



December 4, 2018

Volume 1, Issue 6

We welcome your feedback at ItemMDMVIP@kroger.com Please include the word 'newsletter' in your subject line.

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Questions on these topics or the data score-card?

Webinar Dates

Dec 4th, 1pm-2pm

Dec 6th, 2pm-3pm

Register [Here](#)

To Our Valued Suppliers

Image Changes for December and February VIP

Starting February 16th, images will be required for all new items and modifications with an item submission reason code and a Kroger Intended Sales Variant (KISV).

As a reminder, these are the requirements for images:

- Need at least a main front facing image
- 1000 px minimum in one direction
- 300 dpi (resolution)
- RGB color mode
- White or transparent background
- .jpg or .png
- File name must include UPC (GTIN-13 format is preferred)
- Product only shots
- Single product in one image
- GS1 standard preferred
- Please try to include multiple angles of images as well, especially nutrifacts, sides, and ingredients

Item data submitted through the Vendor Item Portal will populate our digital channels downstream. We have opened the pipeline for the data to flow for ingredients, nutritionals, allergens, claims, and images. If you don't have a place to host your images, we have an available solution starting with the December

8th VIP release. Images provided to Kroger via VIP will flow to digital platforms downstream after review by our Omnichannel team.

1WorldSync is adding the 1WS Digital Asset Management (DAM), also known as "Digital Assets" section, to Vendor Item Portal.

The December 6th release will have the Digital Assets section (Digital Assets "Ribbon"). This section will allow suppliers the following functionality:

- Add digital assets and metadata
- Update the metadata
- Delete a digital asset

The DAM feature will allow VIP suppliers to add image content for their products and to send these images to Kroger.

For the December release, this does not replace the Images section, which includes the Kroger specific image attributes, and the external file link section. Kroger attributes for Image Source, Image Facing, and Image Background will be required for new assets added in the DAM section, but not for standard External File Link images. These sections will still display and be available

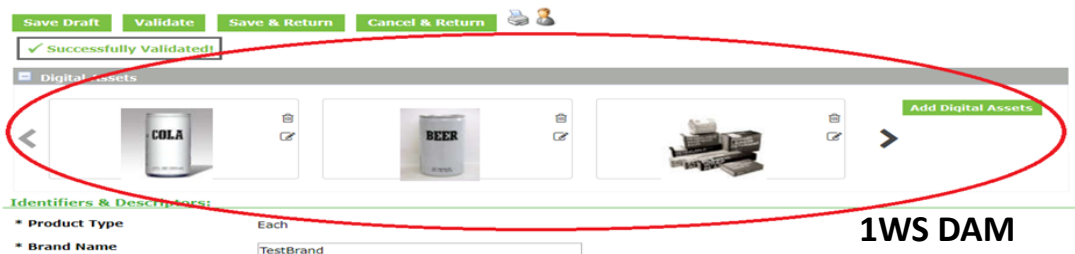
for December to accept GDSN data or external authorized sources (Kwikee, Gladson, SMSB).

In order to use the Digital Assets section, suppliers will need to contact 1WorldSync to have their account enabled. Kroger customers will be able to use Digital Assets at no charge to the Suppliers/Information Provider.

On February 16th, the data that has been previously loaded to the image section and the external file link section will be migrated to the DAM, and these sections will go away. The Kroger attributes (Image Source, Image Facing, and Image Background) will be available in the DAM and prepopulated for any data that has been migrated.

If the intent is just to upload a new or additional image to an existing item in VIP, do not use an item submission reason code. We do not want an IMF generated for only an image addition or change. We have workflows downstream that will generate a review of the image before placement online.

Remember, images will be required with the February 16th VIP release. Thank you in advance for being a valued Kroger supplier!



1WS DAM

Item Data Flow

A common question that we are asked is where does the data go when a supplier submits it in the Vendor Item Portal? We have provided the chart at the right to help explain this.

The Vendor Item Portal (VIP) accepts data published from GDSN as well as allows non-GDSN suppliers to load directly into the portal so that all items can flow downstream.

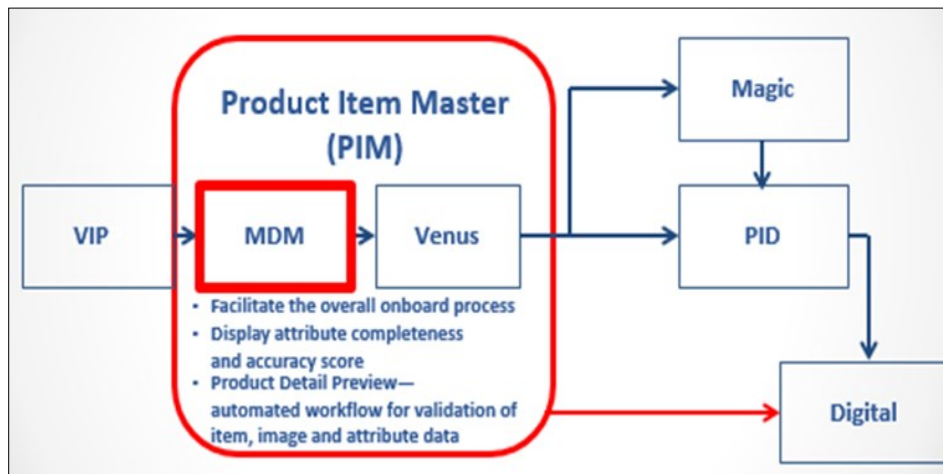
From VIP, the information is stored in the Master Data Management (MDM) system, which is a giant database that feeds downstream systems.

MDM sends item data to

Venus, where category managers can make decisions on the data and what to do with the items in store and online.

Once a category manager approves an item, it goes to the Product Item Master (PIM) where data quality checks are performed on the item, both by machine learning, and by associates reviewing the data.

Once an item is approved in PIM, it heads to the Product



Item Database (PID) where the item setup team sets up the item for in store and online selling.

Then, the set up item is sent downstream to digital to be displayed for Ship, Pickup, Fred Meyer Direct, Vitacost, etc. Attributes like ingredient statement, nutrients, gluten free claim, organic claim, or non-GMO

claim are displayed with the item from information entered in VIP.

When items and attributes are updated in VIP, the whole process kicks off again. So, if there is a concern with the data displaying online, make sure your data is complete, accurate, and up-to-date in the Vendor Item Portal!

Supplier Hub Information Request

Supplier Hub is here! Kroger has implemented a new vendor management system where contact information and compliance documentation will be stored. The Supplier Hub will be the **ONLY** gateway into the vendor payment system. It is important for vendors to promptly contact the Supplier Hub team to begin the setup process.

Previously, there was just an email address to contact the Supplier Engagement Group that provides support for the Supplier Hub. This month, a

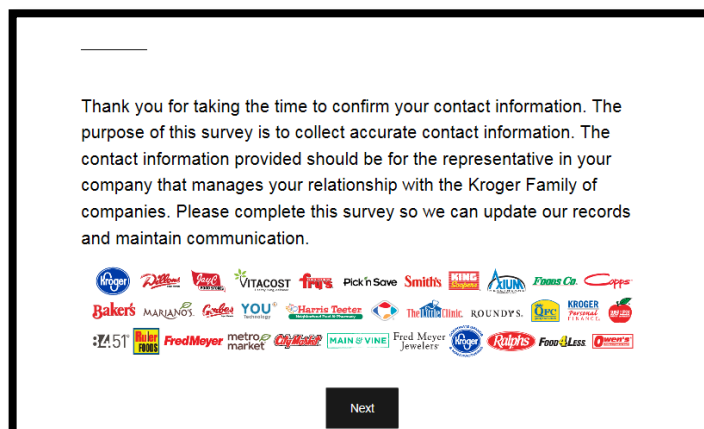
link to a survey was added where vendors can provide us with their data. This gives another option to provide supplier contact information. The contact information provided should be for the representative in your company that manages your relationship with the Kroger Family of companies.

Click on the link below to get a jump start on the process. <https://www.research.net/r/KSHDIN>

Email any questions



to SupplierCompliance@kroger.com with "Supplier Hub Vendor Request" as the subject line or call the helpline at 844-277-6165, option 2.



First page of the Supplier Hub Vendor Validation process.

The Kroger Company

1014 Vine St.
Cincinnati, OH
45202

Phone: 844-277-6165, option 1
Email: ItemMDMVIP@kroger.com

Accurate and complete data, in a timely manner, is our goal!



Questions?

Any questions on this or any other topic in the newsletter, please email the SEG team at ItemMDMVIP@kroger.com Please include the word 'newsletter' in your subject line.

How to Corner – Submitting an Item to correct Data Quality issues without Generating an IMF

Home | Products

Product Information

Kroger Hierarchy Data

Additional Information

- Comments ✓ ←
- Attachments
- Workflow History
- Change History

Do you know where to find your CIC messages? On the hierarchy page in the upper left hand corner, there is a COMMENTS link. Click there, and it will display your CIC messages. These give you confirmation that the item is received by Kroger, IMF number, errors, and approvals (figure on the right).

Have you received a CIC message in VIP that asks you to provide some information like ingredient statement, nutrients, gluten free claim, organ-

ic claim, or non-GMO claim? This means your item has gone through a Data Quality review and is missing some information.

If so, we want the items published to us as INITIAL LOAD, not NEW. When you validate and submit, do not choose an item submission reason code. This way, the data syncs with our downstream systems, but it doesn't create an IMF for the category manager to review.

Reason codes are not needed for certain updates such as correcting information on the Data Scorecard. The category managers do not need to review this information.

Your category manager will let you know if they need an IMF or not with an item submission. For the Data Scorecard, do not generate an IMF.

On the hierarchy page, at the top, you want to see a 'complete' status and a Kroger CIC state of 'synchronized'.

A status of 'In Process Retailer' means you've sent an IMF to the category manager. This is not what you want to do.

Comments			
1 to 15 of 15 Comments			
Date/Time	Ending Item Status	Comment Author	Comment
19-Nov-2018 07:24:14	Reviewed	bu.0838016003308.4NDVW54P	Item Returned for Review: Consumer items contain specific errors.~ Item Returned for Review: Please supply the NUTRIENT INFORMATION.

Status: **Complete**

Assigned To:

Kroger CIC State: **SYNCHRONISED**

Publication Type: **Current**