



# **FreshDirect**

## **Data Synchronization Implementation Guide**

Version 1.0



**REVISION HISTORY**

<b>Date</b>	<b>Ver #</b>	<b>Description of Change</b>	<b>Author</b>
09-11-2017	1	Initial document	A. Dowdy



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## **1 FRESHDIRECT 'S DATA SYNCHRONIZATION INFORMATION**

### **1.1 Primary Data Synchronization Contact**

Name: Charles Troyer  
Phone: 917-543-8732  
Email: ctroyer@freshdirect.com

### **1.2 FreshDirect GLN Information- Publish To**

Production: **0811102020007**

### **1.3 Data Sync Environment**

FreshDirect's Global Data Synchronization Network (GDSN) Data Pool is 1WorldSync



### 2 STEPS TO BEGIN SYNCING YOUR DATA WITH FRESHDIRECT

1. Sign up with a GDSN-certified data pool provider (such as 1WorldSync), if you are currently not a member of a data pool.
  - a. You can contact 1WorldSync at 866.280.4013 or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to get more information.
2. Review the list of attribute FreshDirect is asking suppliers to provide via the GDSN. Access the FreshDirect Attribute Guide [here](#).
3. Have your complete and accurate item data loaded into your GDSN certified data pool and ensure it is ready for publication in Production. Ensure to populate attributes requested by FreshDirect to present your items accurately.
4. Complete the FreshDirect Trading Partner Form found on the FreshDirect data sync Landing page <http://www.1worldsync.com/customer-page/freshdirect/>. This will trigger the supplier set up process for data sync.
5. Aligntrac, FreshDirect 's solution partner, will create a subscription based on Information Provider GLN and send an email (from [support@aligntrac.com](mailto:support@aligntrac.com)) to the supplier's primary data synchronization contact when they are ready for the first publication.
6. Publish your item information to FreshDirect GLN **0811102020007**
  - a. FreshDirect requires their Suppliers to publish all products that the Supplier would like to make available. Items to include:
    - i. Items FreshDirect members currently lists
    - ii. Items that Supplier would like FreshDirect to list in the future
  - b. For the first publication Suppliers are to publish all products as "Initial Load".
7. Investigate and respond to "Review" CIC responses. FreshDirect will provide feedback on publications using the following method

#### **Catalog Item Confirmations (CIC's)**

FreshDirect will automatically return a CIC to the Supplier. The CIC sent will be based upon the following:

**"RECEIVED"**: Product has been received and has passed FreshDirect GDSN validations. This response will typically be sent within a few hours after receiving the publication.

**"REVIEW"**: Product does not pass FreshDirect GDSN validations or product has failed FreshDirect 's audit process and therefore has data discrepancies to be reviewed and addressed. Reason for Review status will be transmitted in CIC999. This response may follow a Received message and may take several days to resolve.



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**"SYNCHRONIZED"**: Product has been fully accepted and loaded into FreshDirect 's internal system and will be updated as revisions occur. This response will be sent after all validations and audits have been successfully completed.

**"REJECTED"**: Product has been de-listed by FreshDirect.



### 3 ATTRIBUTE REQUIREMENTS

Please review the [FreshDirect Attribute Guide](#) for:

- i. Attributes required by GDSN and 1WorldSync to ensure quality and completeness
- ii. FreshDirect specific requested attributes