that defines where the product is being sold (Example: USA = 840).

Trading Partner: The manufacturer, supplier, wholesaler, distributor, retailer or other member of global supply and demand chain which has agreed to and indicated its written acceptance to the Participation Agreement.

Best Practices

If you are using Big Hammer as your GDSN provider, you can mark your items for the Marketing Data Pool at the same time you register them with GDSN.

View all of the Web-based tutorials to assist in your understanding of the process and sign up for the bi-weekly Webex at <https://bighammerdata.webex.com>.

When logging into the Product Registry for the first time, you must key in your login name and password in order to gain access to the Web application. Copying and pasting this information from the e-mail will not allow access.

Resources

To enroll with Big Hammer as your GDSN and/or Marketing Data Pool, visit www.bighammer.com or call 866-865-6602, option #1.

To sign up for the bi-weekly Webex, visit <https://bighammerdata.webex.com>.

To locate your company's GLN visit: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.

STEP 3: Creating and Registering your Party in the GDSN Global Registry

How do I get started with GDSN?

You will need to determine whether your company is already enrolled with a GDSN provider. If Big Hammer is your GDSN provider, you are prepared to create and register your party information.

How do I create a Party in the GDSN Global Registry?

In order to synchronize items with the GDSN, you must first register your party. A party is a location that is identified by a Global Location Number (GLN).

1. Click the “GDSN” tab from the Menu bar.
2. Click the “Party Details” tab.
3. Click the “Edit Party Details” button.
4. Complete the GDSN Party Detail Information.
5. When all of the required information has been entered on the GDSN Party Detail screen, click the “Register Party” button.

How do I know when I’m done with this step?

- ✓ The GDSN Status on the GDSN Party Detail Page is listed as “Party Registered and Synchronized”

Key Terms

GDSN: *Global Data Synchronization Network. A network of interoperable data pools that enable data synchronization per GS1 system standards.*

Party: *Any legal or physical entity involved at any point in the supply chain, and upon which there is a need to retrieve pre-defined information. A Party is uniquely identified by a Global Location Number (GLN).*

Party Role: *The nature by which a legal or physical entity interacts with GDSN.*

GLN: *Global Location Number. Identifies a legal or physical entity in your organization, such as (corporate headquarters, Eastern Region, Store #123). It is a 13-digit number. You can search for your company’s GLN on: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.*

Resources

Contact the Edgenet Services Center at 866-865-6602.

STEP 4: Adding Items to a GDSN Data Pool and Big Hammer’s Marketing Data Pool

What are the options for adding items and entering data?

Big Hammer offers three options for data population: 1) Web application, 2) Smart Spreadsheet, and 3) XML feeds. While any of these options can be used for any number of items, below are the recommended method for each based on item count.

Data Entry Option	Item Count
Web Application	1 - 10
Smart Spreadsheet	10 - 5,000
XML Feed	5,000+

The Smart Spreadsheet solution is recommended for the majority of suppliers. This section provides a step-by-step for manual web data entry. For more information on “Getting Started” please see the Smart Spreadsheet Data Entry Overview and the XML Data Feed Overview at the end of this document.

If you have questions about which method is appropriate for your company, please contact the Edgenet Services Center at 866-865-6602.

Why is this important?

In order for an item to be added and maintained in your trading partner’s Private Data Pool (PDP), it must exist in the Marketing Data Pool (MDP). The process begins with you creating the items and entering data into the MDP.

Getting Started with Manual Web Entry

1. Log in to the Big Hammer Product Registry at <http://productregistry.bighammer.com>
2. If Big Hammer is your GDSN provider, you are prepared to add items and complete the GDSN requirements for publication. As a Big Hammer GDSN customer, while you are creating your GDSN items and applying information to them, you can also add these same

Key Terms

Attribute: 1) A piece of information reflecting a characteristic related to an identification number [e.g., an expiration date with a Global Trade Item Number (GTIN)]. 2) A specification, feature or characteristic that describes the physical, compositional, or structural properties of a good or service. Examples of attributes are voltage, color, weight, width, fabric type, etc. Each data pool is free to establish its own, different sets of attributes, based on the requirements of its users.

Category: A classification assigned to an item that indicates the higher level grouping the item belongs to. Items are put into logical like groupings to facilitate the management of a diverse number of items.

MDP: Marketing Data Pool. The MDP is a database of marketing information for saleable products; this can include everything from size and color to a short description of the product.

PDP: Private Data Pool. The PDP is a Data Pool that is specific to a retailer.

Catalog Item: The catalog item is uniquely identified by a Global Trade Item Number (GTIN) + Global Location Number (GLN) + Target Market combination (commonly referred to as a key). This unique key is utilized to represent your trade item (product) in the Global Data Synchronization Network and the Big Hammer Marketing Data Pool.

GLN: Global Location Number. Identifies a legal or physical entity in your organization, such as (corporate headquarters, Eastern Region, Store #123). It is a 13-digit number. You can search for your company’s GLN on: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.

GTIN: Global Trade Item Number. An umbrella term used to describe the entire family of EAN/UCC data structures for trade item identification. However in GDSN it is referred to as the 14 digit code that enables your product information to be traded in GDSN and is used to build your unique catalog items.

items to the MDP. This gives you one item record and one location for all your data to be stored. If you follow the procedures in this step and mark your items for GDSN, you are ready to register the items. If you use a different GDSN provider, please add your items and populate the required GDSN information for each item using your provider's application and process.

3. Within the GDSN and MDP there is the concept of a "Catalog Item." A Catalog Item key is made up of three components: 1) GTIN 2) GLN, and 3) Target Market. All items registered with GDSN or in the MDP must be created as a Catalog Item. In the Big Hammer Product Registry, this is done in the "Add Items" screen under the "Items" tab.
4. Add the item by selecting the "Items" tab and then "Add Items" in the Product Registry. Mark the item for the Marketing Data Pool (MDP) and/or GDSN and activate the item for subscription. When you add items to the Marketing Data Pool, they are placed in the first step of the Marketing Pool Data Entry Job.

*NOTE: While GDSN may collect all packaging levels for a specific item, the MDP only collects the smallest packaging level for end user consumption.

5. Upload Digital Assets for each item under the "Digital Assets" tab of the Product Registry.
6. Once all Digital Assets have been uploaded, you have the option to select "Share by Retailer." This will allow you to select the trading partners that you would like to have access to your images. For further information on this step, see the Big Hammer Product Registry 3.4 User Guide.
7. Access the "Jobs" section.
8. Select "Big Hammer Marketing Data Pool" from the Retailer dropdown menu.
9. Select the "Marketing Pool Data Entry" Job step and click the "Edit Items" button. A grid will appear to complete the work.
10. Complete all required marketing attributes and "accept" the items forward. Required attributes can be identified by the red column labels. If all required attributes have not been completed, you will not be able to "accept" your item(s) forward.

Target Market: Three-digit ISO Country code that defines where the product is being sold (Example: USA = 840).

Smart Spreadsheet: Smart Spreadsheets are Excel-based templates and an application to process them. Users fill in the spread sheets and use the simple application to validate data and submit the data to the GDSN the Marketing Data Pool.

XML: Extensible Markup Language. XML is designed to improve the functionality of the Web by providing more flexible and adaptable information identification.

Best Practices

If you are using Big Hammer as your GDSN provider, you can mark your items for the Marketing Data Pool at the same time you register them with GDSN.

An Item can be registered in GDSN when it has the required information on the "Add Item" screen and is marked for GDSN.

However, an item is non-publishable for GDSN until all attributes in the "GDSN Mandatory for CIN" step have been populated.

It is advisable to pre-authorize the items for your trading partners. This is done in the add item process.

Pre-authorizing saves manual approval of subscriptions.

Do not have two users working in the same node at the same time as this can cause unexpected results.

Do not use another user's login and password. Data can be overwritten if you are both logged in at the same time.

To create another user, you will first create a contact by clicking on "Contacts" and then "Create Contacts" from within the Product Registry. Once a contact is created, you will need to contact Big Hammer and request that this person be elevated to a user with access rights to the Product Registry.

11. Items will move from the “Marketing Pool Data Entry” step to the “Category Specific Attributes” step. Open each category step, populate the required data, save your work and accept your item forward. Your items will then move to a maintenance step.

12. Once your item has entered the maintenance cycle additional attribute steps will be made available, allowing you to differentiate your items from your competitors’ with more Digital Assets, bullet points, compliance and shipping attributes, which further enhance the experience for the end consumer.

*NOTE: Maintaining your items is the key to ensuring that your products’ online marketing and selling content is up-to-date and appealing to the end consumer.

13. Register your items and complete the attributes that are required by GDSN. In Big Hammer, this is done in the “Jobs” section under the “GDSN Big Hammer Master Retailer” selection. Go to the “GDSN Pool Data Entry Job.” Complete all attributes in the “GDSN Mandatory for CIN” step.

How do I know when I’m done with this step?

- ✓ You have chosen a method to add and maintain your item data in the Product Registry.
- ✓ Your items have been entered in GDSN and/or the MDP
- ✓ The required global and class-specific attributes have been populated for all items, including digital assets.
- ✓ Your items have been accepted through the first two steps in the Marketing Pool Data Entry job.
- ✓ All items “GDSN Mandatory for CIN” attributes populated.
- ✓ All items are registered in GDSN

Red = Required attributes that need to be filled in before an item can be accepted forward.

Black = Optional attributes that can be filled in if you have the information. It is advisable to fill in as much data as possible to differentiate your items from your competitors’ and provide a richer experience for the end consumer.

Refreshing your data on your items at a minimum of every six months will ensure that a fresh face for your item will continue to draw in sales.

When using the Smart Spreadsheet, make sure that you are validating your data against the most current version of the validator. You can call 866-865-6602 and select option #3 to determine the most recent version.

Resources

Contact the Edgenet Services Center at 866-865-6602.

To access the Big Hammer Product Registry: <http://productregistry.bighammer.com>.

There are detailed guides and help documents that you can access under the “Help” section of the Big Hammer Product Registry: <http://productregistry.bighammer.com>.

For Smart Spreadsheet or XML Data Feed help, call 866-865-6602, option #3. This will provide you with templates and up-to-date information regarding the Smart Spreadsheet process.

STEP 5: Creating Item Publications for Marketing Data Pool Items

What is an Item Publication?

An Item Publication must be created before a trading partner can receive your item data. It is important to publish your items as soon as all required global and category specific attributes are complete in the Marketing Data Pool (Step 3). Items must be published at the time of subscription approval. This can also be completed on the “Manage Subscriptions” page.

What are the benefits of Item Publication?

- Allows greater control over item data that is sent to your trading partners
- Improves system performance by only sending updates when you are ready
- GDSN has always used a publish model; now updates to MDP items following a similar model
- Sets the stage for item "versioning," roll-back capabilities, and for automated re-approval and re-export of your data in trading partner private workflows

How do I create an Item Publication?

1. On the “Manage Items” page, filter your item list by selecting “Items Never Published” or “Items Changed Since Last Publish” from the Publish Status selector.
2. From the Select Action drop-down list, select Publish and Go. The “Publish Validation Messages” screen appears.
3. If the item is ready for publication as indicated in the Publish Validation Messages section, click Publish Selected Items.
4. If any errors appear, follow the instructions in the “Validation Messages” section and return to the “Publish Validation Messages” screen to publish the item.

Key Terms

Publish: The action of making the latest Marketing Data available to actively subscribed trading partners.

Best Practices

Initial Publication Requirements: All required global and category specific attributes must be populated in order to publish an item. These are the same attributes required today by most trading partners, so many of your items will already be considered “publishable.”

Only Marketing attributes require publication. Changes to private attributes are immediately visible to trading partners.

On the “Manage Items” page, you can filter your item results based on the Publish Status.

You can publish item data via feeds and Smart Spreadsheets. All items submitted in feeds or uploaded using Smart Spreadsheets will be automatically submitted for publication. Results will be sent via email when the items are processed.

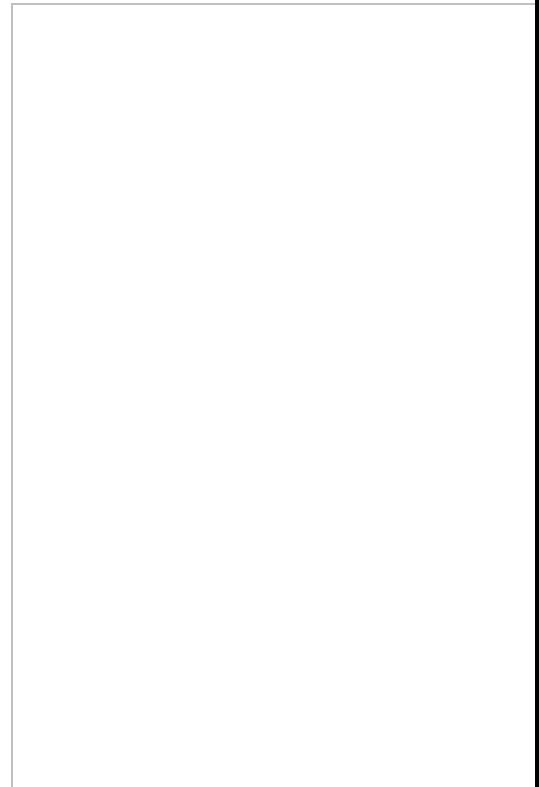
All Private Pool data entry grids will highlight marketing attribute values that have changed since last publish and therefore require publication in order to be visible to your trading partners.

Resources

Contact the Edgenet Services Center at 866-865-6602.

How do I know when I'm done with this step?

- ✓ On the “Mange Items” page, your items no longer appear under the “Never Published” filter.
- ✓ On the Mange Items page, your items no longer appear under the “Changed Since Last Publish” filter.



STEP 6: Awaiting Subscription from your Trading Partner

How do subscriptions work?

Your trading partners receive your Marketing and GDSN information via Big Hammer through subscriptions. Your data is published to a trading partner only after you accept a subscription from them.

Without the subscription, information will not be transferred.

What do I have to do?

The trading partner will submit a subscription request for your items. You may receive some phone or e-mail correspondence from them about which items are available. There is no other action for you to take in this step.

How do I know when I'm done with this step?

- ✓ This step is the trading partner's responsibility.
- ✓ For Marketing Data Pool subscriptions, you will receive notifications via e-mail and a task list when the subscription requests are submitted.
- ✓ For GDSN subscriptions, you will receive pending subscription requests through your GDSN provider, unless you pre-authorized the trading partner.

Key Terms

Subscription Request: Action of requesting an item from a supplier in the Marketing Data Pool.

Pending Subscriptions: A request for an item that has not yet been fulfilled.

Active Subscriptions: A request for an item that has been fulfilled so that a Trading Partner can receive data and Digital Assets for the item.

Rejected Subscriptions: A subscription request from a Trading Partner that was rejected by a supplier.

Canceled Subscriptions: A previously active subscription for which the Supplier no longer wants information on the item sent to the Trading Partner or Trading Partner no longer wants to receive the information for the item.

Best Practices

All required Global and Category Specific Attributes must be complete for an item to have an active subscription with a trading partner.

Resources

Contact the Edgenet Services Center at 866-865-6602.

STEP 7: Approving Subscriptions and Publishing Data

How do I approve subscriptions and publish my data to trading partners?

1. Subscriptions for Marketing and GDSN Data Pools are separate subscriptions. MDP subscriptions will receive e-mail notifications of pending subscriptions, as well as a new task on your Big Hammer home page.
 - ◆ For MDP subscriptions, click on the task and you will be guided to the subscription page where you can review and “approve and publish” or “reject” the subscriptions.
 - ◆ If you use Big Hammer as your GDSN provider, follow the steps in the training information on GDSN subscriptions to “approve” or “reject” GDSN subscriptions.
 - ◆ If you do not use Big Hammer as your GDSN provider, you must view and process the GDSN subscriptions through your GDSN provider in a separate system and process.
2. When subscriptions are approved and published, the item data you populated is sent to a job in the trading partner’s Private Data Pool.
3. When your items arrive at a supplier step in a Private Data Pool, you will receive a “Data Entry Requested” e-mail notification and a task on your Big Hammer home page. The notification will show the job and step where items reside. Complete all Private attributes in and accept them forward.
4. For GDSN subscriptions, simply review your subscriptions in the “GDSN Subscriptions” section. Next you will need to “View” the retailer’s subscriptions to your catalog items and click “Publish” to send a CIN (Catalog Item Notification) to that retailer for your catalog item.
5. Once you have published your catalog item you will receive a CIC (Catalog Item Confirmation) from the retailer for the catalog items you have published. Depending on the retailer’s implementation, you will either receive an: Accepted, Rejected, Review or Synchronized CIC Response. If the CIC response indicates that you have missing or incorrect attribute values for

Key Terms

Catalog Item Confirmation (CIC): This refers to electronic communication from the data recipient (retailer) to the data source (supplier) indicating what action has been taken on the catalog item received through the catalog item notification. Confirmation is not mandatory. When used, it provides the following choices: 1) “Synchronized” data is integrated, synched and added to the synchronization list; 2) “Accepted” data is added to the synchronization list and is in the process of being integrated; 3) “Rejected” data will no longer be synchronized and updates will no longer be provide; and 4) “Review” is a request to the data source to review data because the data recipient has received inconsistent data that cannot be synchronized. If the data was previously synchronized, it will be removed from the synchronization list.

Catalog Item Notification (CIN): A business message used to transmit trade item information from a data source to a data recipient.

GDSN: Global Data Synchronization Network. A network of interoperable data pools that enable data synchronization per GS1 system standards.

GLN: Global Location Number. Identifies a legal or physical entity in your organization, such as (corporate headquarters, Eastern Region, Store #123). It is a 13-digit number. You can search for your company’s GLN on: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.

GTIN: Global Trade Item Number. An umbrella term used to describe the entire family of EAN/UCC data structures for trade item identification. However in GDSN it is referred to as the 14 digit code that enables your product information to be traded in GDSN and is used to build your unique catalog items.

your item, you will need to correct/add the values then click “Synchronize” to automatically send the updated information to the retailer, re-synchronizing the item.

How do I know when I’m done with this step?

- ✓ For Marketing, all pending subscription requests have been approved or rejected.
- ✓ For GDSN, all pending subscriptions are published via your GDSN provider.

Best Practices

Monitor notifications from Big Hammer that indicate the specific Job name and Job step where items need additional data.

Resources

For general assistance call 866-865-6602.

STEP 8: Completing Private Data Attributes in a Private Data Pool

What is Private data?

Private data is information exclusive to a trading partner. It may include internal SKU numbers, cost, shipping methods, special images and other information.

Why is Private data important?

Private data is used for internal business processes. It also provides a mechanism for a trading partner to fulfill their unique data requirements. Private data helps a trading partner differentiate themselves in the marketplace with unique product and pricing data specific to your relationship with them.

How do I complete the Private Data Pool step?

1. Review any “Data Entry Requested” notifications from Big Hammer. This e-mail, in conjunction with the task list on the Product Registry Home page, will list all Private Jobs and steps that need your attention.
2. Under the “Jobs” tab, locate the “Retailer” drop down and choose the appropriate trading partner.
3. Locate the Job that your items are in by clicking the “+” sign next to the appropriate supplier name node (i.e., supplier name/department number combination).
4. Once you have located the Job, click on the “+” sign next to the name of the Job. This will expand the steps for this job.
5. Click on the first step within the Job with a number in parentheses (e.g., Supplier Input Global Attributes). The items for completion will appear on the right side. Click the “Edit Items” button. A grid will appear in which to complete the work.

*NOTE: A Smart Spreadsheet can also be used to complete your work. You will still need to follow Step 6 and Step 7 listed below in order to advance the item(s) forward.

6. Complete all required attributes. Accept the items forward by clicking the “accept” box on the far left hand

Key Terms

Private Attribute: Information that is proprietary for a trading partner and does not reside in the Marketing Data Pool.

Best Practices

Monitor notifications from Big Hammer that indicate the specific Job name and Job step where items need additional data for your trading partners.

“Data Entry Requested” notifications are sent out at a minimum on a weekly basis. In the meantime, you can monitor the status of an item manually and move it through the process faster.

Private Pool data entry grids will highlight marketing attribute values that have changed since last publish and therefore require publication in order to be visible to your trading partners.

Resources

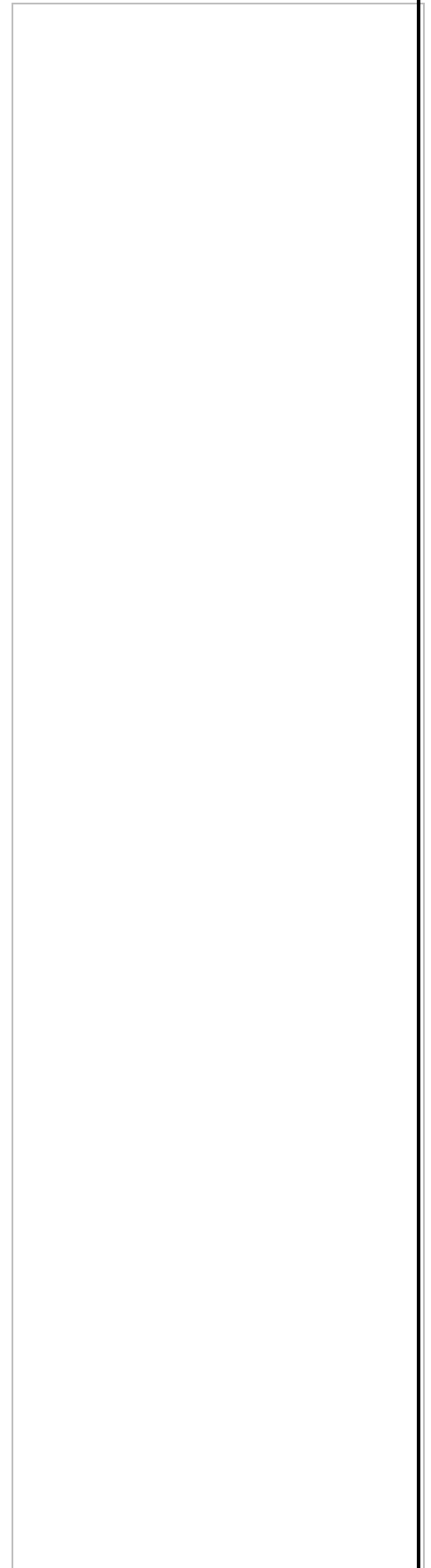
Contact the Edgenet Services Center at 866-865-6602.

side. Items will advance to the next step in the workflow process.

7. Click on the next step in the workflow (e.g., Supplier Category Specifics). A node for each category and sub-category will appear below. Click on each node to complete the additional Category Specific attributes and then accept the items forward by clicking the “accept” box on the far left side.

How do I know when I’m done with this step?

- ✓ You have populated required Private attributes and accepted items forward from all supplier-facing steps in all PDP jobs where your items are in process.



STEP 9: Fixing Rejected Items and Accepting Them Forward

Why is it important to correct discrepancies identified during quality checks?

Until the corrections are made, your item data will be considered incomplete.

How do I fix rejected items?

In the event that there are issues with the data or images, the items will appear in a “Reject” step. If an item is rejected, steps will be added to the “Data Entry Requested” e-mail you receive. It is important that you monitor these e-mails to know where action is required.

1. The first possible correction requires action on global data that is collected on every item. This resembles the initial input step from Step 7. There will be comments placed in the Notes field that detail what needs to be fixed. Fix the data requested and “accept” the items once again.
2. A second possible correction requires action on the Digital Asset (aka Product Image) associated with the item. The Digital Asset could either not meet minimum size requirements, or it may not be deemed an accurate representation of the product for online consumption. There will be comments placed in the Notes field that detail what is wrong with the image attached. Simply upload or link a new image and then “accept” the items forward once again.

How do I know when I’m done with this step?

- ✓ You have made the changes requested in the notes field and accepted all rejected items forward.
- ✓ If your data passes QA, you will have no further action to take.

Key Terms

Example of a Global Data Rejection Step: Supplier Correction - Global Attributes Rejected. Make any corrections identified in the comments placed in the notes field that detail what needs to be fixed. Once you have fixed the data requested, accept the items forward once again.

Example of an Image Rejection Step: Supplier Correction Image Rejected. Make any corrections identified in the comments placed in the notes field that detail what is wrong with the Digital Asset attached. Upload or link a new Digital Asset and then “accept” the items forward once again.

Best Practices

Until the quality checks are passed, your item data will be considered incomplete and will not display online.

When your Items have passed all checks, you will be able to locate them in the maintenance step.

Resources

Contact the Edgenet Services Center at: 866-865-6602.

STEP 10: Maintaining and Publishing Marketing Item Data

What's next?

Once the steps above are completed, your items will reside in Maintenance Jobs.

- ◆ Maintaining product data and Digital Assets. This is accomplished by making updates in the “Maintenance Job” steps in the MDP Data Entry Job.
- ◆ Updates to private attributes are made in the specific trading partner’s Maintenance Job. Changes to private attributes are immediately visible to trading partners and do not require the item to be republished.
- ◆ Complete any additional attributes that are requested by a trading partner.

How do I publish item data updates to all trading partners?

After updating data in the Big Hammer MDP, you must republish all items that have been changed since last publish.

1. On the Manage Items screen, select an item to publish: for example, an Active, Changed Since Last Publish item.
2. From the Select Action drop-down list, select Publish and Go. The Publish Validation Messages screen appears.
3. If the item is ready for publication as indicated in the Publish Validation Messages section, click Publish Selected Items.
4. If any errors appear, follow the instructions in the Validation Messages section and return to the Publish Validation Messages screen to publish the item.

How do I know when I'm done with this step?

- ✓ On the Manage Items page, your items no longer appear under the “Changed Since Last Publish” filter.
- ✓ Your items have been accepted forward in your trading partners’ private maintenance workflows.

Key Terms

Publish: The action of making the latest Marketing Data available to actively subscribed trading partners.

Never Published: Items that have never been published. These might be your recently added items.

Published: Items that have been published at least once.

Publication in Process: Items that have recently been published and are waiting their turn to be processed and delivered to subscribing trading partners.

Changed Since Last Publish: Items whose Marketing attributes have changed since the last publication.

Best Practices

Once you publish your updates from the MDP you must go to your trading partners’ private maintenance jobs to advance the item through the private jobs. This allows trading partners to approve and consume the changes.

It is ideal to use the Changed Since Last Publish status filter on the Manage Items screen to re-publish data changes in bulk.

Monitor notifications from Big Hammer that indicate the specific job name and job step where items need additional data.

Resources

Contact the Edgenet Services Center at 866-865-6602.

Smart Spreadsheet Data Entry Overview

Getting Started with Smart Spreadsheet Data Entry

1. Log in to the Big Hammer Product Registry at <http://productregistry.bighammer.com>.
2. Access the “Data Upload Tools” section.
3. Access the Smart Spreadsheet section on the page.
4. Review the Smart Spreadsheet guide.
5. Download the required components.
6. Set up an FTP Account.
7. Download the Smart Spreadsheet program. This will allow you to validate your data and upload it back to the MDP.
8. Download the templates for MDP and GDSN.
9. Complete all the data requirements on the Smart Spreadsheet. (Please note that there is a Smart Spreadsheet for each step in the attribute completion process.)
10. Validate the data using the Smart Spreadsheet program.
11. Generate XML file using the Smart Spreadsheet program.
12. Upload the XML file using the Smart Spreadsheet program.
13. Log into the Product Registry and “accept” the item through the validation steps in the Marketing Data Pool Entry job.

*NOTE: If you have questions about the Smart Spreadsheet process, please contact the Edgenet Services Center at 866-865-6602, option #3, Monday through Friday, 8:00 a.m. to 7:00 p.m. EST, or by e-mail at datafeedsupport@bighammer.com.

XML Data Feed Overview

Getting Started with an XML Data Feed

1. Log in to the Big Hammer Product Registry: <http://productregistry.bighammer.com>.
2. Access the “Data Upload Tools” section.
3. Download the XML Feed “Do-It-Yourself Supplier Guide.” This document will assist you with creating the XML file, validating the file with the Smart Spreadsheet Validator, and submitting the file to Big Hammer.
4. “Accept” the item through the validation steps in the Marketing Data Pool Entry Job.

*NOTE: If you have questions about the XML Data Feed Process, please contact the Edgenet Services Center at 866-865-6602, option #3, Monday through Friday, 8:00 a.m. to 7:00 p.m. EST, or by e-mail at datafeedsupport@bighammer.com.

Glossary of Key Terms and Acronyms

Active Subscriptions: A request for an item that has been fulfilled so that a Trading Partner can receive data and Digital Assets for the item.

Attribute: 1) A piece of information reflecting a characteristic related to an identification number [e.g., an expiration date with a Global Trade Item Number (GTIN)]. 2) A specification, feature or characteristic that describes the physical, compositional, or structural properties of a good or service. Examples of attributes are voltage, color, weight, width, fabric type, etc. Each data pool is free to establish its own, different sets of attributes, based on the requirements of its users.

Canceled Subscriptions: A previously active subscription for which the Supplier no longer wants information on the item sent to the Trading Partner or Trading Partner no longer wants to receive the information for the item.

Catalog Item: The representation of a trade item as it is stored in a catalog for the data synchronization process. The catalog item is uniquely identified by a Global Trade Item Number (GTIN) + Global Location Number (GLN) + Target Market combination (commonly referred to as a key).

CIC: Catalog Item Confirmation. This refers to electronic communication from the data recipient (retailer) to the data source (supplier) indicating what action has been taken on the catalog item received through the catalog item notification. Confirmation is not mandatory. When used, it provides the following choices: 1) "Synchronized" data is integrated, synched and added to the synchronization list; 2) "Accepted" data is added to the synchronization list and is in the process of being integrated; 3) "Rejected" data will no longer be synchronized and updates will no longer be provide; and 4) "Review" is a request to the data source to review data because the data recipient has received inconsistent data that cannot be synchronized. If the data was previously synchronized, it will be removed from the synchronization list.

Changed Since Last Publish: Items whose Marketing attributes have changed since the last publication.

CIN: Catalog Item Notification. A business message used to transmit trade item information from a data source to a data recipient.

Digital Assets: Digital assets are images, photos or other assets that can be associated with an item to help market or sell a product.

GDSN: Global Data Synchronization Network. A network of interoperable data pools that enable data synchronization per GS1 system standards.

GLN: Global Location Number. Identifies a legal or physical entity in your organization, such as (corporate headquarters, Eastern Region, Store #123). It is a 13-digit number. You can search for your company's GLN on: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>.

GTIN: Global Trade Item Number. An umbrella term used to describe the entire family of EAN/UCC data structures for trade item identification. However in GDSN it is referred to as the 14 digit code that enables your product information to be traded in GDSN and is used to build your unique catalog items.

MDP: Marketing Data Pool. A database of marketing information for saleable products. This can include everything from Digital Assets and documents to product descriptions and attributes.

Party: Any legal or physical entity involved at any point in the supply chain, and upon which there is a need to retrieve pre-defined information. A Party is uniquely identified by a Global Location Number (GLN).

Party Role: The nature by which a legal or physical entity interacts with GDSN.

PDP: Private Data Pool. PDP is a data pool specific to a given retailer. It includes unique product relationship information and attributes, such as SKU or cost, to help differentiate its offerings from other retailers.

Pending Subscriptions: A request for an item that has not yet been fulfilled.

PR: The Product Registry (PR) is the application that allows interaction with the information that is stored in the different data pools.

Private Attribute: Information that is proprietary for the Trading Partner and does not reside in the Marketing Data Pool.

Publication in Process: Items that have recently been published and are waiting their turn to be processed and delivered to subscribing trading partners.

Publish: The action of making the latest Marketing Data available to actively subscribed trading partners.

Published: Items that have been published at least once.

Never Published: Items that have never been published. These might be your recently added items.

Rejected Subscriptions: A subscription request from a Trading Partner that was rejected by a supplier.

Smart Spreadsheet: Smart Spreadsheets are Excel-based templates and an application to process them. Users fill in the spread sheets and use the simple application to validate data and submit the data to the GDSN the Marketing Data Pool.

Subscription Request: Action of requesting an item from a supplier in the Marketing Data Pool.

Target Market: Three-digit ISO Country code that defines where the product is being sold (Example: USA = 840).

Trading Partner: The manufacturer, supplier, wholesaler, distributor, retailer or other member of global supply and demand chain which has agreed to and indicated its written acceptance to the Participation Agreement.

XML: Extensible Markup Language. XML is designed to improve the functionality of the Web by providing more flexible and adaptable information identification.

GDSN

- ◆ An Item can be registered in GDSN when it has the required information on the “Add Item Screen” and is marked for GDSN. However, an item is not publishable until all attributes in the “GDSN Mandatory for CIN” step have been populated.

Smart Spreadsheet

- ◆ When using the Smart Spreadsheet, make sure that you are validating your data against the most current version of the validator. You can determine the most recent version in the Product Registry on the “Data Upload” page.

The Product Registry

- ◆ If you are using Big Hammer as your GDSN provider, you can mark your items for the Marketing Data Pool at the same time you register them with GDSN.
- ◆ View all of the Web-based tutorials to assist in your understanding of the process.
- ◆ Sign up for the bi-weekly Webex Q&A.
- ◆ Do not have two users working in the same node at the same time as this can cause unexpected results.
- ◆ Do not use another user’s login and password. Data can be overwritten if you are both logged in at the same time.
- ◆ To create another User, you will first create a contact by clicking on contacts and then create contacts from within the Product Registry. Once a contact is created, you will need to contact Big Hammer and request that this person be elevated to a User with access rights to the Product Registry.
- ◆ When logging into the Product Registry for the first time, you must key in your login name and password in order to gain access to the Web tool. Copying and pasting this information from the e-mail will not allow access.

Workflows

- ◆ Monitor notifications from Big Hammer that indicate the specific Job name and Job step where items need additional data.
- ◆ “Data Entry Requested” notifications are sent out weekly. In the meantime, you can monitor the status of an Item manually and move it through the process sooner.
- ◆ Until the quality checks are passed, your item data will be considered incomplete and will not display online.
- ◆ Red column labels = required attributes that need to be filled in before an item can be accepted forward in the process.
- ◆ Black column labels = optional attributes that can be filled in if you have the information. It is advisable to fill in as much data as possible to differentiate your items from your competitors and provide a richer experience for the end consumer.
- ◆ Refreshing your data on you items at a minimum of every six months will ensure that a fresh face for your item will continue to draw in sales.

- ◆ In the MDP, if a subscription request is for an item that is inappropriate for the requestor, you can reject the subscription and no data will be published for that item. A comments field is available to communicate the reason for rejection.
- ◆ When your Items have passed all checks, you will be able to locate them in the maintenance step.

Resources

Enrollment

- ◆ To enroll in the Big Hammer Marketing Data Pool (MDP), visit bighammer.com or call 866-865-6602.
- ◆ To enroll with Big Hammer as your GS1 GDSN™ Data Pool, visit bighammer.com or call 866-865-6602.
- ◆ To access the Big Hammer Product Registry: <http://productregistry.bighammer.com>

GDSN

- ◆ For more information on GDSN visit: www.bighammer.com/gdsn/gdsn.php
- ◆ To locate your company's GLN visit: <http://gepir.gs1.org/v31/xx/gln.aspx?Lang=en-US>

Training and Support

- ◆ For general Support, feel free to contact the Edgenet Services Center at 866-865-6602.
- ◆ To sign up for the bi-weekly online training sessions, please visit: <https://bighammerdata.Webex.com>
- ◆ There are detailed guides and help documents that you can access under the "Help" section of the Big Hammer Product Registry: <http://productregistry.bighammer.com>. This section is located on the top right corner of the Product Registry.
- ◆ For Smart Spreadsheet help, please call 866-865-6602, option #3. We can provide you with templates and up-to-date information regarding the Smart Spreadsheet process.