

Overview

Q: What the Walmart Store Assortment Online Initiative?

A: The Walmart Store Assortment (SAO) Online Initiative aims to gather product information for targeted items sold in Walmart stores and to make the product information available on Walmart.com for its customers.

Walmart's goal is to make all store item product information viewable on Walmart.com.

Why is Walmart launching this initiative?

A: In order to enhance the customer experience in Walmart Stores and Walmart.com, Walmart is asking support from its suppliers to provide category-specific attributes and rich content (images, titles, descriptions etc.) for all eligible store items.

Who is affected by this initiative?

A: All Walmart suppliers supplying product to the stores which are not yet visible on walmart.com are affected. Select categories will be excluded from this initiative. Please review the materials which are available at www.1worldsync.com/walmart and the training available on the Supplier SharePoint to learn about these exclusions.

Do we need to do this for all items on Walmart.com, or is this strictly for the store assortment?

A: The Walmart SAO initiative is for all store products, whether currently sold online or not. These products must be populated with the web-ready content. For items currently sold on Walmart.com, make sure to continue to provide updates, if any to the information for those items.

Suppliers are strongly encouraged to publish their full catalog for providing visibility to Walmart merchants for potential future purchase.

What if I am not aware of which of my products are missing data required for the SAO initiative?

A: Walmart has made the list of items available online on the <u>Retail Link</u>. In Walmart documentation, this is referred to as "Data Quality Continual Improvement (DQCI) reporting." DQCI is the Walmart tool which provides visibility into which items are eligible for the Store Assortment Online Initiative and tracks their progress toward completeness.

4-12-2016



DQCI report can be found on the Retail Link:

• Retail Link > Apps > D > DQCI

My walmart.com data is already up to date. Do I need to do anything?

A: Suppliers are in compliance if all your items are visible online with rich web content as required by Walmart (refer to <u>Walmart Attribute Requirement Sheet</u> for SAO initiative). Please make sure to review DQCI report on the <u>Retail Link</u> to ensure your items are not listed there. If you are missing some items or attributes, the most efficient way to correct this is to leverage your GDSN data and use Product Introduction to top off any additional required attributes.

What if I don't see the category of my products in Walmart Enterprise Spec documentation?

A: If you don't see your product category, you will need to contact your merchant team at Walmart. Walmart has categorized <u>all</u> products into **Walmart Universal Categories.** Walmart Universal Categories is a simple list of 25 standard retail categories that organize everything Walmart sells. These categories are explained in the Walmart webinar recording available at www.1worldsync.com/walmart.

How can I submit my data to comply with this initiative?

A: Walmart supplier have two options to submit their product data for this initiative:

- 1. Manual data entry using the Walmart Enterprise Spec spreadsheet available on www.1worldsync.com/walmart
- 2. Suppliers can leverage their existing GDSN data and top it off with rich content within the Walmart Product Introduction solution.

What is Product Introduction (PI)?

A: Product Introduction or is a web-based application, designed and developed by 1WorldSync for the submission of new items, item changes and attribute modifications.



Is 1WorldSync Product Introduction solution the only way Walmart is accepting this information?

A: No. However if you are already a GDSN data pool subscriber, the most efficient way to become compliant is to leverage the GDSN data that you have already entered into 1WorldSync Item Management or the GDSN data pool you are subscribed to, and top off any additional web ready content in Product Introduction.

You have already completed most of the work in the GDSN. 1WorldSync data pool subscribers have already been given access to Walmart Product Introduction. <u>Login to Product Introduction</u> and refer to the Quick Sheets and training video for step-by-step instructions.

Other GDSN data pool subscribers can obtain access to PI here.

Can I just use the GDSN to do the required data synchronization?

A: No, the data for the Walmart Store Assortment Online Initiative is incremental to the data published via GDSN, but GDSN data is a great place to start. In order to synchronize your item data information, it should first be published through the GDSN to Walmart US GLN 0078742000008. Once a "Review" Catalogue Item Confirmation (CIC) message is received, suppliers must then log into <a href="https://dww.ncenter.org/linearing/lineari

How is the required data used differently from GDSN data?

A: GDSN data is used in an ongoing manner for item set-up, product data maintenance, and Enterprise Item overall. The Store Assortment Online Initiative is targeted at receiving and tracking rich content, imagery, and the progress of Walmart US store items visible online. As of now, these two systems and data sources are separate, from both a process and technology perspective. However, you can utilize 1WorldSync's Product Introduction solution to leverage your GDSN data by mapping it to Walmart's attribute requirements for this initiative.

4-12-2016



Do item images need to be submitted through Data Sync? How do I find out more about hosting my images?

A: Images are required for this initiative. All eligible item images can be submitted through data sync process and also via the Product Introduction solution for this initiative. If additional support for image management is required, feel free to read more about 1WorldSync's <u>Digital Asset Management</u> capabilities and email <u>businessdevelopment@1worldsync.com</u> for more information.

When will my items be listed on Walmart.com?

A: The goal of this initiative is to list all store products as early as possible. Walmart ingest the data into their backend systems in frequent batches.

Is there a cost to sign up for Product Introduction?

A: If you are an existing 1WorldSync data pool customer, there is currently no cost to your organization to participate in Product Introduction for the Walmart Store Assortment Online Initiative. However, you will need to register for Product Introduction. You can register for Product Introduction here.

If you are not an existing 1WorldSync customer, complete the Product Introduction registration page to determine the fee. https://store.1worldsync.com/StoreLogin?returnurl=%2f

Is there a cost to sign up for 1WorldSync's Digital Asset Management?

A: If you are an existing 1WorldSync data pool customer, there is currently no cost to your organization to utilize 1WorldSync's Digital Asset Management solution. Visit here to learn more.

What resources are available to suppliers?

A: The following resources/documents are available on www.1worldsync.com/walmart and Walmart Supplier SharePoint:

- Walmart Supplier Webinar Recording, recorded July 29, 2015
 - Available at www.1worldsync.com/walmart
- Walmart Enterprise Spec Valid Values
- Walmart Enterprise Spec Supplier Guide

4-12-2016

4



- Walmart Enterprise Spec Inclusion and Exclusion List
- Registration link for SAO "Ask the Expert" sessions
- SAO webpage

1WorldSync customers have resources/documents available for them on the 1WorldSync Solution Center and/or <u>Product Introduction Home Page</u>.

- 1WorldSync's Solution for Walmart.com webinar
- Quick Sheets explaining how to submit your product data
- Walmart Attribute Requirement Sheet
- 1WorldSync Product Introduction Troubleshooting sessions

How is 1WorldSync helping and supporting its customers?

A: In addition to the resources listed above, 1WorldSync is working closely with Walmart to align these new requirements with the existing toolset provided to you as a 1WorldSync customer. Visit this page to learn more about 1WorldSync's capabilities relevant to this initiative: http://solutions.1worldsync.com/walmart-online-initiative

I am current 1WorldSync subscriber. What are my next steps?

A: Below are the step 1WorldSync customers should follow:

1. UNDERSTAND: Store Assortment Online (SAO) Initiative Overview

- a. Walmart Supplier Webinar Recording: log into Walmart Retail Link to access this recording
- b. 1WorldSync Solution Webinar Recording: log into 1WorldSync <u>Solution Center</u> to access the recording

2. SCOPE: Determine eligible items

- a. Review the Data Quality Continual Report (DQCI) available via the Retail Link
- b. Retail Link > Apps tab > D > DQCI

3. IMPACT: Identify required/recommended attributes for your categories/sub-categories 1WorldSync customers have access to multiple resources to identify the attribute requirements:

4-12-2016

5



- a. **The Attribute Graph (TAG),** the 1WorldSync attribute rationalization and reporting tool allows users to interact with attribute sets as "playlists." TAG makes it easy to view all the required attributes for your categories in one place. <u>Sign up</u> for access to TAG. It is included in your 1WorldSync data pool subscription.
- b. 1WorldSync Product Introduction (PI) customers can also download the 1WorldSync Walmart Attribute Requirement Sheet which lists all the required attributes by category & sub-category, including detail on which attributes can be sourced through the GDSN. This spreadsheet is available on the Walmart PI home page.
- 4. ACTION: Load/Update/Submit Product Data in Walmart Product Introduction
 Item information can be provided to Walmart via Product Introduction. Product Introduction supports suppliers, regardless of whether the supplier uses GDSN.
 - a. Supplier using the GDSN canleverage the existing GDSN data and provide additional category specific attribute information within PI.
 - i. Review Quick Sheets: Submitting web ready content to Walmart GDSN
 - b. Suppliers who are currently not using the GDSN may use PI to create and submit product information.
 - i. Review Quick Sheets: Submitting web ready content to Walmart Non GDSN

Who can we contact at 1WorldSync for more help with the Walmart Initiative?

A: If you are a 1WorldSync customer, please contact your account manager at 1WorldSync. If you do not know your account manager, please send a request to businessdevelopment@1worldsync.com. You can also call 866.280.4013 Option 7

Getting Started with 1WorldSync Product Introduction (PI)

What is the process to get data from GDSN to Walmart for the Store Assortment Online Initiative? A: To submit data that satisfies the requirements of the Store Assortment Online Initiative, suppliers should publish eligible items through the GDSN to Walmart US GLN 0078742000008 if they have not already done so. Once publication is complete, the data will automatically get copied into Product

4-12-2016



Introduction. Once GDSN data is in Product Introduction, suppliers will need to log into Product Introduction and "top off" the data required for their product categories.

If the data is already published to Walmart US GLN 0078742000008, 1WorldSync users can perform modify function without changing anything and submit to Walmart US GLN. This is will also copy the data into Product Introduction, ready for top off with additional attributes not provided via the GDSN.

How is the process different for Non-GDSN vs. GDSN suppliers?

A: Below is the difference between Non-GDSN and GDSN suppliers

- <u>For 1WorldSync customers using 1WorldSync Item Management</u>: If the data is already published to Walmart, suppliers should save the data without modifying it, which will send out a CIN modify and trigger the data to be brought into Product Introduction. This may be referred to as a "ghost modify."
- <u>For GDSN suppliers not using Item Management</u>: Contact your GDSN data pool or Solution Provider for instructions on how to connect GDSN data to the Walmart portal.
- <u>For Non-GDSN suppliers</u>: You will need to <u>register for</u> and <u>log into</u> Product Introduction, then submit all required data through that interface.

What if I am already using Product Introduction (PI) to publish data to another Data Recipient?

A: For current 1WorldSync data pool subscribers already using Product Introduction, has already been enabled for Walmart PI. Login Here: https://productintro.prod.1sync.org/login/login.fcc

Where can I sign up for training and is it required?

A: Training is not required, however it is strongly recommended. There are several self-education documents available on the Product Introduction home page and also in the 1WorldSync Solution Center. Additionally 1WorldSync customers are encouraged to attend live <u>Troubleshooting sessions</u> (held weekly).

How do I register for Product Introduction?

A: All current 1WorldSync data pool subscribers have been given access to Walmart Product Introduction.

7

4-12-2016



If you are already a 1WorldSync Product Introduction subscriber, login at https://productintro.prod.1sync.org/login/login.fcc. If you have any questions, contact 1WorldSync Technical Support at 866.280.4013 or technicalsupport@1worldsync.com.

If you are not registered for Production Introduction, use the link: https://store.1worldsync.com/StoreLogin?returnurl=%2f to register. There is a nominal fee for non-1WorldSync customers.

Where can I find the attributes requirements for my items?

A: The Walmart Store Assortment Online initiative spec is available for download by all Walmart suppliers at www.1worldsync.com/walmart.

1WorldSync customers have access to additional resources and support:

- 1WorldSync customers can sign up for <u>The Attribute Graph</u> (TAG), an attribute rationalization and reporting tool that allows users to interact with attribute sets as "playlists." This makes it easy to view all the required attributes for your categories in one place. <u>Sign up</u> for access to TAG.
- 1WorldSync customers can also <u>log into Product Introduction</u> to download a 1WorldSync Walmart Attribute Requirement Sheet which lists out all the required attributes by category, including detail on which attributes can be sources through the GDSN.

As an Item Management (IM) user, will I continue to use 1WorldSync IM to publish our data to Walmart? Will that data be copied to the PI solution so I don't have to enter it twice?

A: Yes, publish your data as you normally would using Item Management. Item information does not need to be entered twice, but you will need to "top off" some information in PI.

- If you have **not** already published to Walmart, you must do that first, then log into PI to complete the information.
- If you **have** already published to Walmart, you need to go back into IM and save your item information without modifying it ("ghost modify"), which will prompt a CIN to be sent allowing the data to flow through into PI. Then sign into PI and complete the web-ready content.

4-12-2016

8



Who will have access to the test environment?

A: There is no test environment. All actions are to be taken in the Production environment.

What should I do if I have published my items but I do not see them in PI?

A: If items are not in PI within 4 hours, please check with your GDSN-Certified Data Pool (e.g. 1WorldSync) to ensure that your item synchronization was successful. If you continue to have difficulties, please contact 1WorldSync technical support at technicalsupport@worldsync.com or +1 866.280.4013 for more details.

What publication type should I use to publish my item in GDSN or list my item in PI, "Initial Load" or "New" and why is the publication type important?

A: All items should be published as "Initial Load". If the publication type is not set correctly, you will receive a "REVIEW" CIC Message and you will need to resubmit or relist the publication.

Do items at all levels of the hierarchy needs to be updated within PI?

A: Items at consumer unit must be updated within PI with additional category specific attributes. So if Each is the consumer unit, only update item at Each level. If Case is the consumer unit, then update the Case level item.

Where do I find the definition of an attribute in PI?

A: If you hover over an attribute, the definition of the attribute will appear.

What is the difference between "Save" and "Save Draft?"

A: "Save Draft" saves the item you are currently working on and should be used frequently when entering an item or topping off an item. "Save" means the item has been fully validated and does not contain any errors. All items must be saved before they can be submitted.

How do I correct an attribute in PI that I submitted in GDSN?

A: Attributes populated in GDSN are greyed out. Any attributes populated in GDSN cannot be updated in PI; you must go back into GDSN and update the attribute.

4-12-2016

9



If the attribute is a GDSN available attribute, do I have to populate it in GDSN?

A: No, you do not need to populate optional GDSN attributes. It is strongly recommended that you populate as many attributes as possible in GDSN.

If I add a GDSN available attribute in PI, will the attribute synchronize back to my GDSN-Certified Data Pool (e.g. 1WorldSync)?

A: No, attributes populated in PI will not be sent to your GDSN-Certified Data Pool. If you would like an attribute added to GDSN you will need to enter the attribute in GDSN.

If I successfully created and saved a new item in PI (non GDSN) where do I find the item I just added? A: All items entered in PI can be found under the View Entered Items Queue of the Portal-Entered Item Section.

Am I able to link items together to create an Item Hierarchy in PI?

A:

- <u>For non GDSN Suppliers</u>: you must link each level of your item hierarchy or packaging configuration together to submit the full item hierarchy. Under the View Entered Item Queue, you must link the items under the Link option of the "Take Actions" Menu.
- <u>For GDSN Suppliers</u>: you will already have published the hierarchy. It is only required to Top off in Product Introduction at the "Each" level.

When can I expect to see a Catalogue Item Confirmation (CIC), and what are the possible responses of a CIC (Authorization)?

A: Once the item is published to Walmart, you will receive a Review message in GDSN. Once the "REVIEW" response is received you should login to PI to add any additional attribute information and submit the item to Walmart for approval.

After the item is submitted in PI it will go through the internal approval process.

4-12-2016



How will Walmart handle ongoing changes and modifications?

A: Any changes/modifications must be sent through the data synchronization process or made directly in PI. Once new items are set up in the current systems, the item will also need to be added in PI and published as an Initial Load.

4-12-2016