# DOT FOODS, INC.

# 1WORLDSYNC

# Image Webinar

**September 8, 2016**

# Introductions

| Samantha Allen | Kristen Moore | Melissa Paben |
|---|---|---|
| Senior E-Commerce Analyst, Master Data | Senior E-Commerce Analyst, Master Data | E-Commerce Analyst II, Master Data |
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1WorldSync

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# DSR Feedback

"I run into the need for images 4-5 times a week. Images give suppliers an edge.  I'm much more likely to sell a supplier's item if I have access to an image versus one that does not."

– Brad Williams-DSR

A.H. Hermel

"Images help close the deal. If an image is not available, I'll often skip the item."

– Chris Rhodes-DSR

Kelley FS of AL

# Dot Expressway

- <u>Users</u> – distributors, national accounts, brokers, suppliers
- <u>Distributors</u> – 13,592 users at 3,040 distributor companies
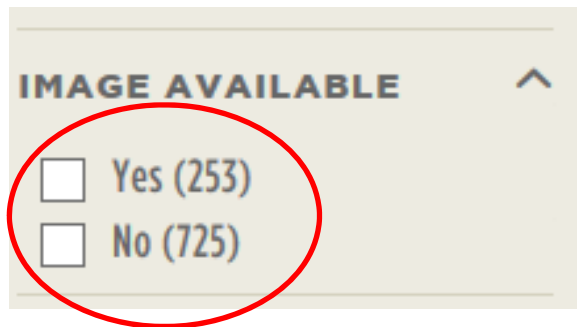- <u>DSRs</u> – 5,636 users at 853 distributor companies

# Expressway Filters & Icons

- Filters allow users to view items with images

**IMAGE AVAILABLE** ^

- Yes (253)
- No (725)

**Do not let your data be filtered out of the sale!**

- A graphic icon identifies when an image is present

SAVOR
**SPICES & SEASONINGS - IMPORTED**
PROMO/ALLOW

ANISE GROUND 6-11 OUNCE    **DOT** 588175
6-11 OUNCE    **MFG** 659138002679
5.33 lbs, 0.3 cube, 30 per layer, 240 per   **GTIN** 10684476041285
pallet

SAVOR
**SPICES & SEASONINGS - IMPORTED**
PROMO/ALLOW

ANISE STAR 6-7.5 OUNCE    **DOT** 588177
6-7.5 OUNCE    **MFG** 659138002686
4.2 lbs, 0.38 cube, 30 per layer, 240 per   **GTIN** 10684476041209
pallet

# Expressway Image Display

# Monthly Aligntrac Scorecard

- Sent to both GDSN & BDM contacts
- Self Service Reporting
- If you are not receiving this and should be, please contact your Master Data Analyst (MDA).

**SUMMARY BY PRODUCT LINE**

| Product Line | | Active Items | Published | Non Compliant | Core | Core % | M&N | M&N % |
|---|---|---|---|---|---|---|---|---|
| ( 224) | SUPPLIER ABC DRY | 288 | 282 | 0 | 282 | 97.9% | 282 | 97.9% |
| (1159) | SUPPLIER ABC FROZEN | 104 | 104 | 0 | 104 | 100% | 100 | 96.2% |
| **Totals** | | 392 | 386 | 0 | 386 | 98.5% | 382 | 97.4% |

**MARKETING & NUTRITION SCORE FOR ALL PRODUCT LINE ITEMS (FOOD/NON-FOOD)**

| Product Line | | Published | Marketing | Images |
|---|---|---|---|---|
| ( 224) | SUPPLIER ABC DRY | 282 | 100% | 100% |
| (1159) | SUPPLIER ABC FROZEN | 104 | 96% | 100% |
| **Totals** | | 386 | 99% | 100% |

| | A | B | C | D | U | V | W | X | Y | Z |
|---|---|---|---|---|---|---|---|---|---|---|
| | GTIN | Product Line Code | DOT Item Number | Manufacturer Number | Marketing | Images | Storage | Nutrition | Ingredients | Preparation |
| | 10684476045177 | 9999 | 614404 | A93313U | Yes | Yes | Yes | Yes | Yes | Yes |
| | 10684476046570 | 9999 | 623285 | 659138014009 | Yes | No | Yes | Yes | Yes | Yes |

# Future Data Management

- 100% complete on all items including images
- Quality checks for M&N data and images
- Additional searching and filtering on the Expressway
- Mobile scanning app

# Quality

# Photography Guidelines

- Composition
- Brands
- Orientation
- Lighting
- Shadows
- Angle of View
- Focus/Depth of Field
- Background

# Composition

1. A single item as it first appears "out of the package"

2. Items within product packaging

3. Product packaging with items fully secured for shipping

# Brands

- No additional
  - Brands
  - Logos
  - Watermarks

*other than what is already in place on product packaging

# Orientation

- Image frame should be
  - In a square format
  - Have equal dimensions both horizontally and vertically.
- Image may be cropped
- Remove white space
- Entire product must remain visible

# Lighting & Shadows

- The product and surrounding background should be evenly lit.

- Subtle, natural shadows are acceptable.

- Do not alter the image to create artificial shadows or remove existing ones.

# Angle of View

- Images should be taken at a downward angle to show all three dimensions
  - Depth (length)
  - Width
  - Height
- Avoid using a straight-ahead or straight-down image.

# Focus & Background

- The product should be clearly visible with an overall balanced focus.

- The image background should be solid white and evenly lit.

# Preparing Image Files

- JPEG (preferred), GIF, PNG or BMP

- Images stored as TIF files can be converted but cannot be published in the TIF format due to size limitations.

- Image files cannot be stored as .pdf, .doc, .ppt, etc., or link to a plain html page.

# Image URL

- Each URL must be a complete, direct link to the image
- Unacceptable Formats
  - dead links
  - login and password requirements
  - a generic link for all items in product offering
  - a URL which renders a page with multiple image files
  - links to image portals
  - corrupted files
  - poor resolution files

# Attribute Requirements

| Attribute | 1WorldSync Name | Comments |
|---|---|---|
| **Images** | | |
| Information Type | Referenced File Type Code | Required (at least 1 PRODUCT_IMAGE) |
| File Format | File Format Name | Required (i.e. JPG, GIF, BMP, or PNG) |
| URL | Uniform Resource Identifier | Required |
| File Name | File Name | Required |

*If you are using a 3rd party to host your images, be sure they provide you these 4 attributes so you can publish & fulfill the image requirements.

# Image Publication Options

- There are two options for providing Images through 1WorldSync

  1. If you host your own images, use the External File Link Attributes

  2. Option 2: Use the Digital Asset Management (DAM) tool if you would like for 1WorldSync to host your images

# Item Management

| 1WorldSync Item Management | |
|---|---|
| View: **Foodservice-US** | View: **Full Item View** |
| ➢ Marketing<br>  ➢ Recommended Attributes<br>    ➢ Referenced File Type Code<br>    ➢ Uniform Resource Identifier<br>    ➢ File Name<br>    ➢ File Format Name | ➢ Marketing<br>  ➢ Referenced File Detail Information<br>    ➢ Referenced File Type Code<br>    ➢ Uniform Resource Identifier<br>    ➢ File Name<br>    ➢ File Format Name |

# FUSE Template



- The FUSE Template is available under the Implementation tab > Data Loading & Maintenance on the 1WorldSync Solution Center

# Digital Asset Management

1WorldSync offers one place for data publishers to **host, share and manage** digital assets along with their product information **to the entire global trading community** including **mobile application providers and online marketers** via a single cloud-based service, to best **preserve brand integrity, and effectively interact** with customers.

# Digital Asset Management (cont.)

1WorldSync customer can effectively store, manage, reuse, and exchange digital assets with the same pipe used for product information exchange.

**PRODUCT IMAGES** **VIDEOS** **PLANOGRAMS** **SAFETY DATA** **PDFs** **PRODUCT SPECS** **WARRANTIES**

MEDICAL MANUFACTURER

FOOD SERVICE SUPPLIER

HARDLINES SUPPLIER

Digital Asset upload

URL assigned

GDSN

API

DATA RECIPIENT

# Digital Asset Management Links

**Resources**

- [Digital Asset Management Site](#)
- [Sign up link](#)
- [Video Tutorial](#)
- [Digital ID Whitepaper](#)

# FAQ's & Concerns

- Can I publish an image of the label?
  - You may publish an image of the label as an additional image.  However, an image of the label is not considered one of the three customer requested images (case, inner, and each).

# FAQ's & Concerns

- I had a 3$^{rd}$ party take images; what do I do next?
  - Reach out to your 3$^{rd}$ party to obtain the image files and/or URL's for the images and then publish in the GDSN.

# FAQ's & Concerns

- What if I do not have a way to host images?
  - The Digital Asset Management tool is a great solution for this! You can upload your image file into the tool, and it will generate a unique URL for you.

# FAQ's & Concerns

- I only have images for some items; should I still publish?
  - Yes, you should still publish.  Publishing the images you have at the moment is better than not publishing any images at all.
  - Establish a plan to obtain images of the remaining items.  A plan should also be in place for new items moving forward.

# FAQ's & Concerns

- I only have 1 image per item; should I still publish?

  – Yes, publishing the images you have at the moment is better than not publishing any images at all.

  – Establish a plan for obtaining the three customer requested images (case, inner, and each) and any additional images your company would like to share with customers.

# FAQ's & Concerns

- I do not have the time to publish.
  - Consider hiring an intern or temporary help to focus on publishing complete and accurate data via the GDSN.
  - Try focusing on one set of marketing & nutritional attributes per day or a set number of items per day. This will allow you to dedicate some time to publishing, and with consistency you will see progress.

# FAQ's & Concerns

- Our images are out of date.
  - Establish a plan for obtaining the three customer requested images (case, inner, and each) and any additional images your company would like to share with customers.
  - You may choose to photograph the items in-house or outsource to a 3rd party. Remember to follow the image guidelines discussed in this webinar to ensure you are capturing and publishing quality images!

# Links & Contacts

| Samantha Allen | Kristen Moore | Melissa Paben |
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*If you are unsure who to contact, please email masterdata@dotfoods.com

*For technical questions, please email technicalsupport@1worldsync.com

Dot Foods Landing Pages
- www.1worldsync.com/dotfoods
- www.aligntrac.com/dotfoods

Digital Asset Management Micro Site