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INTRODUCTION

Best Buy, the world’s largest multi-channel consumer electronics retailer, has adopted and implemented the Global Data Synchronization Network (GDSN) and is realizing the benefits of synchronizing product data for both new and existing items with trading partners. Using the GDSN process helps increase speed to shelf for our trading partners while improving your supply chain data management. As part of our synchronization efforts, we are focusing not only on the technical implementation but the quality of the data. This document provides the process and methods to be used by Best Buy, their distributors, and their suppliers in achieving the goal of data synchronization.

CONTACT

Best Buy GDS team Email: gds@bestbuy.com
Preferred Data pool: 1WorldSync
1WorldSync technical support: technicalsupport@1worldsync.com; 866-280-4013, option 2 twice, Monday through Friday, 8:00 a.m. to 8:00

BEST BUY PUBLICATION INFORMATION

Publish to Best Buy GLN: 0600603000003
Best Buy accepts: ADD, CORRECT, CHANGE_BYREFERESH AND INITIAL LOAD message types

BEST BUY GDS REQUIREMENTS

Best Buy requires the following for all trading partners participating in the GDS process. Trading partners must:

A. Use a certified GDSN data pool. If you do not have a data pool, it is Best Buy’s preference that you used 1WorldSync as they will support Best Buy’s requirements and attributes in a timely manner.

B. Be prepared to publish the GDS core attributes and Best Buy required attributes
   o Refer to GS1.org for GDSN core attributes
   o Refer to Best Buy PIM portal help tab for required attributes

Note: Any Best Buy required attribute not passed through the GDS network will require supplementation the Product Information Management (PIM) Portal. You will need security to the PIM Portal to access this information. Submit the Vendor Security Admin Request Form to request access.

C. Only publish items approved by your business partners and/or applicable to Best Buy product assortments

D. Every publication must have one orderable GTIN and one consumable GTIN. These flags may or may not exist on the same GTIN.
   o Example 1: A refrigerator where the orderable unit is also the consumer unit.
Example 2: A case of DVDs where the case is orderable and the each is consumable.

E. Publish at the highest level of the packaging hierarchy.
   - Out of packaging dimensions
   - Base unit (sellable unit or Each)
   - Case (master pack) and Inner package (if available)
   - Example: Case/Each or Case/Inner/Each

F. Unique GTINs are required for the Base unit, Inner box and Case boxes. (Refer to http://www.gs1us.org/resources/standards for more information)

G. Have a process in place to handle and react to Catalogue Item Confirmation (CIC) messages sent back to you. See section GDSN Response Messages below

HOW TO SYNCHRONIZE WITH BEST BUY

2. Do not send any data until Best Buy has sent you a ‘Go-Live’ Production email. We must create a subscription to your GLN to receive your item data after receiving the trading partner form mentioned above.
3. Depending on the data pool you are working with, make sure you have access to their systems and take the provided training
4. Verify your data and load items into your data pool.
5. Make sure others in your company are duplicating item setup for other retailers. The product information only needs to be setup within the data pool one time. Then just publish to the retailers that will be selling that product.
6. Review Best Buy’s Vendor attributes requirements for PIM portal. (Under the PIM help tab). We have required attributes that are not required to publish from the data pool and any attributes not passed through the network will require supplementation in the PIM Portal.

PUBLISHING TO BEST BUY

After Best Buy creates the subscription to your GLN, you will be sent a production email notification. Please notify Best Buy after you have published your first item so we can monitor for errors and assist with issues.

1. Publish items to Best Buy’s GLN 0600603000003
2. Best Buy’s current lead-time requirements for new item submission still apply. If you are unaware of the lead-time needed for new item submission, please work with your Best Buy business team to confirm. Please ensure you accommodate the data quality process into the lead time.
3. If there are attributes that cannot be sent through the network, login to PIM portal to
complete the setup and submit your items. Request access to PIM Portal as described above.

*Note:* Published items will appear in the “Complete Data Pool Worklist” in PIM

*Note:* Changes cannot be sent through the network unless the item in PIM has been submitted complete.

*Note:* Items must be submitted complete from PIM portal so the internal Best Buy teams can approve the SKU setup. No POs can be placed, until this has been completed.

4. To help you manage published data, you will start to receive e-mail reports that provide item status and action taken on your item. Please see the Report section for additional details.

**GDSN RESPONSE MESSAGES**

The CIC (Catalogue Item Confirmation) Message will be generated for CIN (Catalogue Item Notification) received through the Network. The CIC message is used to track all CIN activity and communicate status of the CIN message.

The only exception would be on the DELETE publications.

The following message choreography can be expected:

1. CIC Messages: generated once data has been received by Best Buy’s GDS system.

2. A RECEIVED CIC message will be sent right away if the data passes all standard GDS validations.

3. The final CIC SYNCHRONISED message will be sent once the item has passed or a CIC REVIEW message if the item failed validation in the Best Buy PIM Portal.

   Important: *If an item requires supplementation of Best Buy required attributes, no CIC response will occur until this step has been completed.*

   Items requiring supplemental information will be available in Best Buy’s PIM Portal in the New Item Worklist, Complete Data Pool Item step. Once the data has been supplemented and passed the validations and business rules in PIM, the data will flow through to the Merchant.
CIC Response Message Types

SYNCHRONISED – The item has successfully passed all Best Buy GDS validation and has passed Best Buy's validation and business rules in the Best Buy PIM Portal.

REVIEW – This response has multiple definitions and will only be sent if we do not accept the item in the Best Buy PIM Portal as published. See TROUBLESHOOTING ISSUES section possible reasons for review status

CIC Summary Report in Detail

The Summary provides a total count per GLN for a specified date range of CIC messages that have been Accepted, Rejected, and Reviewed. The summary information will be supplied within the body of the e-mail and will contain the following information:

• GLN – This is the GLN of the publishing organization
• Vendor Name – This is the vendor name of the publishing organization
• GPC category – This is the GPC category on the publication.
• Total number of CIC messages generated with a Sync status
• Total number of CIC messages generated with a Review status
• Total number of CIC messages generated with a Reject status

In the Detail section each line represents a CIC message that has been sent. The details contain the type of message sent, the CIN ID, the status of the message, the date and time the CIC was sent, and the CIC Review Error Message and the user that reviewed the item.

The details will be attached as a csv file to the e-mail and will contain the following information:

• GLN – This is the GLN of the publishing organization

• Vendor Name – This is the vendor name of the publishing organization

• Outbound Date/Time – This is the date and time that the outbound CIC message was generated.

• GPC category – This is the GPC category on the publication.

• Consumable GTIN – This is the GTIN of the consumable unit. In most cases this would be the Each GTIN. However in situations where the Best Buy sellable unit is not the each such as a case or master pack, you will see the case or master pack GTIN in place of the consumable under(s) under the case or master pack GTIN

• GTIN Description – This is a text field that provides the item description from the CIN message
• Packaging Type – This is the packaging type of the consumable (Ex: Each, case or master pack)

• Highest Level GTIN – This is the highest level GTIN of the publication.

• Highest Packaging Type – This is the packaging type of the highest level GTIN of the publication. If only 1 level is published, this field will be blank. (Ex: Case, Pallet, etc)

• Message ID/CIN ID – This is the Message ID/CIN ID of the inbound CIN

• Publication Type – This is the publication type of the CIN message (Ex: New Item, Initial Load, Change/correct)

• CIC Status – This is the action taken by Best Buy for the publication. The review message will be generated after Best Buy’s technical and business validations have been applied. If you are a supplementation vendor, this information will not show on this report until you have signed into the PIM Portal, added the required data and successfully submitted the items.

• CIC Message ID – This is the message ID assigned to the CIC Message sent back and may be used for tracking purposes

• CIC Review Error Message – This will identify the reason(s) that the review action was taken. Review statuses may be sent back for various reasons such as required data missing on non-supplementation items, invalid packaging hierarchies, etc. In most cases, you will be required to correct the data and republish as an ADD. One exception is if the error message is “Item Exists in Both Channels.” This error does not require the data to be republished as the UPC is already in our legacy systems for both dot.com and brick and mortar.

• User ID – This identifies the User ID of the person or system that took the action. In most cases this will be SYSTEM.

**BEST BUY REPORTS**

In addition to the CIC Message being generated, vendors will receive a weekly **PIM Activity report**. The purpose of the PIM Activity Report is to summarize vendor activity and track item data in PIM. The report tracks item data submitted via the Global Data Sync Network as well as the manual process through the PIM Portal.

• All vendors that submit items using the GDS Network or the PIM Portal
• Reports will be sent to all users that have access to your GLN in the PIM Portal.
• Weekly via e-mail, as applicable. The report will only be generated if any action had occurred the previous week or any action is needed.
The report contains information that includes pending, completed items in worklist; as well as the count of items sent through the GDS Network and those items created manually in PIM portal within the listed data range on the email.

The attached .csv file contains each the details of each item at the base GTIN level.

**TROUBLESHOOTING ISSUES**

You will receive a **CIC REVIEW** message if one of more of the following BBY validations fail:

- The item does not meet Best Buy's validation and/or business rules. For example an attribute is sent with an invalid value. The item should be corrected and republished as a NEW message.
- The item does not fall within a GPC (Global Product Classification) that Best Buy supports. If this is an item that should be carried by Best Buy, contact Best Buy's GDS Team at gds@bestbuy.com.
- If a supplementation vendor deletes an item when the item is in the Complete Data Pool Item step.
- If the item was previously set-up and exists in the PIM Portal.
- gs1TradeItemIdentificationKeyCode cannot be missing. One of the following must be included in the message ('GTIN_8', 'GTIN_12', or 'GTIN_13').

See also [http://www.gs1.org/gdsn/3-1](http://www.gs1.org/gdsn/3-1) for the global Business message standard validation rules for standard GDSN requirements to send data.