



LOWE'S VENDOR TRAINING FAQS

JULY, 2021



OVERVIEW

IMPORTANT INFO – PLEASE READ!

Lowe's has partnered with Syndigo for New Item Setup and Product Data Management. **All suppliers are required to use the Syndigo Content Experience Hub (CXH) for marketing/commerce data setup and maintenance.** Lowe's has sponsored the marketing program for its vendors, so while use of the CXH Platform for marketing/commerce data is required, there is no cost to vendors for publishing marketing/commerce data to Lowe's through Syndigo.

Syndigo is also a GDSN provider and is the GDSN Recipient Data Pool for Lowe's. If you do not have a GDSN provider today or are interested in switching providers, please contact Syndigo at 1-877-334-3638. While there are advantages to using the CXH Platform for all your data needs, using Syndigo for GDSN is not required by Lowe's. Suppliers may choose any GDSN data provider for these services.

FREQUENTLY ASKED QUESTIONS

NEW LOWE'S VENDOR QUESTIONS

I'm a new Lowe's vendor, how do I get access to my CXH Platform?

Once a new supplier is approved and a Lowe's Vendor Business Unit (VBU) is assigned, the Merchandising Team at Lowe's will contact the Lowe's Item Setup Center of Excellence to initiate the onboarding process between the Supplier and the appropriate Syndigo Onboarding Team resource. You will be contacted directly by your Syndigo Onboarding Manager.

My company has never been required to send GDSN information, what are my first steps?

For a company to send certified GDSN Data, you must first acquire a GS1 company prefix. A GS1 Company Prefix is a unique identification number issued to your company—and it's part of every barcode and identification number you create. If your company already has barcoded items, you most likely already have a GS1 Company Prefix and a Global Location Number (GLN). You can register that GLN with any Certified GDSN Data Pool to start the process of sending your GDSN Data. For more information visit <https://www.gs1us.org/upcs-barcodes-prefixes/get-started-guide/get-your-upc-barcodes-from-gs1-us>

PHONE

1-877-334-3638

OPEN A CASE

www.syndigo.com/support

Do I have to use Syndigo for GDSN?

No. While Lowe's does require that all suppliers send certified GDSN data on each item, Lowe's has only sponsored the marketing/commerce data (with Syndigo) for its vendors. Suppliers may choose the GDSN Data Pool that best meets their company needs. If you have questions about Syndigo's GDSN services, please contact us at 1-877-334-3638

NEW ITEM SETUP AND MAINTENANCE QUESTIONS

What is "Initiate Data"?

Initiate Data is made up of attributes that aid in business planning purposes for the internal Lowe's teams. These attributes include basic Vendor, Item, Costing, and Packaging information which was previously collected through a separate Vendor Quote Template (VQT). Yes, this means you no longer have to submit a Vendor Quote Template for your new items moving forward!

Do I need to add Initiate Data for all my products?

Initiate Data is required for any *new products* that are being setup for Lowe's. Initiate Data is required (at the sellable unit level) through the CXH Platform and is the first step in New Item Setup (Vendors no longer need to submit a Vendor Quote Template for new items).

When will I need to add Initiate Data?

When it's time to start adding Initiate Data for a potential Lowe's product, you will receive an external communication from your Lowe's Merchant. It's important to understand that as this Initiate Data is required for business planning purposes, it will often be requested PRIOR to business being awarded by Lowe's.

How do I add my Initiate Data?

A step-by-step guide for adding Initiate Data in the Syndigo CXH Platform is provided under the Training and Resource Materials section as you scroll down www.syndigo.com/lowes

Can I copy multiple data points from another source and paste into the CXH Platform?

Yes! Vendors can now copy and paste multiple data point from another source into the platform. To do this, you will need to open one or more items in the "Bulk Edit" view and copy into the respective attribute "columns".

Why can I no longer "Certify and Send" my products in the CXH Platform?

In the CXH platform, the action of pushing an updated/new product over to Lowe's is simply called "**Publish**". Publishing your product(s) to Lowe's will start an automatic validation process to check for completeness and correctness against Lowe's specific requirements and standards. Vendors must "Publish" all content changes to Lowe's in order for those item updates to be received and reflected across the Lowe's network.

Do I still need to provide a GDSN publication report during item setup?

No! There is no longer the need to provide a GDSN Publication (CIC) Report as part of the item setup process. The information used in these reports is now collected through the *Initiate Data* phase of item setup.

Will I be able to view the GDSN Data for my Lowe's product within the Syndigo CXH Platform?

Vendors that use Syndigo (formerly Edgenet) as their GDSN provider will be able to view both their marketing/commerce data AND their GDSN data from within the CXH Platform. If your company is using another GDSN data solutions provider, you will not be able to access your products' GDSN data within the CXH platform. For more information about Syndigo as a GDSN provider, please visit www.syndigo.com

I have published my GDSN Data, but Lowe's isn't receiving it. Why?

Two possibilities:

1. Your item(s) is not passing Lowe's specific GDSN validations, please work with your GDSN Provider or reference your CIC Report to address the errors.
2. Lowe's has not issued a subscription for these items, please reach out to your Merchandising Specialist.

How do I use the CXH platform to upload/add Digital Assets for my items?

All vendors have access to the Assets tab in the CXH Platform. Vendors can upload an unlimited number of images/digital assets and attach those assets to the appropriate products. For more information on attaching Digital Assets within the CXH platform, please reference the Training and Resource Materials at www.syndigo.com/lowes .

What are the CXH requirements for Digital Assets?

While there is no minimum or maximum file size when uploading images into the CXH platform, those images must meet a 1000x1000 pixel minimum size requirement before they can be published to Lowe's.

- If you have images on Lowes.com today and want to add additional images, add your image to the product(s) in the CXH platform via the Lowe's Core Marketing requirement set.
- If you wish to replace an image that is currently on Lowes.com, but that image has never been uploaded into your CXH account, please upload the replacement image in the CXH platform. Attach the image to your product via the Lowe's Core Marketing Requirement Set and Publish your product to Lowe's. This will prompt the update in EDAM once you publish the updated items using the CXH platform.
- If you wish to remove an image that is currently on Lowes.com via Syndigo, you can delete the asset from the Lowe's Core Marketing Requirement Set and Publish your updated product(s) to Lowes. Note: Lowes.com can pull images from various
- If you have worked with the Lowe's Digital Content Development team to add additional lifestyle images, please be careful not to replace these images as you publish new images to Lowe's through the CXH platform
- When adding additional images or replacing existing images, please reference the Image Attribute Reference Guide at www.syndigo.com/lowes

Where do I put my videos and 360 Images? Does the CXH platform Support videos?

Lowe's is now using Syndigo to collect Video and 360 Spin images! Vendors can upload videos and 360 zip files into the CXH platform and attach the assets to products from the Lowe's Core Marketing requirement set. Step by step guides for adding these types of digital assets is provided at www.syndigo.com/lowes

Do I need to follow the Lowe's naming convention for my images?

Syndigo recommends following a naming convention that works best for you and your company when adding new images into the CXH Platform. Being intentional when naming your digital assets makes it much easier to recall those images when needed for various scenarios.

Can I attach a single Digital Asset file to multiple products in the CXH platform?

YES! Vendors can now attach the same digital asset (i.e. User Manual, Installation Guide, etc) to multiple products. There is no need to add the same file multiple times within your platform. Simply upload once, and attach to as many items as you would like!

Does the CXH platform have all Lowe's approved brand names for me to select from?

Lowe's and Syndigo maintain a coordinated brand list with all current Lowe's brands. If you are populating your marketing attributes and notice an approved Lowe's brand that is missing, email productinfotaxonomy@lowes.com. Lowe's will work with you on setting up the brand name at Lowe's, and then will send the updated brand list to Syndigo.

My items were originally setup in the Edgenet supplier portal, do I need to move them over to Syndigo?

No, all items and assets from the Edgenet Supplier Portal have been moved over to the Syndigo CXH Platform. Moving forward, all of your Lowe's Item Setup process should be completed in the CXH platform.

How do you differentiate between what data is required for products on lowes.com (e-commerce) and what is sold only in store?

The marketing content needs are the same for all products, regardless of how the Merchandising Team chooses to market the products (either in-store, online, or both).

How is the Lowe's Product Description updated?

The LPD is created from a series of rules that concatenate attributes based on your product category. If you have an LPD that appears to be incorrect or misrepresenting your product, please reach out to the Search and Navigation Analyst from lowes.com for your area to resolve.