

HD Supply/Syndigo STOCK Item Setup

Marketing and GDSN Data Required

Adding New Items

- 1.) **Login to the Syndigo Content Experience Hub (CXH) and you will land on the Product Dashboard**
- 2.) **Select Products and choose Product Index to view all products in platform**
- 3.) **“Create New” products and select your method of adding products (Single or Bulk)**
 - a) Add HD Supply as a recipient and link to the Stock Requirement Set
 - i. **Single Item:** This is completed under the Properties tab by selecting “Add Recipient”
 - ii. **Bulk Items:** This is completed by selecting “Show” on the bottom and navigating to HD Supply and choosing the Stock requirement set
 - iii. **HD Supply Stock** will collect Required and Optional marketing attributes including feature benefit bullets, product images and HD Supply specific attributes.
 - The **“Top Level GTIN” attribute is very crucial** to item setup! This will be the GTIN we issue your GDSN Subscription to and it is necessary you populate with the Highest Packaging Level's GTIN. This may or *may not* be the same level as the consumer-level GTIN you are currently setting up for marketing data.
 - If you do not see HD Supply as a recipient, please visit the Distribute Tab and add HD Supply as a recipient you intend to distribute data to from our platform
 - b) Classify your product using the Syndigo Taxonomy
 - i. **Single Item:** This is completed under the Properties tab by selecting “Add product category”
 - ii. **Bulk Item:** This is completed by double clicking the Product Category attribute
 - c) Populate all required attributes within the **HD Supply Stock Requirement Set** to 100% Average Completeness score for HD Supply's Requirement Set
 - i. **Single Item:** All product attributes will be included on one page
 - ii. **Bulk Item:** Marketing bullets and product images will be under Global Attributes. To populate your Classification/Category attributes, please select Category Attributes on the bottom left. You can dive into all selected items' categories on this page by choosing “Select a Category”
- 4.) **Publish your product to HD Supply once item is 100% complete**
 - a) Please Note: In order for your items to send to HD Supply or receive feedback from HD Supply, this will require a marketing subscription from HD Supply. This can be monitored under your Distribute section for HD Supply.

- 5.) **Through your GDSN Data Solutions Provider, set up your entire packaging hierarchy and publish GDSN data to HD Supply Facilities Maintenance.**
 - a) Your hierarchy should include the level the item is ordered at by HD Supply, level sold to the consumer, and level shipped to HD Supply.
 - b) Please review the Syndigo / HD Supply GDSN Guide for directions to publish GDSN Data through Syndigo. If you use another GDSN Provider, please contact your data pool for assistance.
 - c) GDSN Data *MUST* be synchronized in order for marketing data to successfully send to HD Supply.

- 6.) **Once GDSN data is Synchronized, return to Syndigo and Correct or Input any missing or incorrect attribute values indicated under Product Feedback.**
 - a) Product Feedback is corrections from HD Supply found in the Product Feedback/Product Errors section of your product next to Average Completeness.
 - b) This is preventing your item from successfully sending to HD Supply.
 - c) If you're unaware of the action on your product feedback, please contact Syndigo Customer Support at www.syndigo.com/support or **855-SYNDIGO** (855-796-3446) for questions/assistance.

- 7.) **Monitor for item's Last Sent Date to reflect most recent updates**
 - a) This can be completed under the HD Supply recipient of your Distribute Tab
 - b) Look under the Active tab of the Subscriptions section and filter to your product(s)
 - c) **Please Note:** Last Sent Date is *not* an immediate reflection. Products will go through manual review by merchants before exporting, so you will not see this update until merchants approve all content. This timeline will depend on how quickly the HD Supply team approves the content.

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Editing Existing Items – Item Maintenance

- 4.) **Login to the Syndigo Content Experience Hub (CXH) and you will land on the Product Dashboard**

- 5.) **Select Products and choose Product Index to view all products in platform**

- 6.) **“Add Filter” from the left panel to filter by Unique ID of your part numbers or GTINs.**
 - a) Add HD Supply as a recipient and link to the Stock Requirement Set
 - i. **On existing items**, this is done from the Product Index page under Actions and linking new recipients and requirement sets.

- ii. **HD Supply Stock** will collect Required and Optional marketing attributes including feature benefit bullets, product images and HD Supply specific attributes
 - If you do not see HD Supply as a recipient, please visit the Distribute Tab and add HD Supply as a recipient you intend to distribute data to from our platform
- b) Bring the existing product into the edit mode by selecting the product(s) and choosing which edit mode you want to work in under “Actions”
- c) Classify your product using the Syndigo Taxonomy
 - i. **Single Item:** This is completed under the Properties tab by selecting “Add product category”
 - ii. **Bulk Item:** This is completed by double clicking the Product Category attribute
- d) Populate all or update necessary required attributes within the **HD Supply Stock Requirement Set** to 100% Average Completeness score for HD Supply's Requirement Set
 - i. **Single Item:** All product attributes will be included on one page
 - ii. **Bulk Item:** Marketing bullets and product images will be under Global Attributes. To populate your Classification/Category attributes, please select Category Attributes on the bottom left. You can dive into all selected items' categories on this page by choosing “Select a Category”

8.) Publish your product to HD Supply once item is 100% complete

- a) Please Note: In order for your items to send to HD Supply or receive feedback from HD Supply, this will require a marketing subscription from HD Supply. This can be monitored under your Distribute section for HD Supply.

9.) Through your GDSN Data Solutions Provider, set up your entire packaging hierarchy and publish GDSN data to HD Supply Facilities Maintenance.

**** If GDSN is Published and Synchronized and this is strictly a maintenance update on your item, skip to step 10.**

- a) Your hierarchy should include the level the item is ordered at by HD Supply, level sold to the consumer, and level shipped to HD Supply.
- b) Please review the Syndigo / HD Supply GDSN Guide for directions to publish GDSN Data through Syndigo. If you use another GDSN Provider, please contact your data pool for assistance.
- c) GDSN Data *MUST* be synchronized before marketing data can complete.

10.) Once GDSN data is Synchronized, return to Syndigo and Correct or Input any missing or incorrect attribute values indicated under Product Feedback.

- a) Product Feedback is corrections from HD Supply found in the Product Feedback/Product Errors section of your product next to Average Completeness.
- b) This is preventing your item from successfully sending to HD Supply.
- c) If you're unaware of the action on your product feedback, please contact Syndigo Customer Support at www.syndigo.com/support or **855-SYNDIGO** (855-796-3446) for questions/assistance.

11.) Monitor for item's Last Sent Date to reflect most recent updates

- a) This can be completed under the HD Supply recipient of your Distribute Tab
- b) Look under the Active tab of the Subscriptions section and filter to your product(s)
- c) **Please Note:** Last Sent Date is not an immediate reflection. Products will go through manual review by merchants before exporting, so you will not see this update until merchants approve all content. This timeline will depend on how quickly the HD Supply team approves the content.