

### WHAT IS KROGER ITEM MDM / VIP?

Kroger Item MDM / VIP will build the systems and data foundation for Kroger to better meet customer needs and support our stores.

Kroger will gather item attributes via a Vendor Item Portal (VIP) and the Global Data Synchronization Network (GDSN), for those suppliers that choose to participate in the GDSN.

The Kroger Landing Page provides information about GDSN, Item MDM, attribute requirements on the Kroger Attribute Sheet, Kroger VIP registration and access: <http://www.1worldsync.com/web/us/kroger>.

### WE ARE HERE TO HELP YOU!

Visit the Education section of <http://www.1worldsync.com/web/us/kroger> Quick Sheet tutorials are available after logging into the Vendor Item Portal.

### CONTACT US FOR HELP

**For Kroger business questions, contact the Kroger Supplier Engagement Group:**

email: [ItemMDMVIP@Kroger.com](mailto:ItemMDMVIP@Kroger.com)

phone: 1-844-277-6165

hours: 7:30 a.m. to 6:30 p.m. ET Mon-Fri

**For VIP or 1WorldSync technical questions, contact the 1WorldSync Technical Center:**

email: [TechnicalSupport@1WorldSync.com](mailto:TechnicalSupport@1WorldSync.com)

phone: 1-866-280-4013 Opt 2, Opt 2

hours: 8:00 a.m. to 8:00 p.m. ET, Mon-Fri

**For VIP or 1WorldSync registration questions, contact the 1WorldSync Business Support Services:**

email: [BusinessDevelopment@1WorldSync.com](mailto:BusinessDevelopment@1WorldSync.com)

phone: 1-866-280-4013 Opt 2, Opt 2

hours: 8:00 a.m. to 8:00 p.m. ET, Mon-Fri

**Kroger needs your data!**

### KROGER ITEM MDM / VIP WILL BENEFIT CUSTOMERS BY:

- Allowing us to use product attributes to look at products like our customers do.
- Improving the online experience.
- Helping us promote the right products to the right customers at the right time.
- Filtering to only the best or most appropriate products in customer mailers and digital offers.

### KROGER ITEM MDM / VIP WILL BENEFIT SUPPLIERS BY:

- Offering a single process to introduce or modify items.
- Improving our ability to analyze consumer habits and trends so you, and we, sell more products.
- Allowing you to use the Global Data Synchronization Network (GDSN) to provide more timely, accurate, and compliant data with fewer manual processes. GDSN allows you to share item data with all of your trading partners with only one entry.



[ItemMDMVIP@Kroger.com](mailto:ItemMDMVIP@Kroger.com)

1-844-277-6165



## Kroger Item MDM / VIP



Your participation is **REQUIRED** to do business with Kroger

## KEYS TO SUPPLIER SUCCESS

Suppliers own the item data they provide to MDM. Many suppliers publish this data on the **Global Data Synchronization Network (GDSN)**. Item data is downloaded via the GDSN to the **Kroger Vendor Item Portal (VIP)**. GDSN suppliers then top off their data with Kroger required attributes. Non-GDSN suppliers manually enter all item data in the Kroger Vendor Item Portal (VIP). Item data that requires review is forwarded to the category manager for approval.

The nine steps below are initial and ongoing actions your company must perform to successfully participate in this program. A web page especially prepared for suppliers called the **Kroger Landing Page** provides important details about carrying out these steps. See "Important Web Links" for the link to the Kroger Landing Page and other web pages that provide information about the GDSN, GTINs, and training. You can also call the appropriate contacts with questions (see other side of this brochure).

- 1. Confirm important information with your Kroger contact.** Be sure you know the Kroger class for your item. The Kroger Vendor Item Portal (VIP) requires the Kroger class with all item submissions.
- 2. Review training resources and register for training.** Receiving [training](#) for the Kroger Vendor Item Portal (VIP) is a vital success factor. The volume of information we now require is significant. Training for your hands-on Kroger Vendor Item Portal (VIP) users could more than offset the expenses you incur without it.
- 3. Ensure all items are GTIN compliant.** An understanding of GS1 standards and the expanded [Global Trade Item Number \(GTIN\)](#) is critical to your success in submitting item data to Kroger.
- 4. Determine how your company will communicate item information to Kroger.**
  - Leverage the GDSN for your item submissions then use the Kroger Vendor Item Portal (VIP) to top off your item input with Kroger-specific data, or
  - Use the Kroger Vendor Item Portal (VIP) to enter all item information.Kroger strongly encourages the Option 1 for most suppliers, but it is not required.
- 5. Identify your data management contacts.** The data management contact in your company should be responsible for:
  - Entering the item data and knowing where the data can be obtained (e.g., package dimensions, carton weight, and nutritional information).
  - Submitting item data using the GDSN/Kroger Vendor Item Portal (VIP), or just the Kroger Vendor Item Portal (VIP)
- 6. Register for the Kroger Vendor Item Portal (VIP).** [Registration](#) is required to access the Kroger Vendor Item Portal (VIP). You need your company's GLN information to register. Obtain assistance for this at 1WorldSync Business Support Services (see contacts on other side of this brochure). **NOTE: The registration process may take several days.** If you have an existing subscription to the 1WorldSync data pool, you may register for the Kroger Vendor Item Portal (VIP) at any time without additional cost. All other suppliers are required to register for an annual access fee.
- 7. Review attribute requirements.** Download the Kroger Attribute Sheet from the [Kroger Vendor Item Portal \(VIP\) Landing Page](#) to understand what item information is required for each class.
- 8. Submit items.** At this point, your company is ready to submit items using one of the two options mentioned in Step 4. Again, access the Kroger Vendor Item Portal (VIP) link through the [Kroger Landing Page](#).
- 9. Contact us for help.** (See back flap for details.)