SEARS HOLDINGS

Sears Holdings Corporation Data Synchronization Initiative

Data Synchronization Implementation Guide

Version 3

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REVISION HISTORY

Date	Ver #	Description of Change	Author
4/22/2009	1	Initial document	C. Macias
5/12/2009	2	Minor edits & document formatting enhancements	C. Macias
5/18/2009	3	Updated IMA Helpdesk phone number	V. Anand

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1 OVERVIEW

This document is intended to be used by suppliers who will be sending item data to Sears Holdings Corporation (SHC) using electronic Data Synchronization with the Global Data Synchronization Network (GDSN®).

Data Synchronization is the electronic transfer of standardized product information between Trading Partners and the continuous synchronization of the data over time.

The benefits of data synchronization include:

- Facilitates accuracy of item data
- Speeds Item Introduction & Creation
- Enables electronic review and approval processes
- Improves market share by increasing speed to shelf for new items
- Reduces out-of-stocks
- Reduced shelf-tag and checkout errors in stores
- Builds foundation for future applications

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2 SHC DATA SYNCHRONIZATION INFORMATION

2.1 Primary Data Synchronization Contact

Name: Keri Thompson
Phone: +1 847.286.0840
Email: KThomps1@searshc.com

2.2 SHC GLN - Publish To

Production: **0633815000004**
Note: this GLN identifies both Kmart and Sears.

SHC's GDSN data pool is 1SYNC.

2.3 Key Points to Synchronizing Data with SHC

2.3.1 PUBLICATION TYPE

SHC's data synchronization initiative consists of **New** publications only at this time. SHC will not be synchronizing data on existing items (i.e., no Initial Loads) until a later date.

2.3.2 MAPPING OF PACKAGING CONFIGURATIONS

Suppliers will continue to publish as usual, publishing the highest node of their hierarchy. SHC will be mapping attributes from the different levels of the packaging configurations received.

At this time, SHC will not be taking in full complex hierarchies [MX (Mixed Pallet) and DS (Mixed Case) product types], but will take in the EA (EACH) level from your complex hierarchy. A "REVIEW" CIC will be generated letting you know these levels of the hierarchy, and will need to be built directly in the SHC Item Maintenance Application (IMA). See the "Catalog Item Confirmation Error Handling" section below for more details.

SHC can only take in 2 packaging configurations of an item through data synchronization. Additional configurations will need to be added directly in IMA. You will receive a "REVIEW" CIC for the third configuration, letting you know you'll need to build additional configurations directly in IMA.

2.3.3 CIC PROCESS FLOW

New item publications are received by SHC and staged in IMA. If there are no problems with the data received, an "ACCEPT" Catalog Item Confirmation will be returned. Once the "ACCEPT" response is received, the supplier should login to IMA to review, add any additional information and submit the item for approval. If there are problems with the data received, a "REVIEW" Catalog Item Confirmation will be returned. The supplier should review the status detail, fix the issue in 1SYNC and then login to IMA once the "ACCEPT" Catalog Item Confirmation is received. See the "Catalog Item Confirmation Error Handling" section below for more details.

Once the item is submitted in IMA, it will go through the SHC internal approval process. If the merchant wants to carry the item, a "SYNCRHONIZED" Catalog Item Confirmation will

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be sent back to the supplier via the GDSN process. If the merchant decides against the item, a "REJECT" Catalog Item Confirmation will be sent back to the supplier via the GDSN process.

2.3.4 ITEM MODIFICATIONS

After the initial item set-up in IMA, any future maintenance will be blocked for the initial phase. Modified transactions will be dropped at SHC. Corrections, however, will generate a "REVIEW" CIC message back letting you know the change needs to be made directly in IMA. Any changes/modifications sent through your usual data synchronization process must also be made in IMA directly to remain in sync with SHC.

If you receive a "REVIEW" from SHC on your initial item publication, any corrective action will initiate an 'Item Modify' or 'Item Correction' to SHC. In this scenario, since your item originally did not make it into IMA, your 'Item Modify' or 'Item Correction' will be processed as 'New' by SHC.

2.3.5 ITEM DELETES

Upon submitting an Item Delete to SHC, a "REVIEW" CIC will be returned letting the supplier know the item needs to be deleted directly in IMA. Note: a supplier can delete the item out of IMA only if the item has not yet been submitted to the merchant. Once the item has been submitted to the SHC merchant for approval, only the merchant can delete the item, upon notification by the supplier. The SHC inventory team will make the item "unavailable" in IMA.

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3 STEPS TO BEGIN SYNCHRONIZING YOUR NEW ITEM DATA TO SHC

1. Attend an SHC/1SYNC hosted web seminar to understand SHC requirements. www.1sync.org/sears
2. Sign up with a GDSN-certified data pool (e.g. 1SYNC) if you are currently not a customer. Learn about the implementation options offered by 1SYNC and choose the option that works best for your company.
3. Obtain Education/Training from your data pool or solution provider.
4. Complete the Sears Holdings Trading Partner Form and email to: IMAHelp@searshc.com.
   - Sears Holdings Trading Partner Form available at www.1sync.org/sears
5. Load items into 1SYNC
   - Ensure your data is accurate (pack quantities, measurements, weights etc.)
   - Load all item levels in your packaging configuration (hierarchy) – Each, Case, & Pallet
6. Catalogue Item Subscription (CIS) must be received before you publish
   - SHC will create a subscription for your Information Provider GLN/Target Market US
7. Publish only New Items to SHC
   - Publish to the SHC US GLN: 0633815000004
   - Publish items as New
   - You can start with one category and work up to all
8. Manage Catalogue Item Confirmation (CIC) Responses from SHC
   - CIC with state of "ACCEPT" is automatically sent when publication is received by SHC if there are no issues with the data received.
   - CIC with a state of "REVIEW" is sent if there are missing attributes or data discrepancies.
   - CIC with state of "SYNCHRONIZED" is sent after SHC has updated their operational database with the new item.
   - CIC with state of "REJECT" is sent if the merchant decides against the item.
9. Once an "ACCEPT" CIC is received, login to IMA and add Division, Category, Order DUNS and any other required fields. Then submit item.
   - Review/complete your item following the usual IMA process
   - To request your Division, Category, and Order DUNS information contact you SHC merchant
   - For IMA help, please call the IMA Helpdesk at 888.416.6630 or email: IMAHelp@searshc.com.
10. Going forward, all changes should be made in your data pool (e.g., 1SYNC) and must also be made directly in IMA.

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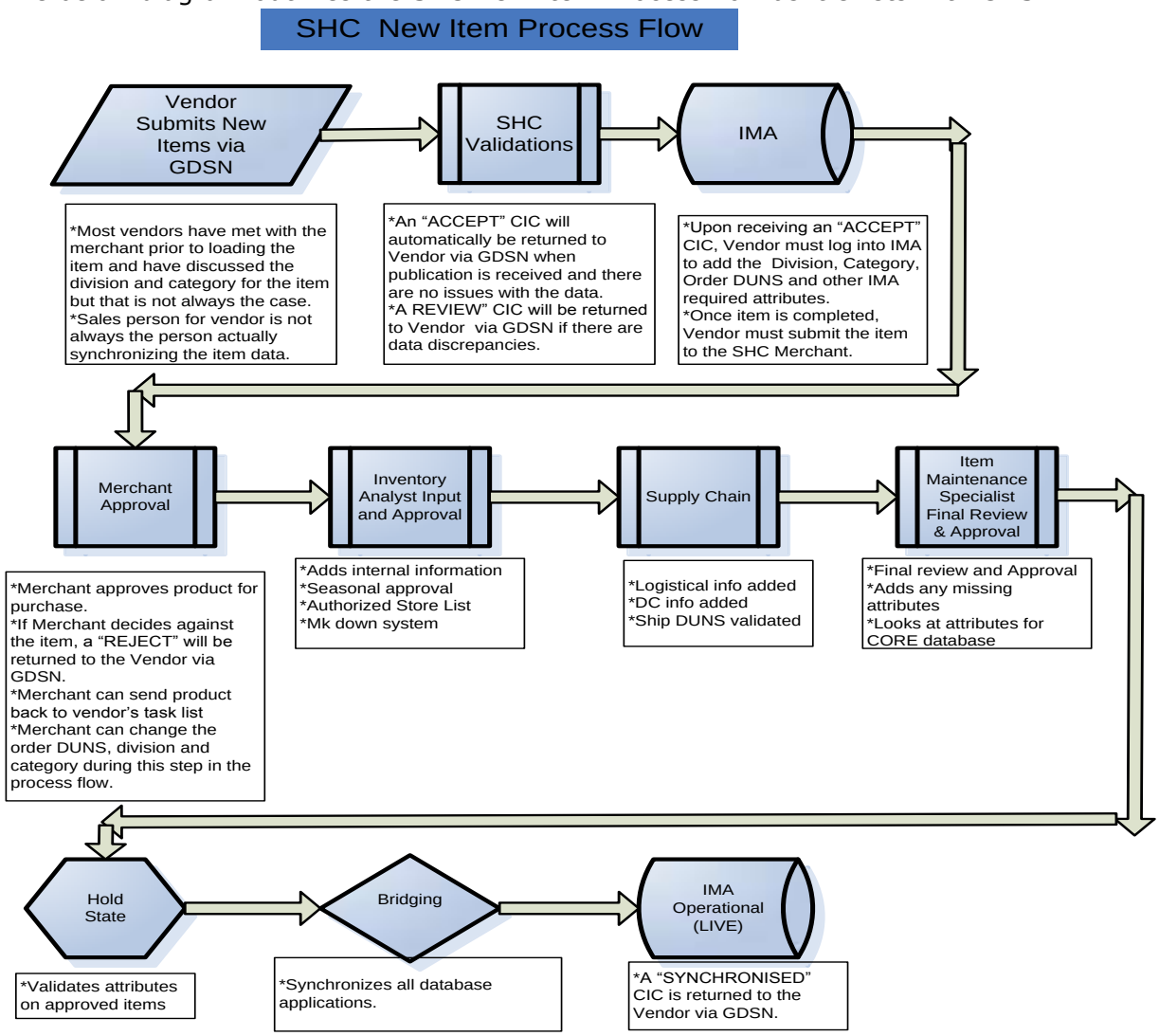
4 SHC NEW ITEM PROCESS FLOW WITH GDSN

The below diagram outlines the SHC New Item Process flow as it exists with GDSN.



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5 ADDITIONAL SHC IMA REQUIRED ATTRIBUTES

Note: In addition to the standard required GDSN attributes (1SYNC customers should refer to Appendix N of the *IM Participant Dictionary* for full list), there are NO additional attributes that SHC requires via Data Synchronization. There are, however, additional IMA required attributes that can be leveraged via data synchronization. Sending these attributes through your data pool (e.g., 1SYNC) will alleviate the manual entry required for completing your items in IMA.

SHC Name	1SYNC Item Management (IM) Name	GDSN Name	Notes
Cost Type/Cost Mode Vendor Cost	List Price List Price Currency List Price Effective Start Date	cataloguePrice/tradeItemPrice/value cataloguePrice/tradeItemPrice/currencyCode/currencyISOCode cataloguePrice/effectiveStartDate	All three attributes must be populated in order for any of the List Price attributes to be synchronized.
Country of Origin	Country of Origin	tradeItemCountryOfOrigin	
HTS Code	Import Classification Type Import Classification Value	importClassificationType importClassificationValue	Both attributes are dependent on each other.
Layer Per Pallet	GTIN Pallet Hi OR Non GTIN Pallet Hi	quantityOfCompleteLayersContainedInATradeItem quantityOfLayersPerPallet	Use GTIN Pallet Hi on the Pallet level. Use Non GTIN Pallet Hi on the Case level.
Manufacturer ID / Name	Manufacturer GLN	manufacturer	
Order Qty Multiple	Order Quantity Multiple	orderQuantityMultiple	
Prepriced Indicator	Pricing On Product	isPriceOnPack	
Projected First In-Store Date	First Arrival Date	N/A	Attribute is not sent on GDSN CIN message.
Register Receipt Description	Product PLU Description	N/A	Attribute is not sent on GDSN CIN message.
Vendor Applied EAS Tag	Security Tag Location	securityTagLocation	
Vendor Stock #	Alternate Item Identification Maintenance Agency Alternate Item Number	additionalTradeItemIdentificationType additionalTradeItemIdentificationValue	Both attributes are dependent on each other.

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6 CATALOG ITEM CONFIRMATION ERROR HANDLING

The following table lists the different status codes that would be returned in a CIC with a Review State and how to resolve the issue.

CIC Review Status Detail Code Descriptions

Code	Status Message	What actions should be taken to resolve the issue?	Recommended Solution
CIC999	Missing or invalid Information Provider GLN	IP GLN is not set up correctly at SHC Holding; contact SHC to fix setup.	Contact IMA Support Help Desk at 1.888.416.6630.
CIC999	Invalid catalog cost	UOM on cost is not valid for SHC. SHC requires USD.	Vendor needs to take corrective action.
CIC999	Invalid or missing eanuccCODE for SHC	Only accept EN, EO and UP.	Correct Code else contact SHC Merchant for corrective course of action.
CIC999	Missing GTIN Name	gtinName is a required field for SHC.	Correct name.
CIC999	UPC already in IMA Operational	SHC not handling Initial Loads at this time.	SHC not handling Initial Loads at this time.
CIC999	UPC already in IMA Staging	SHC not handling Initial Loads at this time.	SHC not handling Initial Loads at this time.
CIC999	Item is recalled	SHC will not accept recalled items.	If vendor feels item is not a recall please contact your respective SHC merchant.
CIC999	Missing store format	No valid store format.	This is derived off whether you are set up as a Kmart Vendor or a SHC Vendor. For further support Contact IMA Support Help Desk at 1.888.416.6630.
CIC999	No valid SHC PayDUNS/Div/Catg associated with GLN	No hierarchy set up for GLN.	Please contact IMA Help Desk for corrective course of action.
CIC999	No valid network distribution code for SHC division	Network distribution is required for package configuration.	Correct network distribution code or contact IMA Help Desk.
CIC016	Wrong publication type; was initial load should have been new ite	SHC not handling Initial Loads at this time.	SHC not handling Initial Loads at this time.
CIC999	Ship UPC already in IMA Staging	SHC not handling Initial Loads at this time.	Please contact IMA Help Desk for corrective course of action.
CIC999	Ship UPC already in IMA Operational	SHC not handling Initial Loads at this time.	Please contact IMA Help Desk for corrective course of action.
CIC999	SHC already processing this Gtin/ShipGtin in another hierarchy	Configuration must be entered through IMA.	Either perform updates in IMA on this UPC or Contact the IMA Support Help Desk.
CIC999	No consumer unit	isConsumerUnit is set to false for all items in document.	Correct consumer unit or contact merchant for corrective course of action.
CIC999	Missing consumer unit EAN UCC Code	EAN UCC Code is required on the consumer unit for SHC.	Correct consumer unit EAN UCC Code or contact merchant for corrective course of action.
CIC999	Hierarchy is a CORRECTION. SHC can't handle CORRECTIONS now	Vendor must make corrections in IMA.	Vendor must make corrections in IMA.
CIC999	Hierarchy is a Delete. SHC can't handle Deletes now	Vendor must make delete in IMA if item is still in staging.	Vendor must make delete in IMA if item is still in staging.
CIC999	Missing shipping GTIN	Shipping GTIN required by SHC at this configuration level.	Shipping GTIN required by SHC at this configuration level.
CIC999	SHC can only accept two pkg configurations at this time	Vendor must build packaging configuration in IMA.	Vendor must build packaging configuration in IMA.
CIC999	Must setup this hierarchy manually in IMA. Will accept each gtin	Vendor must build packaging configuration in IMA.	Vendor must build packaging configuration in IMA.
CIC999	SHC already accepted Each that is in this hierarchy	Can only accept packaging configurations for new retail GTINs. Build packaging in IMA.	Can only accept packaging configurations for new retail GTINs. Build packaging configuration in IMA.

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