The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020
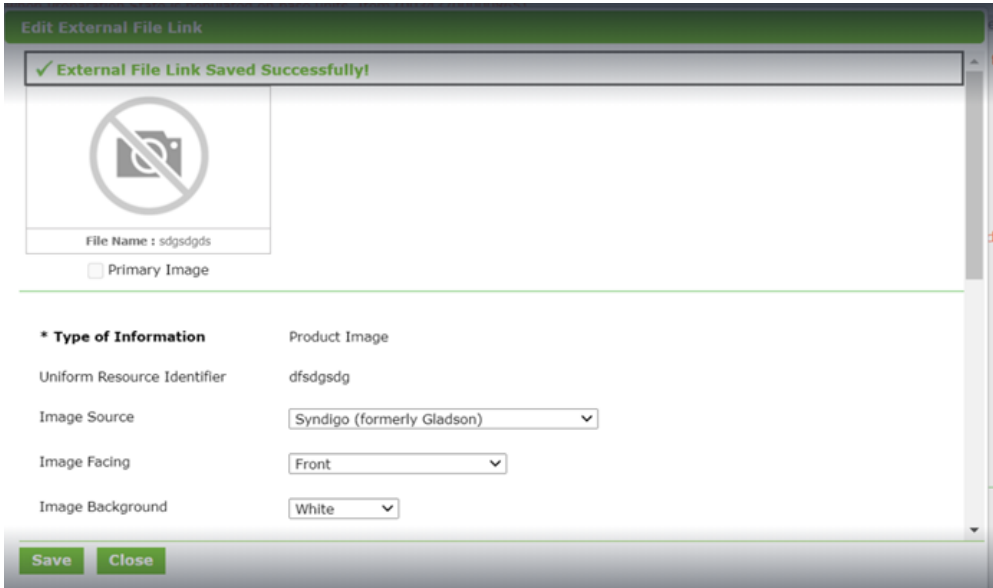
Inside this issue:

Happy Holidays!

Upcoming 2020 VIP and Item Management Release Info

December Release (12/12 Production)

In the December Production release, one of the valid values for Image source is being revised from Gladson to Syndigo (formerly Gladson). Please see the screen shot below for more details.

What's New?

As communicated previously, in an effort to broaden our Ship assortment on Kroger.com, we have partnered with 1WorldSync Item Management Discovery to pilot a new phase of item set up on 1WorldSync Item Management Discovery platform! This process is more efficient and eliminates dual touchpoints. Currently by invitation only for submitting your items to Kroger Ship.

In March of 2021, Brand owners who supply Apparel product to Kroger brick and mortar stores will also be able to participate in Item Management Discovery. Your Apparel category manager will be sharing more information on the roll out schedule for stores at a later date. Note: Item Management Discovery will be rolled out to additional store commodities in 2021 and 2022.

The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020

Data Quality Scorecard Update

The Kroger Co. emails out monthly data quality scorecards to its suppliers who are missing items or attribute data. After the New Year you will begin seeing our newest version of the DQ Scorecard. Highlighted below are a few of the changes you will see:

- **Addition of Images**. We expect to see at least 1 good image provided with each product and we will begin measuring this as an attribute.

- **Introduction of Attribute Groups with updated DQ Score Calculations.** The biggest change you will see with the new version is a concept called "Attribute Groups." We used to measure every attribute by itself. What we have realized is attributes are used in groups and if one data element is missing our systems won't use the supplier data and instead we go to purchased 3rd party data to complete the data set. So we have grouped some of the attributes into these Attribute Groups and the group is now a pass or fail when calculating the DQ Score. Below is a great example of how the attributes now fall into attribute groups and how the new scoring may result in different scores for you.

Old Scorecard

Attribute	Test Result
Ecommerce Description	Pass
Diet Type Code	Pass
Allergen Type Code	Pass
Level of Containment	Fail
Nutrient Type	Pass
Nutrient Basis Quantity Type	Pass
Measurement Precision	Fail
Nutrient Quantity Contained	Pass
Nutrient Quantity Contained Unit Of Measure	Pass
Serving Size	Pass
Serving Size Unit Of Measure	Pass
Preparation State	Pass
Proposition 65 Eligible	Pass
Proposition 65 Warning Label	Pass
Proposition 65 Warning Notice	Pass

Score = # of Passes / # of Tests*   (13/15) = 86.67%
*At the **Individual Attribute** level

New Scorecard

Attribute Group	Attribute	Attribute Test Result	Attribute Group Test Result
Ecommerce Description	Ecommerce Description	Pass	Pass
Diet Type Code	Diet Type Code	Pass	Pass
Allergen	Allergen Type Code	Pass	Fail
	Level of Containment	Fail	
Nutrifacts	Nutrient Type	Pass	Fail
	Nutrient Basis Quantity Type	Pass	
	Measurement Precision	Fail	
	Nutrient Quantity Contained	Pass	
	Nutrient Quantity Contained Unit Of Measure	Pass	
	Serving Size	Pass	
	Serving Size Unit Of Measure	Pass	
	Preparation State	Pass	
Prop 65	Proposition 65 Eligible	Pass	Pass
	Proposition 65 Warning Label	Pass	
	Proposition 65 Warning Notice	Pass	

Score = # of Passes / # of Tests*   (3/5) = 60.00%
*At the **Attribute Group** level

- You may notice some design element changes in the reports but what you won't be able to see is the new data model these reports are built from and the opportunity this creates for us in the future. Our focus until this point has been on the completeness of data and with many of these changes we can more easily report on the quality of the data. We will be sure to communicate any future enhancements in detail here.
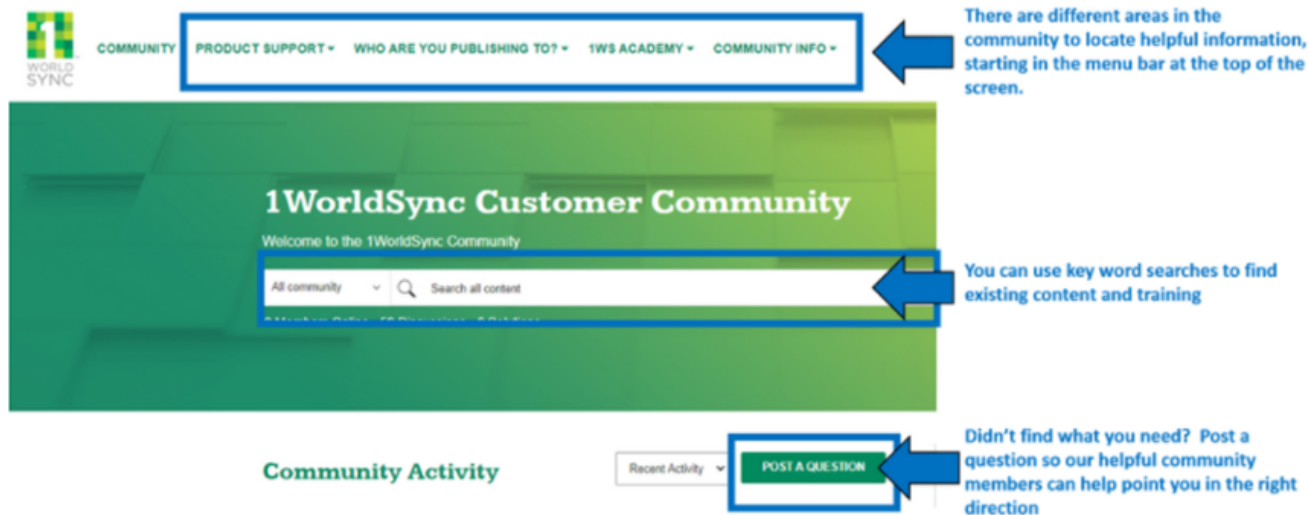
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The Kroger Data Advantage
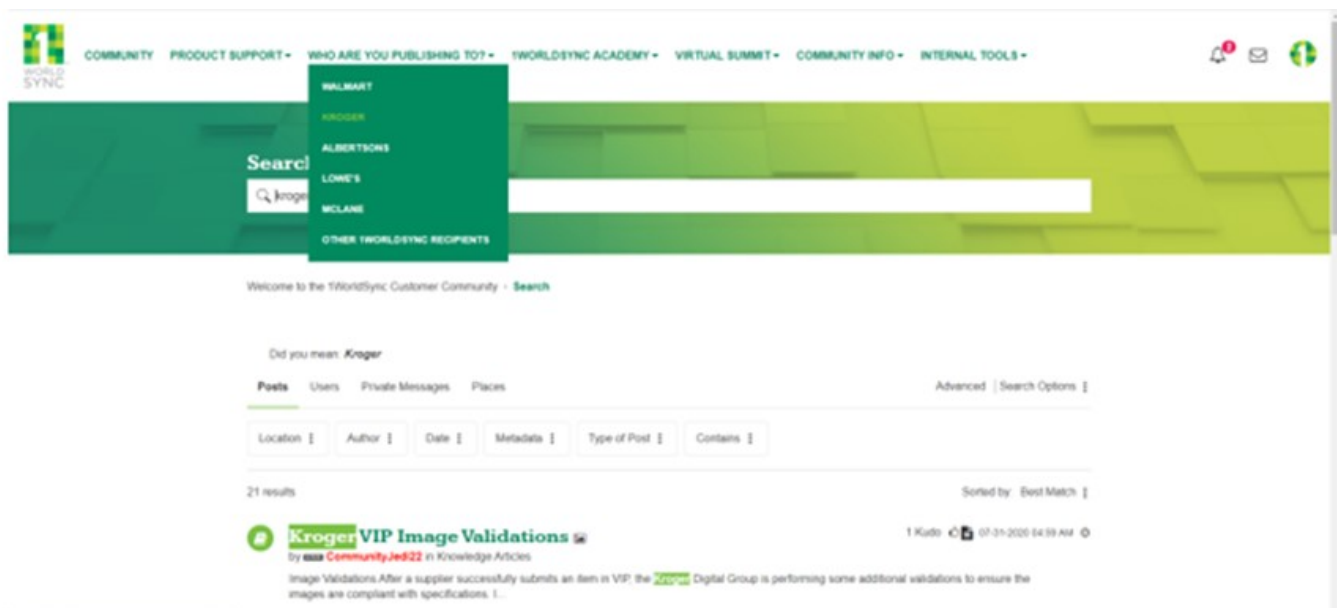
FOURTH QUARTER NEWSLETTER 2020

1WorldSync Community Platform - https://community.1worldsync.com/ (previously sent)

1WorldSync successfully launched the 1WorldSync community platform. This new capability gives our customers another vehicle for education, self-serve support, and peer-to-peer collaboration. An addition to 1WorldSync's already robust stable of support, education and training materials, the community platform empowers brands, retailers, operators, and distributors by tapping into the broad knowledge and tools needed to create, maintain and manage their product content initiatives. Through the customer groups capability, retailers have the ability to directly connect with their suppliers, leading to streamlined communications and stronger supplier relationships.

In the community, you can utilize the key word search functionality to search for existing content, ask questions, work with other customers, receive training and more.

There are different areas in the community to locate helpful information, starting in the menu bar at the top of the screen.

You can use key word searches to find existing content and training

Didn't find what you need? Post a question so our helpful community members can help point you in the right direction

The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020

REMINDER: Please Check Your Kroger Supplier Hub Profile Status

Kroger believes that everyone should have access to fresh, affordable and delicious food. Fulfilling that commitment is simply not possible without YOU, our valued suppliers. We know the trust our customers have in the product on our shelves is just as important to you as it is to us. By submitting and maintaining your Supplier Hub profile, you ensure that we know who you are and that you are assessed for compliance.

For this reason, we request that you take a moment to **log in to Supplier.Kroger.com**. Please review your Supplier Hub profile and be sure your information is up to date. Have there been any changes in your contact information? Are any of your food safety documents close to expiring? Maybe you put all of the necessary information in Supplier Hub, but never actually submitted your record. This is a great time for a little end of the year clean up!

Below are a few tips that are most commonly helpful for our Suppliers:

 A Few Tips for Success

1) When visiting **Supplier.Kroger.com** to complete or update your Supplier Hub profile, be sure to go to the **Review and Submit** tab to make sure all of the sections are **complete**. Then click on the **Submit** button. This is the last step before approval. Until the profile is actually submitted, it will sit in a pending status and put your profile at risk of being placed on Compliance Hold.

2) If the Food Safety team requests additional information, please provide the requested information, then click on **Create Reply** to send the profile back to the compliance team for further review.

3) After you **complete and submit** your profile, if you are not receiving payment from Kroger, please contact **corpvps@kroger.com** for assistance.

For help in Supplier Hub, please visit: **TheKrogerCo.com>Supplier>Supplier Hub>Supplier Hub Help**

Or you may contact our Supplier Engagement Group between the hours of **8:00 AM to 6:00 PM**

Eastern Time:

Phone (Inside the US): 1-844-277-6165 or (Outside the US): +011-513-387-1140

Thank you for your continued partnership in helping us serve our customers and communities every day!

The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020

How to Corner

Submitting Images for Website Updates

When submitting images, check your 'Image Facing' and 'Image Background' fields to ensure that they are filled in properly. When choosing these fields, they should be one of the following choices:

- Image Facing - Front, Back, Left, Right, Top, or Bottom

- Image Background - White or Transparent

When submitting any images to be updated for eCommerce updates, there is no need to use an Item Submission Reason Code of "Image Add/Update Only". The supplier can submit these updates with no Reason Code at all. If you are receiving an error for the event code, please clear out the obsolete event code and choose another. It will not matter what code you choose as you are not creating an IMF. After making any changes, please be sure to save, validate, and resubmit. Once you submit, please allow up to 2 weeks to see your changes reflected online. If you are not seeing your changes in that time frame, you can reach out to: digital_item_setup@kroger.com
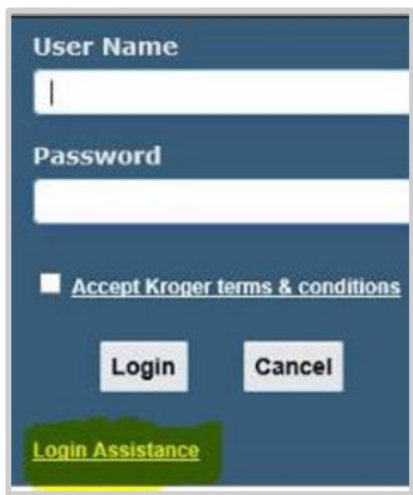

Supplier Hub Password issues:

Navigate to the Supplier Hub site.

If you have a username already, select login assistance and enter your email.

If you use the login assistance and receive a temporary password, please make sure to remove any extra spaces at the end of the password as this will cause an invalid character error.

If you do not have a username contact SEG 877-227-6165

The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020

Ocado Fulfillment Center Update:

Kroger is still on track for the first two Ocado customer fulfillment centers (CFC) to go live in Q1 2021 in Monroe, OH and Groveland, FL. Kroger and Ocado teams—from Technical to Digital to Supply Chain to Operations to Merchandising—continue to prepare and execute against this effort. One of the ongoing activities includes determining the appropriate assortment for the CFCs based on customer demand, product availability, and operational capability and capacity. If you have questions about assortment, please reach out to your Kroger GO Category Manager before submitting any items. They can inform you as to whether or not you need to do anything specific when submitting your item via the Kroger VIP (Vendor Item Portal).

In the coming months, we will be working with Ocado to identify the needed attribution to allow the CFC to operate as efficiently as possible. In many cases, we already have the right data and information, or the right answer can be deduced from the information and data we have. But there may be additional attribution that we require to support the operational capabilities of the CFCs. We will communicate needs to specific suppliers through more targeted communication where necessary. We all know that the success of the CFC launch and subsequent operation has everything to do with having accurate, complete data on the products we are selling.

The Kroger Data Advantage

FOURTH QUARTER NEWSLETTER 2020

Contact us:

We welcome your feedback, please submit to: ItemMDMVIP@kroger.com and include the word 'newsletter' in the submit line.

Supplier Engagement Group (SEG) ItemMDMVIP@kroger.com **877-227-6165**

Supplier Hub suppliercompliance@kroger.com **877-227-6165**

1WorldSync Helpdesk (VIP) **866-280-4013** option **8**

Next Newsletter March 2021