

# Global Product Catalogue

## Data Synchronization Service for Retailers

In today's highly competitive retail environment, speed is everything. To succeed, your retail operation must be able to get merchandise to the selling floor before your competition, offer a compelling multi-channel experience to your customers, and make this happen at the lowest possible cost to maximize margins and profits. As a foundation for your business, accurate, timely, and complete product information allows you to get merchandise into the store quickly and helps create a differentiated shopping experience.

Obtaining product information from your suppliers may seem overwhelming. It doesn't have to be. GXS has been helping retailers gather and manage product information from their supplier communities since 1988. With an existing base of nearly 6,000 companies using GXS Global Product Catalogue, GXS has the experience, integration capability, and community enablement methodology to successfully automate your item maintenance process.

## The Retail Industry's Complete Solution for Product Data Management

GXS Global Product Catalogue is a centralized electronic product catalogue and data synchronization service enabling retailers access to complete and up-to-date product information from all of their suppliers. Buyers, warehouse personnel, or merchandise support staff can access supplier catalogues online or through direct integration with your merchandising system to find all relevant style, GTIN, and descriptive information needed to manage item setup. Updates to product information are synchronized so that as suppliers make changes to existing items, the information is communicated to you automatically.

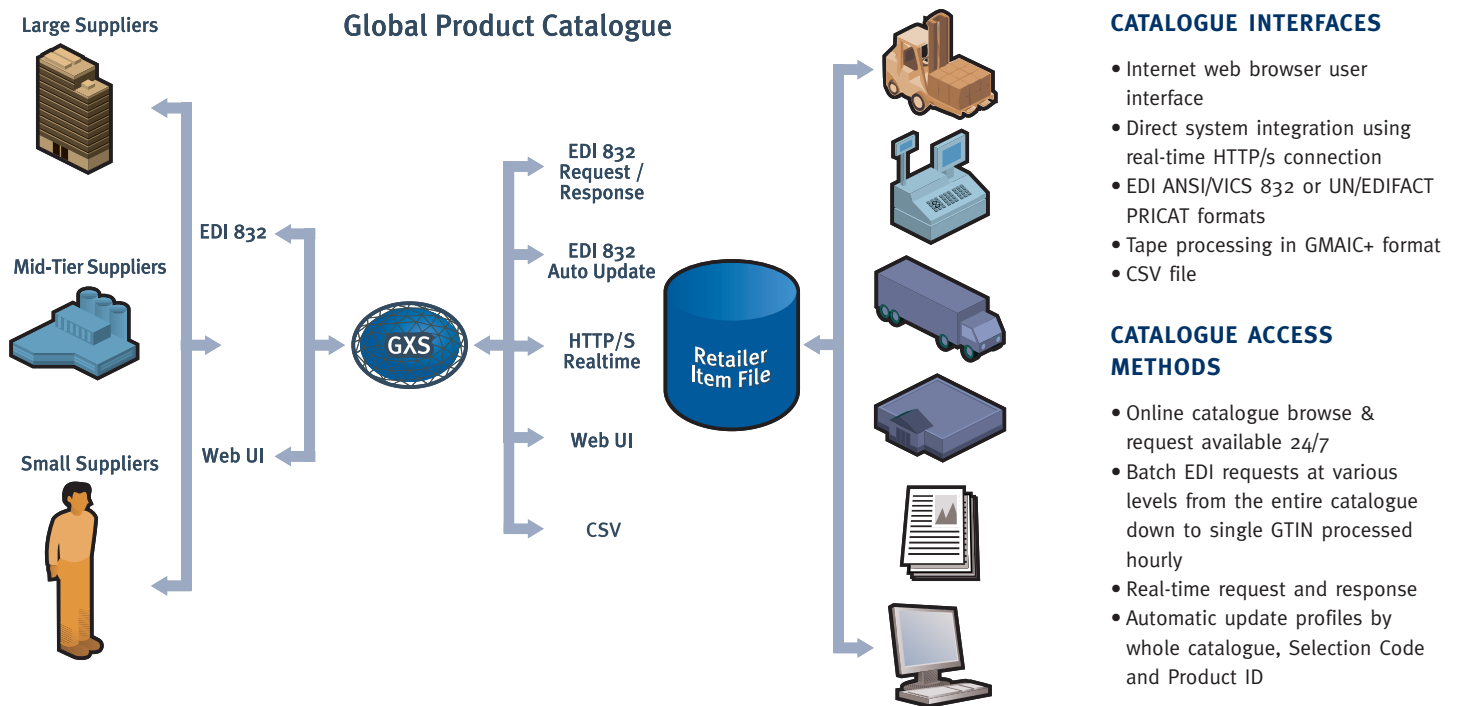
Your suppliers will find GXS Global Product Catalogue easy to use and maintain. The service has a wide variety of tools for suppliers to load and maintain their online catalogue including a web interface and batch EDI. Powerful data quality validations are available to your suppliers to ensure that the data they provide meets your requirements. In addition, GXS provides complete implementation support to ensure that your suppliers are up and running quickly.

## How GXS Global Product Catalogue Works

Using GXS Global Product Catalogue is simple and straight forward for you and your suppliers. To use this hosted solution, your supplier assigns GTINs to all trade items, loads the information into GXS Global Product Catalogue, and grants you access to the relevant portions of their catalogue. Then, you may browse, request, and receive catalogue data as needed or on a pre-determined automated schedule.



**GXS has the experience, integration capability, and community enablement methodology to successfully automate your item maintenance process.**



## Retailer Features

GXS Global Product Catalogue offers a full suite of features so you can obtain complete and up-to-date product information from all of your suppliers. Key features include complete data validations and comprehensive data attribute support.

## Data Validations

GXS Global Product Catalogue ensures data quality through more than 150 validations performed on every item. In addition to standard data integrity checks, GXS provides retailers the opportunity to identify supplemental data validation requirements unique to their operation.

Standard data validations include:

- Data formats for GTIN, dates, and enumerated code lists
- Product ID required for all items
- Product dates rationalized

Optional retailer validations include:

- NRF color and size codes and descriptions
- Booking date
- Suggested Retail Price
- Unit Cost Price
- Country of Origin
- Brand
- Minimum Order Quantity
- Order Quantity Multiple

## Comprehensive Data Attribute Support

With more than 550 attributes, GXS Global Product Catalogue has the most extensive attribute support in the industry including:

- Item descriptions including short, extended, brand, color, size and classification
- Pricing information such as wholesale cost and suggested retail with multiple start and end dates and trading partner-specific pricing
- Ordering information comprised of minimum order quantity, available to order, and available to ship dates
- Pre-pack information like assortments, pack sizes and nested sets
- Logistics information encompassing country of origin, packaging hierarchy, and packaging dimensions
- Customer-facing information consisting of images, warranty documents, and product branding
- Category-specific attributes such as apparel, food, beverage, hardware, and many more

## The Benefits to Your Organization and Your Suppliers

Using GXS Global Product Catalogue benefits both you and your suppliers. For retail organizations, GXS Global Product Catalogue brings a host of advantages including the following:

- A single source for high quality and timely supplier data reduces merchandising administrative costs
- Automated item setup, maintenance, and cross-referencing improves time to market
- Independence from suppliers' data formats, media, and timing priorities decreases IT cost
- Reduced POS scanning errors improves customer service and reduces reconciliation costs

GXS Global Product Catalogue is a cost effective and efficient solution for suppliers to better manage their new item introduction and item maintenance processes. With GXS Global Product Catalogue, your suppliers will experience:

- Faster receipt of confirmed orders improving manufacturing forecasts
- Accurate orders reducing administrative costs, shipping charge-backs, and invoice deductions
- Better utilization of sales force reducing overall cost to serve

## Complete Community Enablement

Complete data synchronization and product data management requires that businesses exchange data with all of their suppliers—not just the largest ones. Therefore, it's essential to make sure that all suppliers, even small and medium-sized businesses (SMBs), are electronically connected to your data synchronization and catalogue investments. To serve this need, GXS offers Community Link—best-in-class community management through global trading partner ramping, technical support and change management. GXS Community Link enables you to quickly and successfully launch a catalogue and data synchronization program to all of your suppliers using GXS's unbeatable combination of high-tech tools, proven enablement methodology and more than 35 years of experience launching and managing global trading communities.

## ABOUT GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration, synchronization and collaboration among trading partners. Organizations worldwide, including 75 percent of the Fortune 500, leverage the GXS Trading Grid<sup>SM</sup> to extend supply networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. With an unmatched global presence, proven trading partner management and B2B outsourcing services, GXS's on-demand solutions maximize the benefits of integration for businesses.

Based in Gaithersburg, MD, GXS's extensive global network serves customers throughout the Americas, Europe, the Middle East and Africa and Asia Pacific regions. GXS can be found on the Web at [www.gxs.com](http://www.gxs.com).

Features	Retailers	Suppliers
<b>Catalogue Interfaces</b>		
Web browser user interface	✓	✓
Direct system integration using real-time HTTP/s connection	✓	
EDI ANSI/VICS 832 or UN/EDIFACT PRICAT formats	✓	✓
CSV files	✓	
<b>Catalogue Access Methods</b>		
Online catalogue browse and request available 24x7	✓	✓
Batch EDI requests at various levels from the entire catalogue down to single GTIN processed hourly	✓	
Real-time request and response	✓	
Automatic retailer update profiles by whole catalogue, Selection Code and Product ID; Suppliers can grant access for same	✓	✓
Tape processing daily	✓	✓
<b>Data Validations</b>		
Ensures data quality through more than 150 validations performed on every item; Retailers may identify additional data validations unique to their operations	✓	✓
<b>Standard Data Validations include:</b>		
Data formats for GTIN, dates and enumerated code lists	✓	✓
Product ID required for all items	✓	✓
Product dates rationalized	✓	✓
<b>Retailer-Specific Validations may include:</b>		
NRF color and size codes and descriptions	✓	✓
Booking date	✓	✓
Suggested retail price	✓	✓
Unit cost price	✓	✓
Country of origin	✓	✓
Brand	✓	✓
Minimum order quantity	✓	✓
Order quantity multiple	✓	✓
Item length, width and height	✓	✓
Gross weight	✓	✓
Net weight	✓	✓
Trade item unit-of-measure	✓	✓
Product type (functional name)	✓	✓



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