



network
DISTRIBUTION

Product Content & Image Scorecard

Network's Product Content & Image Standards is intended to assist our Program Suppliers in providing consistent, concise and customer-friendly product copy for use across multiple *Network* channels, including our Product Information Management (PIM) portal, ERP, and e-Commerce Selling Centers. Any personnel entering or submitting product data on behalf of *Network* Suppliers should refer to the 5 data quality modules shown below before beginning the product data submission process to ensure that *Network's* data quality standards are met for each product/sku.

Important Supplier Note: *Network's* Product Content & Image Standards relate to product data provided by you, our Program and Non-Program Suppliers. Additionally, you are responsible for the accuracy and completeness of the data (including color, dimensions and other product attributes) that you submit to *Network*, either directly or through a third-party intermediary (data pools). All information must match GDSN synchronized EXACTLY. In the event that inaccurate or incomplete data results in customer dissatisfaction, including claims by customers or third parties, *Network* may remove your product (s) from all internal selling channels. Submitting inaccurate data will also result in delays of data approval and use of your items in the *Network* downstream selling tools for our distributors/members.

Suppliers Must Provide:

- Legally compliant product data
- Consistent and accurate product data (including dimensions, claims, etc.) in all media they provide (e.g. promotions, videos, catalogs, online, advertising, product collateral, etc.)

Data Quality Scorecard

Product data and digital assets submitted by suppliers will be graded on a 5 point scale; 1- the lowest score possible and 5 - the highest score possible for each of the 5 data quality modules. A random sample size of Supplier product content and digital assets currently in *Network's* systems will be audited on a quarterly basis. Data quality scores will be emailed to Suppliers and forwarded to *Network's* Marketing, Master Data Management, e-Commerce, Distributor/Members and other *Network* stakeholders.

	Very Poor 1	Below Average 2	Average 3	Above Average 4	Excellent 5
Completeness & Timeliness					Data Integrity – All required values (attribute responses) are available. Unit of Measure (UOM) information is accurate and complete. Supplier response -Product data is submitted on time and on a recurring basis
Validity & Conformity					Data is submitted in the requested/required format and meets Network's business rules
Consistency & Accuracy					Data values must provide correct data - does not give conflicting information/facts - Represents the "real world" (source) of the product
Uniqueness					Each product has a unique identifier (UPC/GTIN) and is submitted only once
Digital Assets					Digital assets (images, SDS's, Videos, etc.) are align with image file names and URL addresses submitted through a data pool or via <i>Network's</i> Product Data Template. Each product must have 1 primary image.