LOWE'S MARKETING DATA GUIDE

CONTENTS

FOREWARD

The purpose of this guide is to walk through the specific steps required to prepare and send your product data for and to Lowe's explicitly.

This guide is designed primarily to help users jump-start their item setup process. That said, we have outlined each step in the process so even current users can reference less frequently used steps.

Additionally, seasoned Lowe's suppliers can use this document as a guide to add new items into the CXH platform as they are requested by Lowe's.

In addition to the in-app Help, we also offer a program landing page for Lowe's Vendors. This page features a compilation of resources and documents that are constantly evolving. https://www.syndigo.com/lowes/

GETTING STARTED

SUBSCRIPTION/PUBLICATION MODEL

It's important to understand that the CXH Platform operates on a Subscription/Publication model. ff

Lowe's will issue a Marketing Subscription for specific products that they wish to receive marketing content on. You, as the Manufacturer, Supplier, or Vendor will approve or reject those Marketing Subscriptions and publish the corresponding marketing data back to Lowe's.

LOGGING IN

Users can access the CXH Platform by visiting **http://platform.syndigo.com** using any web browser. You will be prompted to enter your Username and Password that was provided to you during your onboarding session. (Note: your username is **NOT** your email address)

If you need to reset a forgotten password, please click the Forgot your password? link on the login page and follow the instructions to receive a temporary password.

MANAGING SYNDIGO SETTINGS

You can manage Syndigo specific settings through the   icon. **From this page, only GDSN users can register and edit a party and only an administrator can grant full or custom (global attribute and recipient attribute) permissions.**

REGISTERING AND MANAGING A PARTY (SYNDIGO GDSN USERS)

A party is an entity within the platform that distributes or receives product content. You can register a party, view and edit party information, and view party registration status with the GDSN Global Registry. Additionally, you can define your preferred target markets.

To register a Party:
1. Click the **Configurations** icon in the bottom left-hand corner of the platform
2. Click the **Party Settings** tab on the left-hand side of the screen

3.

4. Click **Create New**

5. Enter the Party Label, GLN, Company website URL, and add the Target Market.

NOTE: By default, the United States is added as a target market, but you can remove it and/or add any other country as the target market(s) of your choice.

To edit Party Details:
1. Click the **Configurations** icon
2. Click the **Party Settings** tab
3. Select the party that you wish to edit
4. Make the desired changes
5. Click **Save**

NOTE: If you modify the website and/or the Party Label for a registered party, the **Register** button appears but if you only modify the Target Market, click **Save**. However, if you modify the website and/or Party Label along with the Target Market, you need to register the party again.

GRANTING USER PERMISSIONS

The administrator can provide both full or custom permissions to a user as needed.
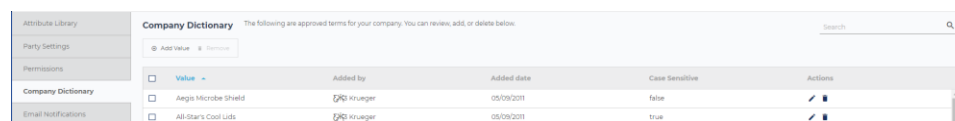
To grant user permissions:
1. Click the **Configurations** icon in the bottom left-hand corner of the platform
2. Click **Permissions** from the left tab.
3. Select **Full** or **Custom** to grant user permission
4. Click **Save Changes**.

MANAGING COMPANY DICTIONARY

The company dictionary allows you to add, edit, and remove important company terms that might otherwise flag as erroneous. Examples might include proper nouns, propriety spelling, or any other "quirky" terms that are commonly used in your product content.

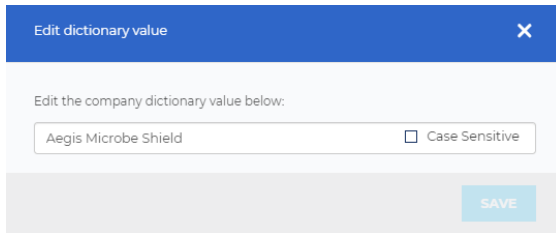**To add values to the Company Dictionary:**

1. Click the **Configurations** icon in the bottom left-hand corner of the platform
2. Click **Company Dictionary** from the left tab
3. Click **Add Value**. The "Add to Dictionary" modal will appear
4. Click **Add**. The newly added term mover to the right side of the modal.
5. Click **Add Values** to add the new term to the list of values in the Company Dictionary.

To Edit company Dictionary Values:
1. Click the **Configurations** icon in the bottom left-hand corner of the platform

2. Click **Company Dictionary** from the left tab
3. Click the edit icon for the value you want to edit under Actions column. The Edit dictionary value modal appears.

4. Edit the company dictionary value. You can also specify if the value should be Case Sensitive.
5. Click **Save** to modify the company dictionary value.

NOTE: Users can also delete values from the company dictionary by clicking the delete icon for the value you wish to remove. The confirmation modal appears.

THE CXH PLATFORM

CXH DASHBOARD

Once logged in to your account, you will land on the **CXH Dashboard** page. The Dashboard is comprised of 5 modules, which are detailed below.

- ***Note:*** *Objects on the CXH Dashboard are clickable buttons that will take you to filtered views.*
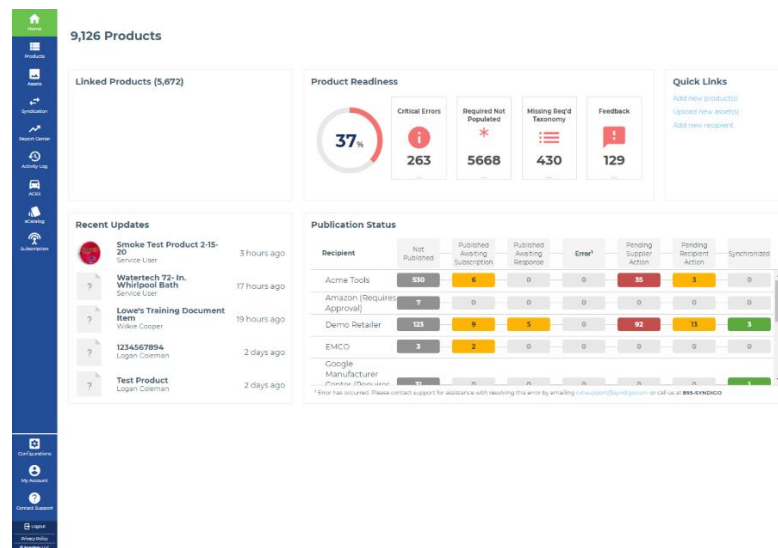
- **Linked Products** - Number of products that have been linked to a recipient within CXH platform.
- **Product Readiness** - Average readiness score of all products across the CXH account.
  - Critical Errors
  - Required Not Populated
  - Missing Req'd Taxonomy
  - Feedback
- **Quick Links -** Shortcuts to take you to the most utilized functions in CXH.
  - Add New Products
  - Upload New Assets
  - Add New Recipient
- **Recent Updates** – A list of, and link to, the most recently updated items in your CXH account.
- **Publication Status** – The status of your item in relationship to its publication.
  - **Not Published:** A list of products that have no attempted publication from CXH.
  - **Published Awaiting Subscription:** A list of products with a successful publication, but no subscription from the recipient.
  - **Published Awaiting Response:** A list of products with a successful publication that have not yet been processed by the recipient.
  - **Error:** A list of products that have
  - **Pending Supplier Action:** A list of items that requiree correction by the supplier before a successful publication can be made.
  - **Pending Recipient Action:** A list of items that have been received by the recipient but need additional action before the item can be processed.
  - **Synchronized:** A list of items that have been fully processed and accepted by the recipient.

PRODUCTS PAGE

The **Products** page will show all products that have been loaded into the CXH account. The Product Index Page can be customized per each user. Additionally, the list of products can be searched and/or filtered to produce a list of products that you wish to work with. Finally, from the **Products** page, users can create Product Sets that allow a group of products to quickly be recalled and managed.

To access the **Product Page**

syndigo

1. Click the **Products** Tab (top left-hand corner)
2. Select **Product Index** from the dropdown
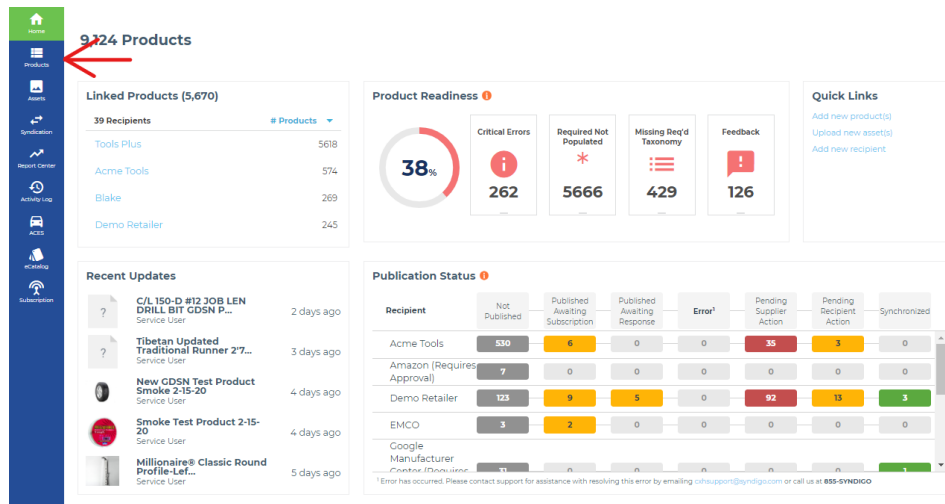
MANAGING COLUMNS

You can add, modify, or delete columns from the Product Index view by clicking the **Manage columns** button.
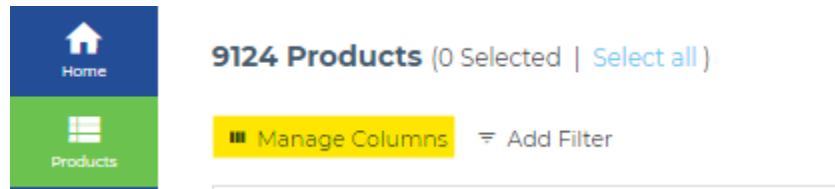

1. Click **Manage Columns** at the top left-hand corner of the page
2. Select the desired view from the **View** drop-down to choose between Customized view, Default View, or others (dependent on active account services)
   - Note: *Once a Customized view is created by a user, the customized view will bethe default upon login or when clicking back to the Product Index page*
3. Customize the column(s) in the table by selecting attributes from the drop downs and dragging/dropping to create the desired order for your view.
   - *Note: Users can select up to 6 columns to display on the Product Index Page.*
4. When finished, click **Apply**
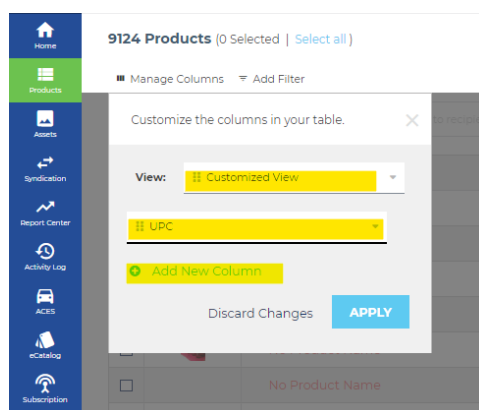
APPLYING FILTERS

Filters help to narrow down to the products you want to view or work with based on specific attributes or identifying information such as *UPC or Product Name*. You can add a filter to select how you want to narrow down to the products you are looking for.

1. From the Products Index page, click **Add Filter** at the top left-hand corner of the screen.
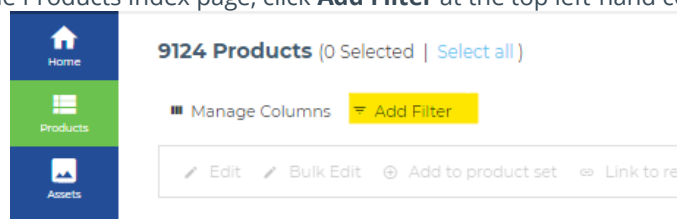
2. Select the desired criteria for your filter.
3. Click **Apply Filter** to save the changes, the products displayed are those that meet the applied filters.
   - *Note: For some filters, users can check the **Unmatched Summary** box to display a list of all items in the search that did not match an existing item.*
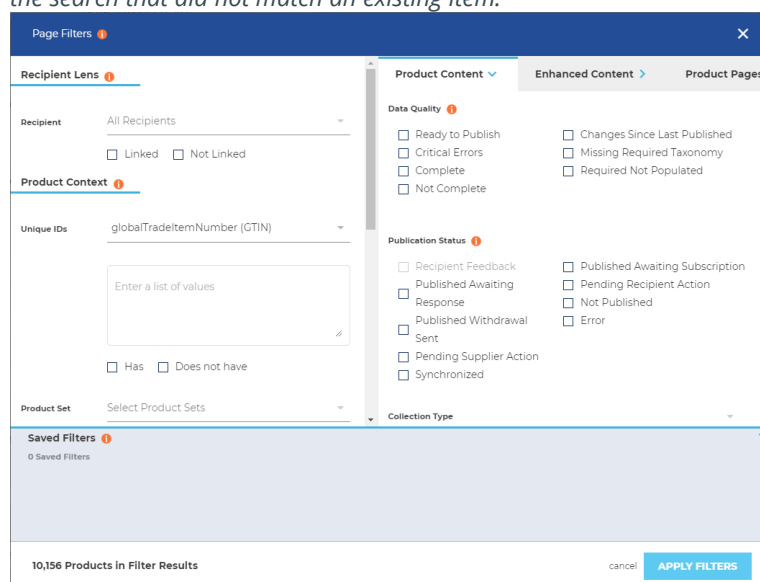
CREATING NEW PRODUCTS

The **NEW** Lowe's item setup process now starts with Syndigo! This section will show the user how to create a new single product in Syndigo's CXH platform. This new process is used when the base unit or each level GTIN is not synchronized in Lowe's PCM.

CREATING A SINGLE PRODUCT

1. From the **Products** page, click **Create New** in the top right-hand corner of the page.
2. Click **Single Item**
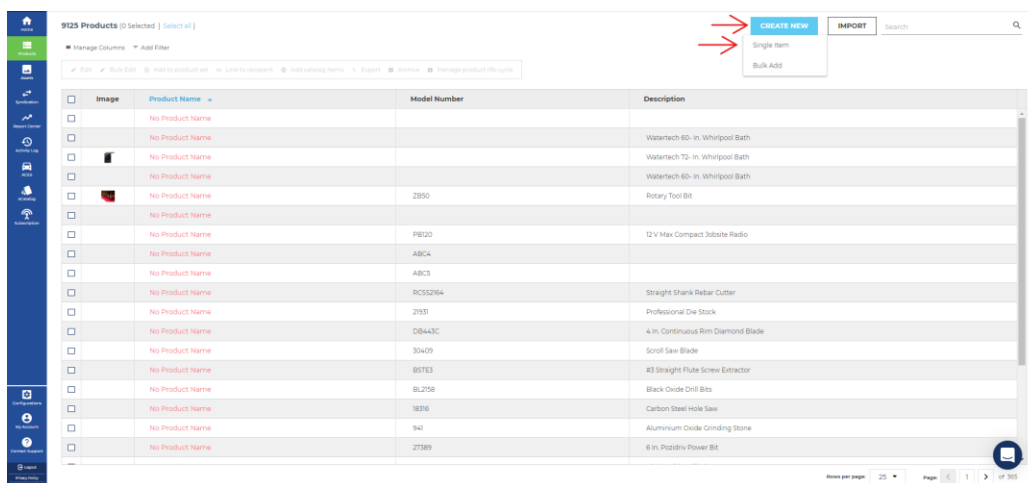
3. The **Product Details Page** will appear for your new item. This page will Default to *the Syndigo > Syndigo Default* Requirement Set as indicated at the top of the attributes section*.*
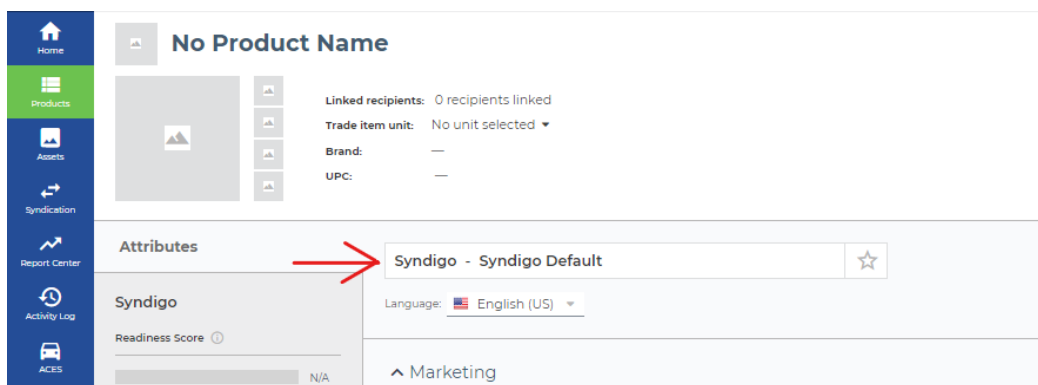
STEP 1. - LINKING A PRODUCT TO A RECIPIENT & REQUIREMENT SET(S) (LOWE'S)

The first step in the item setup process is to link that product to Lowe's as a recipient. This step is critical to ensure that you are filling out the correct required attributes for your products. Lowe's collects these required attributes in three separate **Requirement Sets** which will also be selected as part of this step.

1. Click the **Properties** tab, located at the bottom left-hand corner of the screen

2. Click **Add Recipient**

3. In the new window, set your **Recipient** as *Lowe's Initiate*.
4. Under **Requirement Set**, select *Lowe's Initiate USA* for USA items and *Lowe's Initiate CAN* for Canadian items.
   - *Note: The attributes collected in the "Initiate" requirement set will be used by internal teams at Lowe's for business planning purposes. Because Lowe's is now collecting this information from the CXH platform, there is no longer a need to complete and submit a Vendor Quote Template (VQT).*
5. Click **Apply**

Note: While it is not required at this point in the item setup process, users can also link the product to the Lowe's recipient and the Core Marketing requirement set. This will accommodate for a future step once business is awarded on a product.

STEP 2: POPULATE "INITIATE" DATA

Once the appropriate Recipient and Requirement sets have been applied, the vendor will now be responsible for populating the information requested in the Lowe's Initiate Requirement Set

1. From the Product Details Page, change the applied recipient by clicking the recipient.
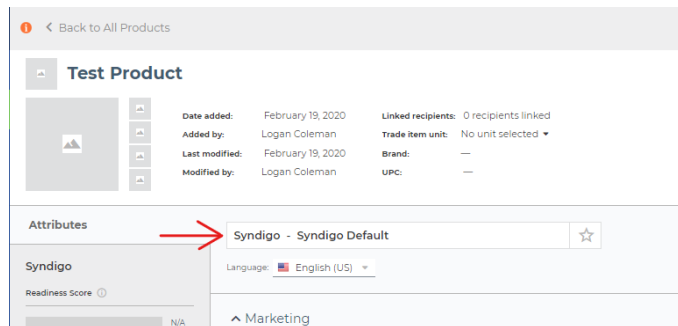
2. Select **Lowe's Initiate** as the Linked Recipient
3. Select the **Lowe's Initiate** Requirement Set
   - *You should only see the requirement set(s) that you linked to the product in step 1.*
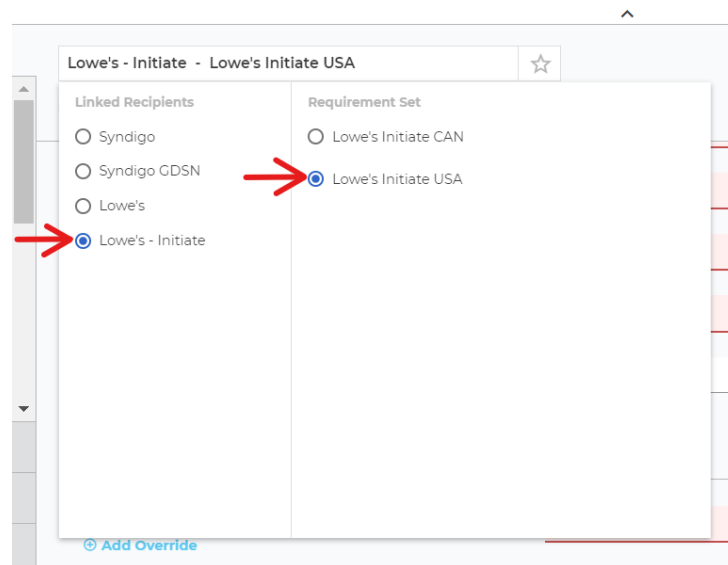
4. Populate the required attributes on the page, denoted by a Red color

5. Once all the required attributes are populated with a valid value, the Readiness Score will show 100%

6. When finished editing a product, click **Save Changes** and **Publish**

Note: *This completes the first phase of item setup for Lowe's. Once you have completed the Initiate Data and saved the product, the Lowe's Merchant will review the Initiate Data. Once business is awarded for a product, Lowe's will use the information provided to issue subscriptions to the product. Vendors will then complete the item setup process by publishing GDSN data and Marketing data for those products that have been subscribed to by Lowe's.*

CREATING MULTIPLE PRODUCTS (BULK ITEM ADD)

1. From the **Products** page, click **Create New** at the top right-hand corner of the page.
2. Click **Bulk Add**

STEP 1: LINKING MULTIPLE PRODUCTS TO A RECIPIENT/REQUIREMENT SET

The first step in the item setup process is to link that product to Lowe's as a recipient. This step is critical to ensure that you are filling out the correct required attributes for your products. Lowe's collects these required attributes in two separate **Requirement Sets** which will also be selected as part of this step.

1. At the top of the page, click the recipient to select the appropriate **Recipient/Requirement Set**.
2. Select **Lowe'**s **Initiate** as the Linked Recipient
3. Select the **Lowe's Initiate** Requirement Set
   - For US Items select **Lowe's Initiate USA,** for CAN items select **Lowe's Initiate CAN**

Once data is populated within the Lowe's Initiate Requirement set (see next step) and the you clock **Save Changes**, the CXH platform will link the newly created products to Lowes Initiate as a recipient, as well as the Lowe's Initiate Req set.

STEP 2: POPULATE INITIATE DATA

1. At the top of the page, click **+Add New** to add a row for each of the products you wish to create.

2. Complete the required attributes, which will be highlighted in red as seen above.
   - *For more information and "Bulk Edit" shortcuts, please refer to the "Managing Products in Bulk" section of this document*
3. Once all attributes are populated, click **Save Changes,** then **Publish** in the top right-hand corner.

Note: *This completes the first phase of item setup for Lowe's. Once you have completed the Initiate Data and saved the product, the Lowe's Merchant will review the Initiate Data. Once business is awarded for a product, Lowe's will use the information provided to issue subscriptions to the product. Vendors will then complete the item setup process by publishing GDSN data and Marketing data for those products that have been subscribed to by Lowe's.*

ADDING GDSN DATA

*After the **Initiate** data has been received by Lowe's and a purchasing decision has been made, the vendor will be notified (by the Lowe's Merchandising Team) as to which items Lowe's will move forward with. At that time, the vendor will be responsible for adding GDSN data for the product(s).*

Vendors that use Syndigo (formerly Edgenet) as their GDSN provider can view both their marketing/commerce data AND their GDSN data in the CXH platform. If you are using another GDSN provider, you will not be able to access your GDSN data within the CXH. For more information on Syndigo as a GDSN provider, please visit www.syndigo.com

THE STEPS OUTLINED IN THIS SECTION ARE INTENDED FOR SYNDIGO GDSN USERS. IF YOUR COMPANY IS REGISTERED WITH ANOTHER GS1 COMPLIANT DATA POOL, PLEASE WORK WITH YOUR SOLUTIONS PROVIDER TO PUBLISH YOUR GDSN DATA TO LOWE'S

STEP 1: LINK PRODUCT(S) TO LOWE'S GDSN (SEPARATE RECIPIENT)

When adding GDSN Data, it's important to understand that all levels of a product's packaging hierarchy (Base/Each, Case, Pallet, etc) must be added as a unique product in the CXH.

All Lowe's Required GDSN Attributes can be populated from a single requirement set. To view this requirement set, Link the product (all levels of the hierarchy) to **Lowe's GDSN** (recipient) and **Lowe's Required GDSN Attributes** (requirement set).

1. From the **Products** page, select the product(s) you want to link.
2. Click **Link to Recpipient**
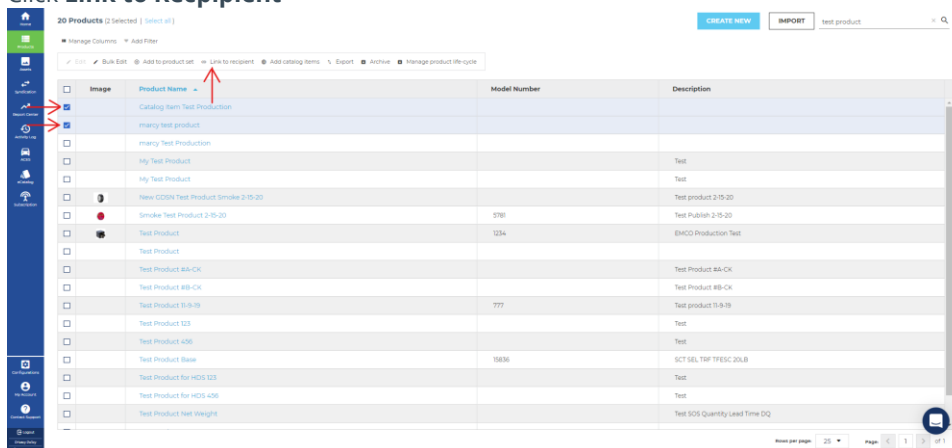
3. Select *Lowe's - GDSN > Lowe's Required GDSN Attributes*

4. Click **Apply Link**
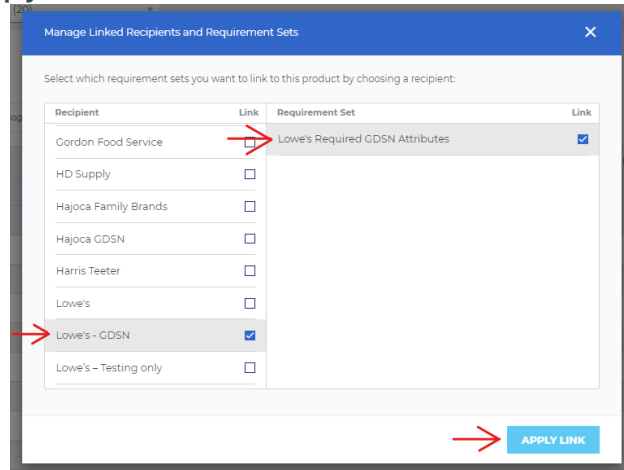
Note: As explained in the "Creating a New Product" section of this document, users can link a recipient from the Overview section of the Product Details Page for any product.

STEP 2: ADDING A CATALOG ITEM

A Catalog Item is simply a GTIN, GLN, Target Market combination that is used when publishing GDSN data to a recipient. You can add catalog items from both the All Products as well as Product Details page. This allows you to add catalog items for one or multiple products. **Catalog items for GDSN are automatically registered with the GDSN Global Registry.**

Additionally, you can also view catalog items along with the publication status of each catalog item for the associated product located under each linked recipient. The available publication status includes Failed, Rejected, Synchronized, Received, Review, and Pending.

Note: *You MUST have a valid GTIN saved for your product, as well as a Syndigo Registered GLN, before you can add a catalog item.*

To Add Catalog Items to a single product

1. From the Single Item Edit view, click Click **Properties**, located at the bottom left-hand corner of the screen
2. Click **Add Catalog Item**
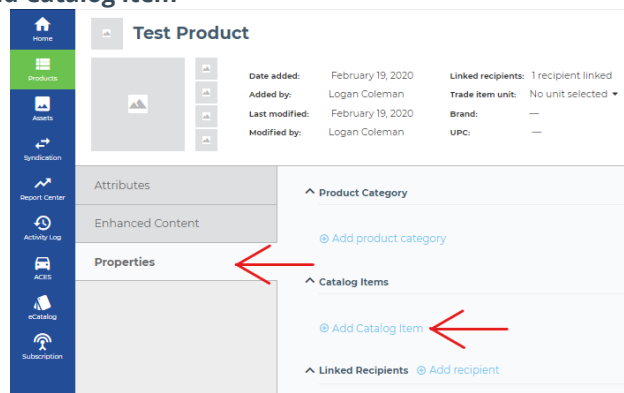
3. Select the appropriate GLN/Target Market combination(s), or click Add target market to add a new target market

4. Click **Apply Catalog Items**

To add Catalog Items to multiple products

1. From the **Products** page, select the products to which you want to add a catalog item(s)
2. Click **Add catalog items**

3. Select the appropriate GLN/Target Market combination(s), or click Add target market to add a new target market

4. Click **Add Catalog Items** to add to all the selected products.

STEP 3: POPULATE YOUR GDSN DATA

1. From the **Products** page, select the product(s) that you wish to add GDSN data for.
2. Select **Edit** or **Bulk Edit** (based on the number of items selected)

3. Change the recipient view by selecting *Lowe's GDSN > Lowe's Required GDSN Attributes* (located in the **Attribute** section of **Edit**, or at the top of the page in **Bulk Edit**.
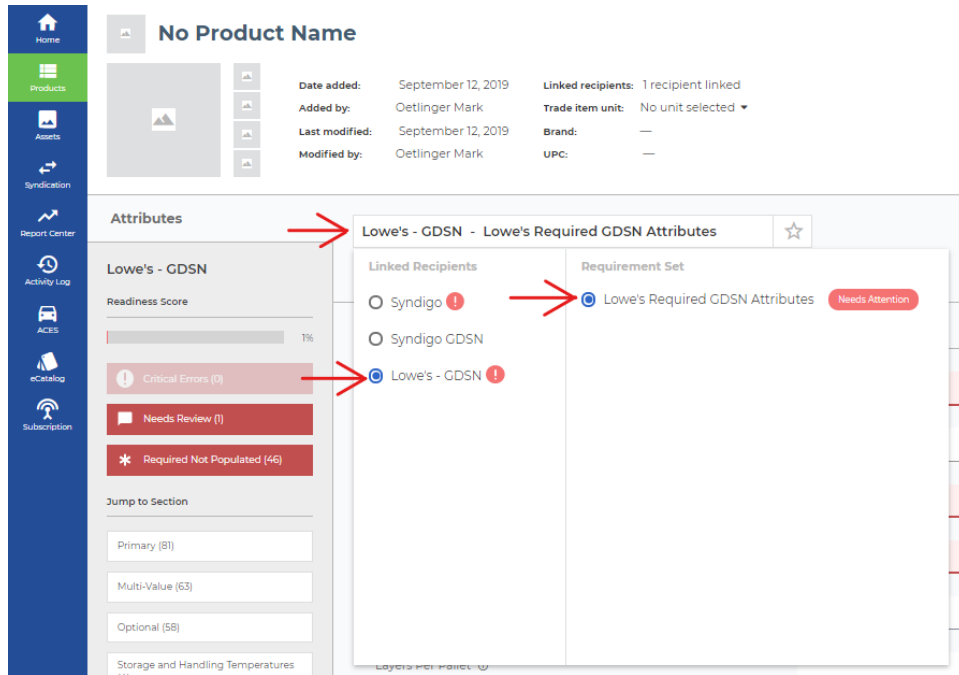
4. Populate the required attributes, denoted by a red color
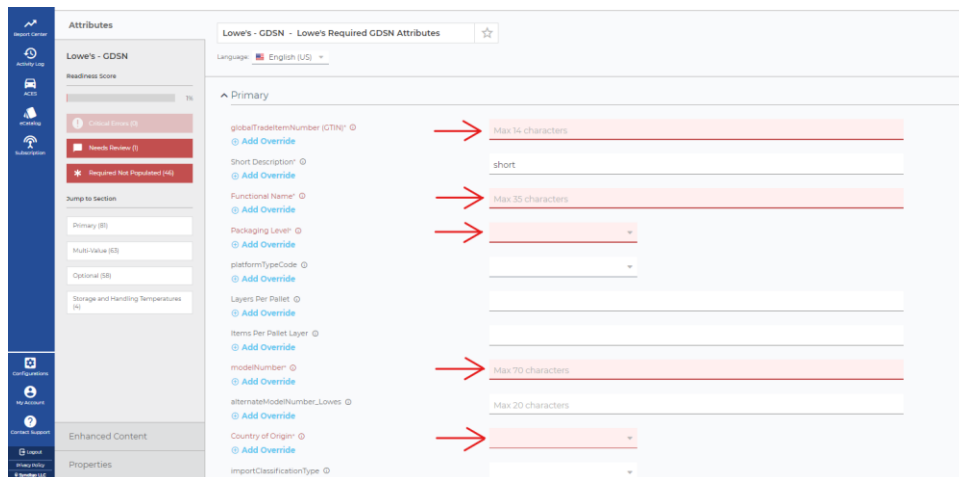
For more information and "Bulk Edit" shortcuts for populating your data, please refer to Editing Products in Bulk section of this document

STEP 4: CREATE A PACKAGING HEIRARCHY

A packaging hierarchy is a linkage of packaging levels for any given product. The most used packaging levels include Each/Base, Inner Pack, Case, and Pallet. You can create a packaging hierarchy for an item by easily

forming a Parent and Child GTIN relationship. This allows for the publication of both the Parent and Child level GDSN data through a single subscription to the Parent item (**when publishing GDSN data, only publish the highest level of the packaging hierarchy**).

Note: *All packaging levels must be created as a unique product in the CXH platform BEFORE those levels can be included in a packaging hierarchy.*

To Create a Packaging Hierarchy
1. Ensure all levels of your hierarchy have the proper Trade Item Unit listed

2. From the **Edit** view of the desired product, click **Packaging Hierarchy,** located at the top right-hand corner of the page

3. Click **Add Parent** to add a higher-level GTIN to the packaging hierarchy (this will be the only option available for items labeled **Base Unit or Each**) or click **Add Child** to add a lower-level GTIN to the packaging hierarchy.
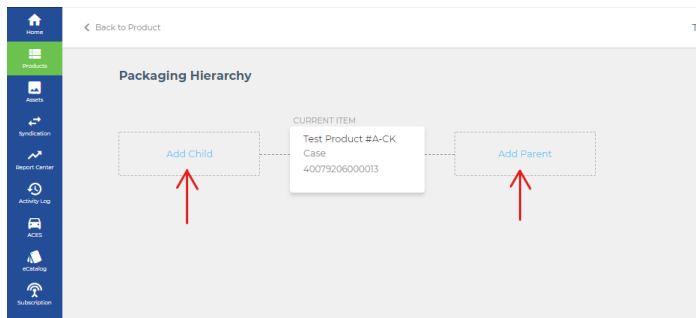
4. Select the desired Trade Item Unit of your parent item from the list.
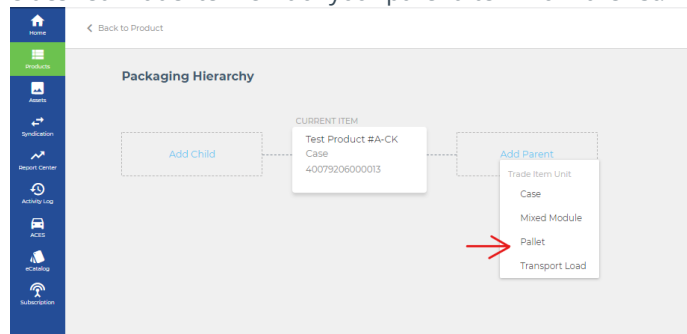
5. Select the item that you wish to link
6. Click **Next**
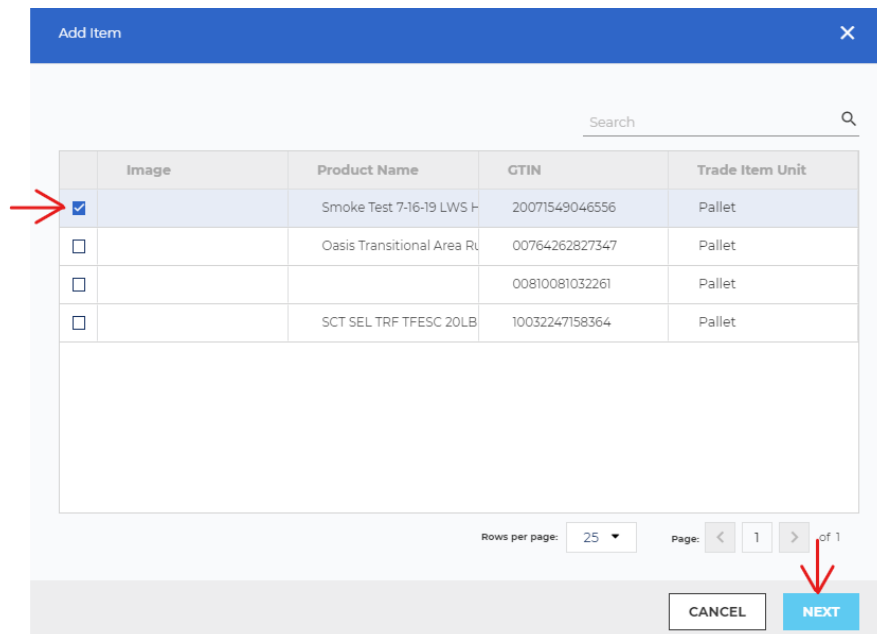
7. Enter the number of child units contained in the parent unit.
8. Click **Add Hierarchy**

This process can be repeated to add additional Parent/Child relationships between your packaging levels. Once linked, a published "Parent" GTIN will include GDSN information for any linked "Children" GTINs.

To view the Packaging Hierarchy for any product, click **View Packaging Hierarchy** in the Overview Section of a Single Item view.

STEP 5: PUBLISH YOUR GDSN DATA

Publishing a single product

1. Select a product from the **Products** page and click **Edit**
2. Click **Publish**, located at the top right-hand corner of the page

3. Select your recipient from the list of linked recipients and click **Publish**

Publishing multiple products at once

1. From the **Products** page, locate the items you with to publish
   - *Note: utilizing the search bar and filters can allow you quicker access to the items*
2. Select the product(s) you wish to publish.
3. Click **Bulk Edit**
   - **Note:** *Because a Packaging Heirarchy has been created (See STEP 4) you will **only need to Publish the Highest packing level GTIN for any given item.***

4. Click **Publish**

5. Select **Lowe's GDSN** from the recipient list
6. Click **Publish**

ADDING LOWE'S CORE MARKETING

In addition to the **Initiate** and **GDSN** data, Lowe's also collects Core Marketing data from within the CXH platform. The **Lowe's Core Marketing** requirement set is where vendors will populate Feature Benefit Bullets, Digital Assets, and Specification data (previously referred to as Classification data).

STEP 1: LINK TO LOWES CORE MARKETING REQUIREMENT SET
1. From the **Products** page, select the product(s) you want to link.
2. Click **Link to Recipient**

3. Select **Lowe's > Lowe's Core Marketing**
4. Click **Apply Link**
    - **Note:** As explained in the "Creating a New Product" section of this document, users can link a recipient from the Overview section of the Product Details Page for any product.

STEP 2: CLASSIFYING YOUR PRODUCTS (MANAGE CATEGORY)

Lowe's requires that all products be classified using the Lowe's Taxonomy. Once a product category is assigned, a list of "Specification" attributes will appear at the bottom of the **Lowe's Core Marketing** requirement set. These attributes are specific to the product category that was assigned by the user.

To Classify a Single Product
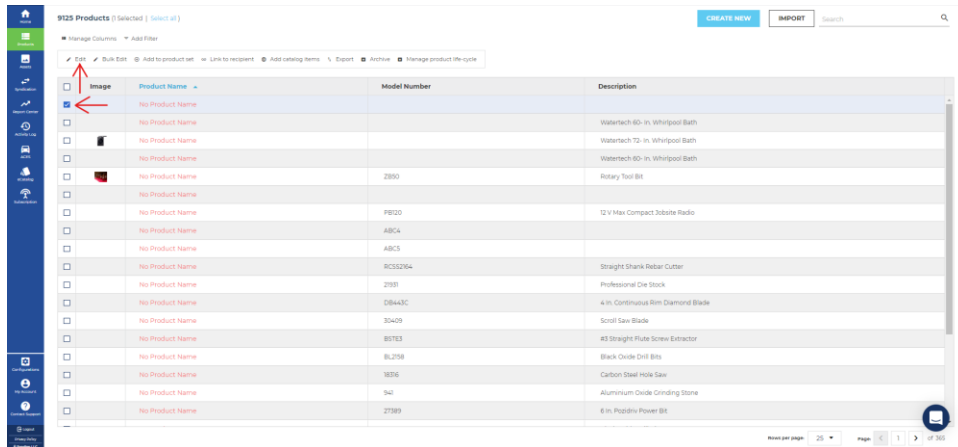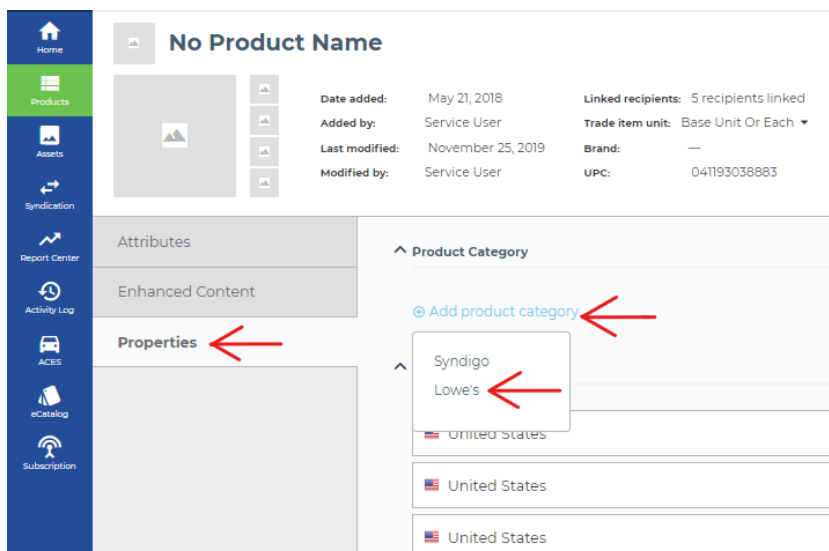1. From the **Products** page, select the product for which you want to add a product category.
2. Click **Edit**

3. Click the **Properties** tab, located at the bottom left-hand corner of the screen
4. Click **Add Product Category**
5. Select **Lowe's** from the available Taxonomy list.
   - **Note: A product must first be assigned to Lowe's as a recipient _BEFORE_ a Lowe's product category can be assigned.** [See "Linking Products to a Recipient (Lowe's)]

6. There are multiple ways to find your appropriate Product Category
    - ***Browse***: Click through each "branch" of the categories until no further classification can be selected.
    - ***Search***: Click the Search option and start typing the desired category for your products. A list of categories will auto populate. Scroll and select the category that best fits your product.
    - ***Recent:*** Will show a list of categories that you have recently applied to other products.
7. Once selected, click **Save**

To classify multiple products

1. From the **Products** page, select the products that you wish to work with.
2. Click **Bulk Edit**

3. At the **top** of the page, click the recipient to select ***Lowe's > Lowe's Core Marketing***
4. **Double Click** within the **Lowe's Category** cell
5. Browse, Search, or select from a list of recent categories that you have used to find the appropriate product category for your item.

Note: *The **Copy Down** shortcut will allow you to quickly apply a single category to multiple products. For more information on using the Copy Down shortcut, please refer to the Editing Products in Bulk section of this document.*

To request a product category
While finding the right category for your products may take a few minutes, the chances that your product requires a newly created classification are very limited. If you feel like your products do in fact require a new classification, you can request one from the Syndigo team.

1. Click **Add Product Category** in the **Properties** section of **Edit** view,or double-click the Lowe's Category field in **Bulk Edit**.
2. Click the Request a classification link & The "Request product category modal will appear

3. Specify the following:
   - **Product Description:** Provide a brief description of the product
   - **GTIN:** Provide the 14-digit GTIN
   - **Suggested Product Category:** Enter a name for a new product category that you want to include.
   - **Any additional information:** What else should Syndigo know while processing your request?
   - **Choose a way for us to contact you:** Expect a response in 24-48 hours

4. Click **Request**. This sends a request to the Syndigo Taxonomy team who will contact you by your preferred method designated in the form.

STEP 3: POPULATE YOUR LOWE'S CORE MARKETING DATA

1. From the **Products** page, select the product(s) that you wish to work with.
2. Click **Edit** OR **Bulk Edit**

3. Navigate to the *Lowe's > Lowe's Core Marketing* Requirement Set
4. Complete the required attributes, which will be highlighted in red
5. Once you have completed all required attributes in the Requirement Set, your **Readiness Score** should be **100%**
6. Click **Publish**
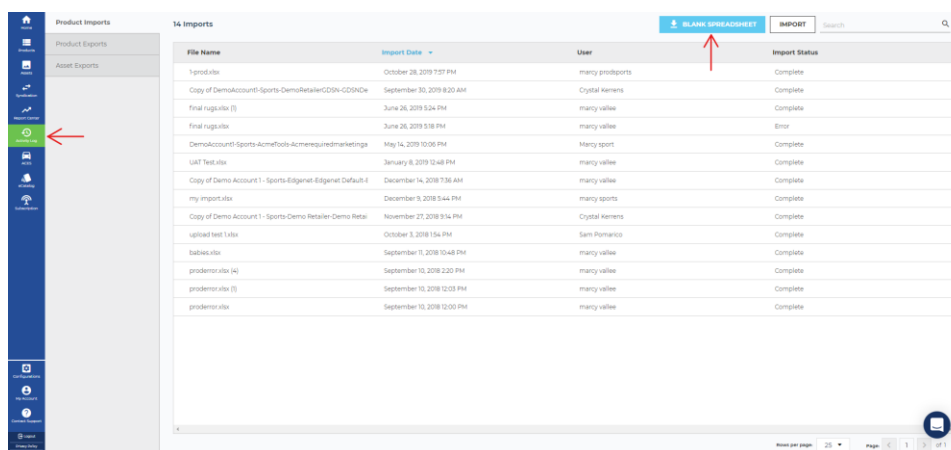
7. Select **Lowe's**
8. Click **Publish**

EXPORTING & IMPORTING SPREADSHEETS

Users can export recipient-specific spreadsheets to edit and manage product content. Whether creating a blank spreadsheet or exporting products that currently exist in the platform, users will define the parameters of that export (Recipient, Requirement Set, Language, and Taxonomy). Once an export is created, the file will be sent to the user via email.
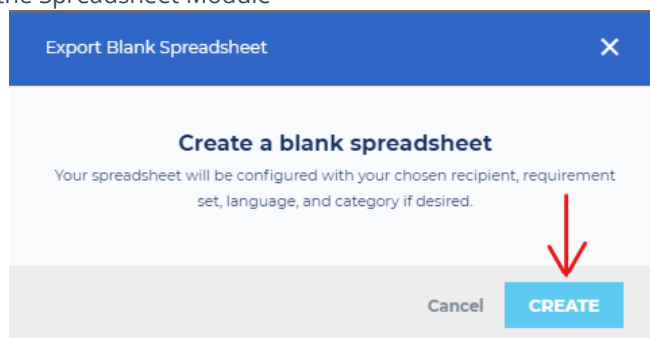
Users can add as many different spreadsheets to an export as needed. Prior to exporting, an export summary will be provided for review. A separate spreadsheet will generate for each set of defined criteria.

EXPORTING A BLANK SPREADSHEET

1. From the **Activity Log** tab, click the **Blank Spreadsheet** button


2. Click **Create** on the Spreadsheet Module

3. Specify the following
   - **Recipient:** (Select Lowe's)
   - **Requirement Set:** Select the requirement set you want to export
   - **Locale:** Select the locale(s) you want to include in the export
   - **Identifier:** Select GTIN when exporting data for Lowe's
   - **Taxonomy:** When managing classification data, select "Lowe's" from the dropdown
   - **Product Category (appears when Taxonomy is included):** Follow the prompts to select the Category that you would like to include with your export (if applicable).

4. Click **Create Spreadsheet**

5. You can add additional spreadsheets by clicking the **Add Blank Spreadsheet Button**.
6. Once you have all of the spreadsheets you wish to export, click **Export**
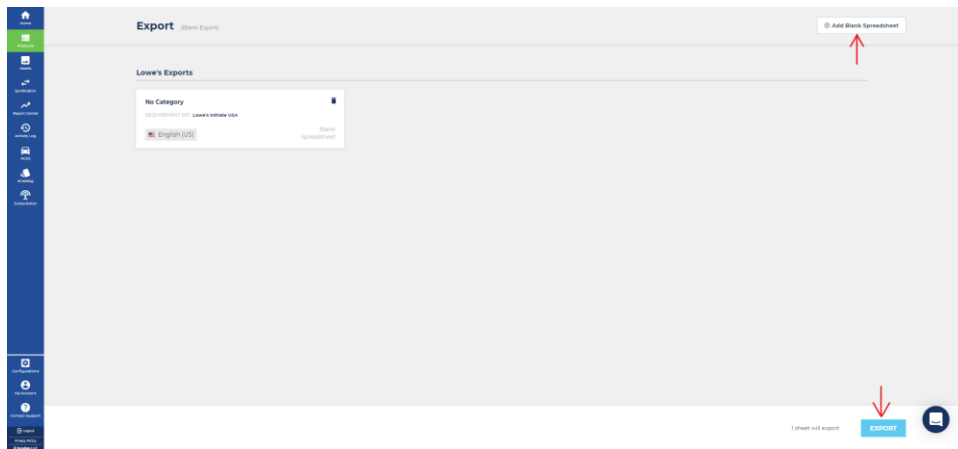
Once created, the CXH Platform will generate an email to the user with the requested spreadsheet attached. This allows users to continue working in-app while the system builds the spreadsheet.

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EXPORTING DATA FOR EXISTING ITEMS

1. From the **Products** tab, Select the products that you want to export.
2. Click **Export**
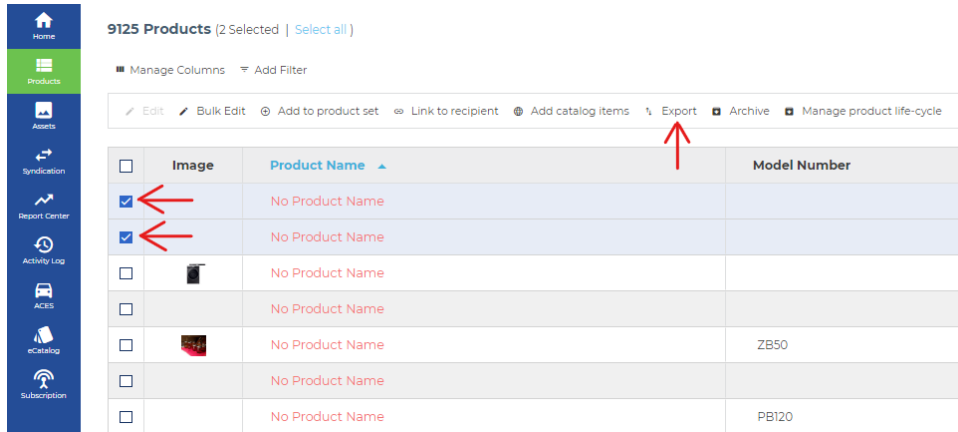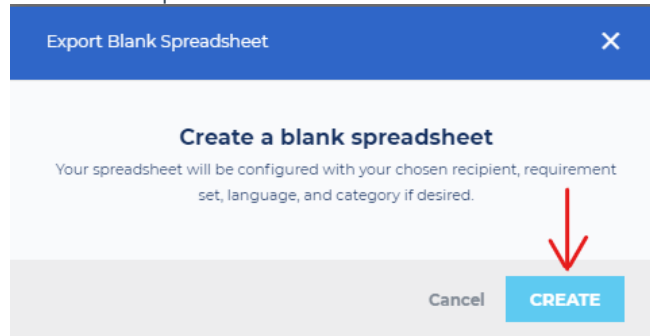
3. Click **Create** on the Export Module

4. Specify the following
    -   **Recipient:** (Select Lowe's)
    -   **Requirement Set:** Select the requirement set you want to export
    -   **Locale:** Select the locale(s) you want to include in the export
    -   **Identifier:** Select GTIN when exporting data for Lowe's
    -   **Taxonomy:** When managing classification data, select "Lowe's" from the dropdown
    -   **Product Category (appears when Taxonomy is included):** Follow the prompts to select the Category that you would like to include with your export (if applicable).

5. Click **Create Spreadsheet**

Once created, the CXH Platform will generate an email to the user with the requested spreadsheet attached. This allows users to continue working in-app while the system builds the spreadsheet.
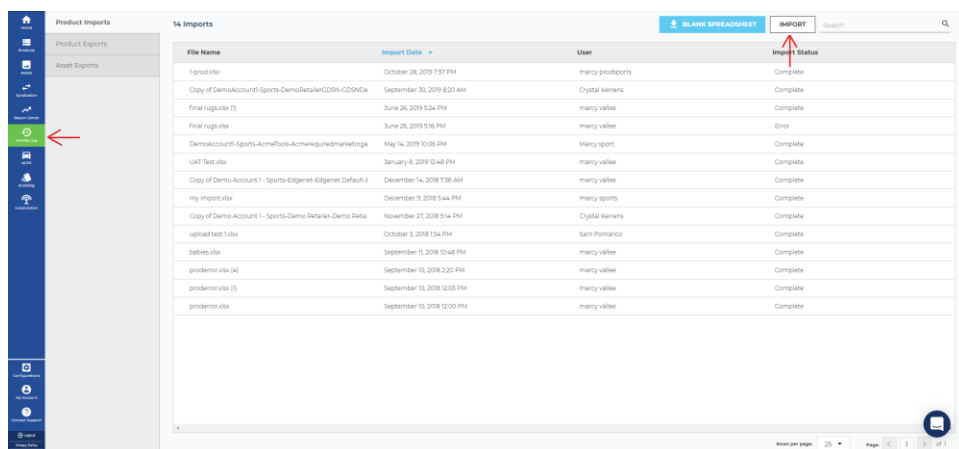
IMPORTING SPREADSHEETS

Users can upload one or more spreadsheets using the **Activity Log** page. This page displays imported and exported spreadsheets, as well as assets, with details such as the file name, import date, user and import status.
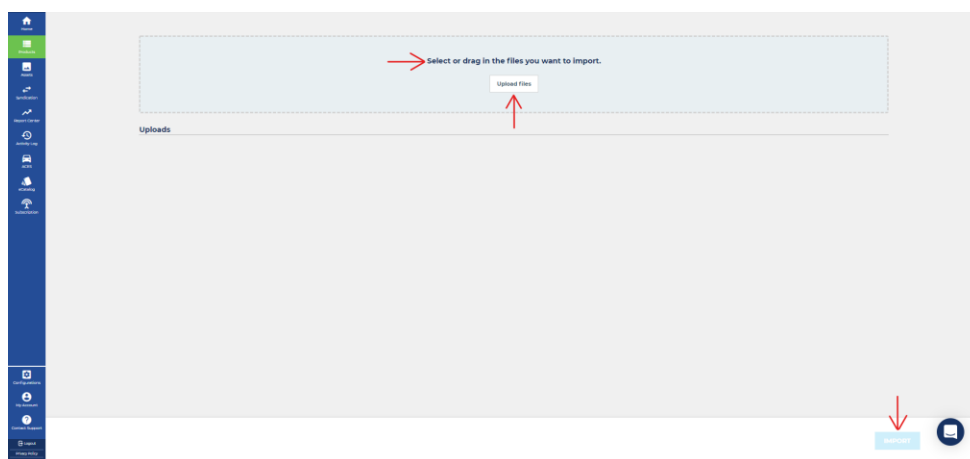
1. From the **Activity Log** tab, click **Import**

2. Click **Upload Files** or drag in the files you wish to import.
3. Click **Import** in the bottom right-hand corner of the page.

4. Select your import options from the pop-up module.
   - **Which Identifier would you like to use for this Import?** Select *GTIN* when uploading products for Lowe's.
   - **How should we handle imported products with no matching GTIN or product name in our system?** If your spreadsheet contains new products that have never been loaded into the CXH platform, select "*Create new products*"
   - **How should we handle imported products with attribute errors?** Choose how you wish for the platform to handle any attributes from the spreadsheet that contain "invalid" values.
   - **What should we do if your product matches more than one current product?** Suppliers should choose *"Update The First Match"* unless you are managing multiple products with the same Unique Identifier (GTIN).
   - **How Should we handle asset file names that match multiple assets in your media library?** Suppliers should select *"Ignore The Uploaded Asset"* unless attempting to alter existing assets already present in CXH.
   - **Do you want to verify products on import?** Select "*No*" when uploading products for Lowe's.

- **How should we handle blank cells on products that already have a value?** Select "*DO NOT overwrite and delete the value*" unless you are attempting to erase information already present in CXH.
5. Click **Import**

DIGITAL ASSETS

The **Assets** tab enables users to upload and organize digital assets prior to linking them with products for distribution. Digital assets for your products may include Main Product Image, Lifestyle Images, Installation Guides, User Manuals, etc.

All accounts have unlimited storage space for digital assets with the CXH Platform. Additionally, there is no maximum size for any single attribute.

UPLOADING DIGITAL ASSETS

1. Click the **Assets** tab.
2. Click the **+New Asset** button.
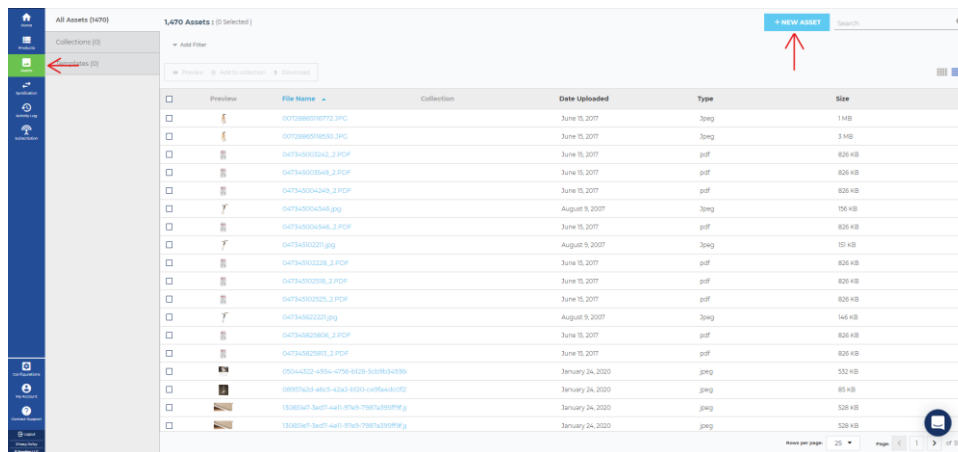
3. Select the file(s) you wish to upload
   - *Note:While the CXH platform will allow you to store an image of any size (no size minimum or maximum), images must meet a 1000 x 1000 pixel minimum to be distributed to Lowe's.*
4. The File Uploader will appear to show you the completion percentage and status of your files as they upload.

CREATING DIGITAL ASSET COLLECTIONS

Much like with Product Sets, users can choose to create "Collections" to help organize digital assets once they are uploaded. Some users may choose to create a collection for a specific product category, while others may group assets for a specific product launch. Once a Collection is created, sub-collections can be added to further aid in organizing those assets.

1. From the **Assets** tab, click **Collections**
2. Click **Create New** to create a new collection.
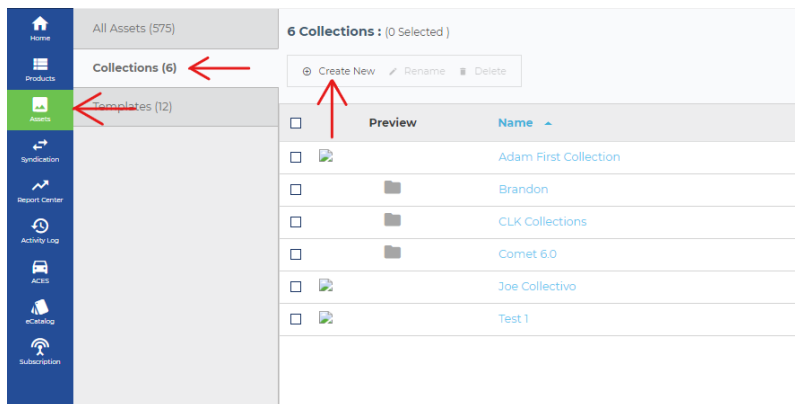
3. Enter a name for the collections you want to create.
4. Click **Create**
   - **Note:** Click on a Collection if you want to view any sub-collections and assets inside it. You can see the name of the collection on the left navigation bar.

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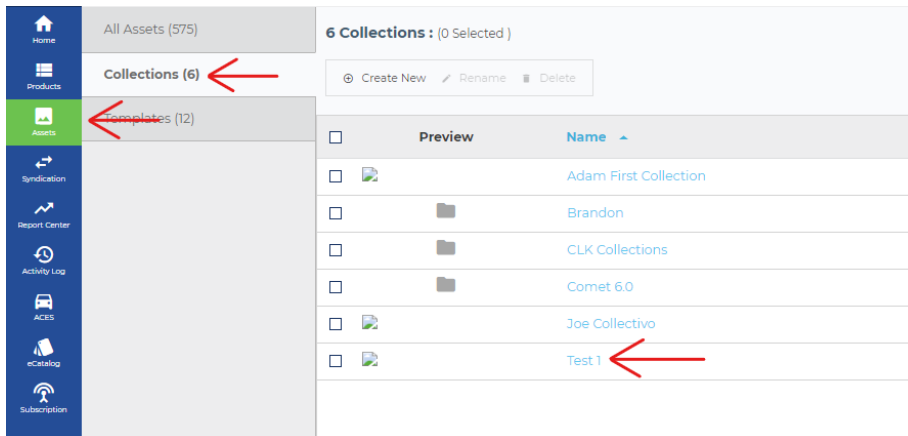
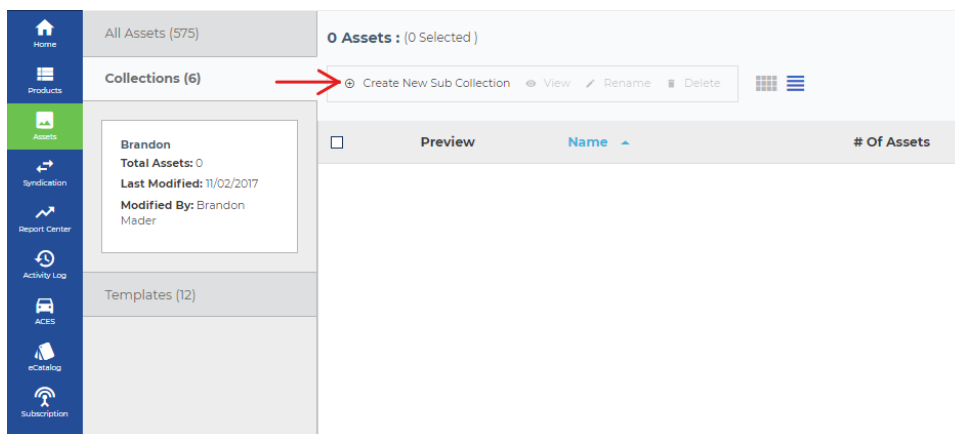## CREATING A SUB-COLLECTION (DIGITAL ASSETS)

1. From the **Assets** tab, click **Collections**
2. Click the collection you wish to modify.

3. Click **Create New Sub Collection**.

4. Enter a name for the Sub Collection
5. Click Create. The new sub-collection folder is created.
   - *Note: You can rename or delete a sub-collection (This will not delete the attributes from your account)*
   - *Note: You can sort images in sub-collections by Name, Date Uploaded, Type, and Size.*
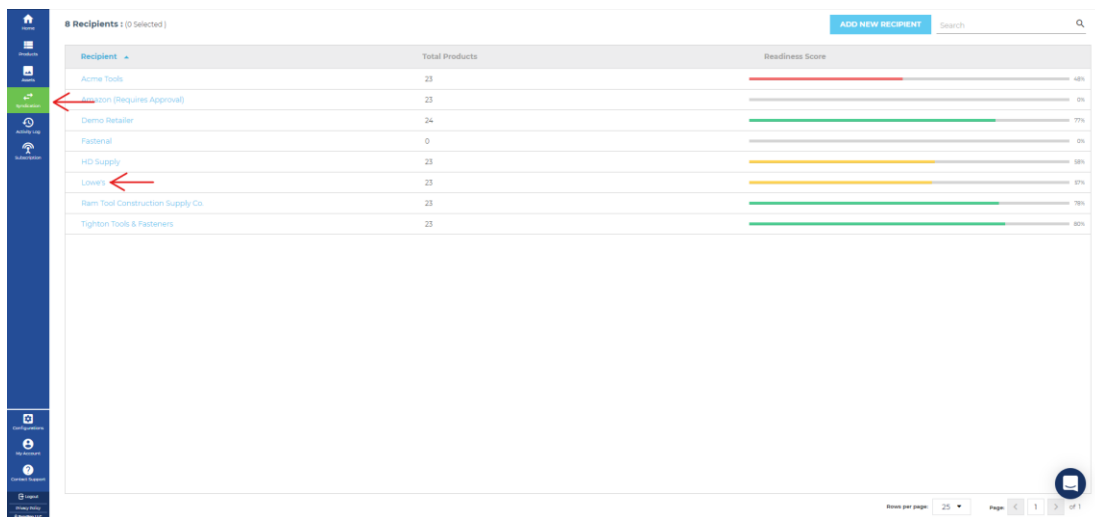
SYNDICATION

From the **Syndication** tab, users can access information on products in the context of a single recipient (In this case, the recipient would be Lowe's). Users can see a list of these recipients, the total number of "linked products", and an *Average Readiness Score* for the total linked products.

Additionally, users can manage Product Requests/Subscription Request from the Request section within a specific recipient overview.

RECIPIENT OVERVIEW

To access the Lowe's Recipient Overview Page…

1. From the **Syndication** tab, select **Lowe's**
   - *Note: Users may see additional recipients listed here based on level of service with Syndigo.*

To view linked products from the Recipient Overview

From this section, you can view the total number of products, incomplete products and the average, publication status, and completion percentage across all products and requirement sets for the recipient linked to the account. Additionally, you can view and edit incomplete products.
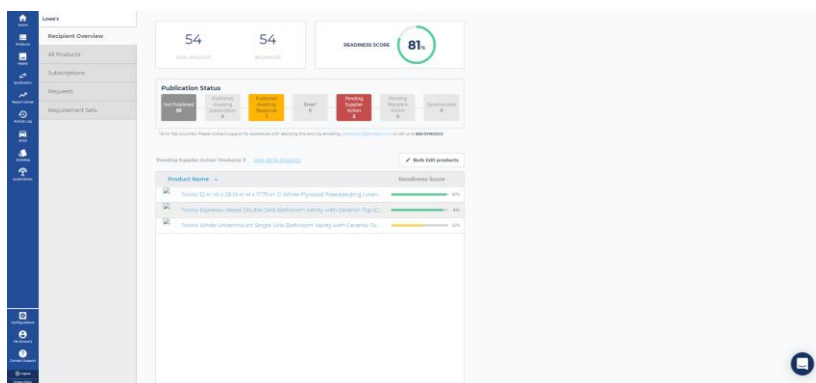
1. Click the **All Products** tab from the left-hand
   - *Note: Users can publish products with active subscriptions from the **All Products** section of the Recipient Overview page by selecting the product(s) and clicking the **Publish** button.*
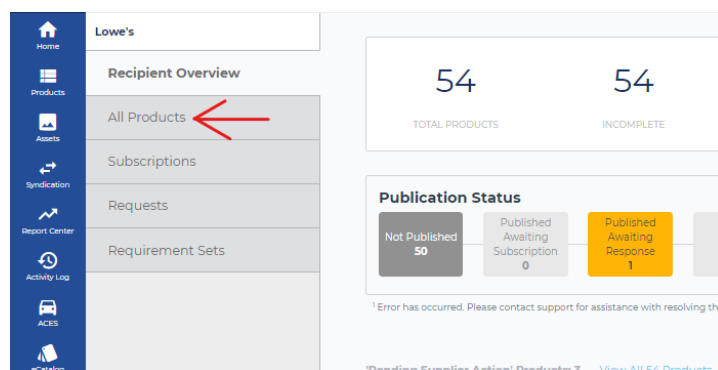

MANAGING REQUESTS

From the **Requests** section of the **Syndication** tab, you can manage both subscription and product requests. Subscriptions are requests from a recipient that indicates that the recipient would like to receive the content associated with a specific product. If there are any requests that have not been addressed, you will receive a notification that you can view from the notifications tab.

- **Product Requests** – issued when Lowe's subscribes to product that the CXH platform does not yet recognize in your account.
- **Subscription Requests** - issued when Lowe's subscribes to a product that has already been loaded into the CXH Platform.

To manage product and subscription requests from the Recipient Overview

1. From the Recipient Overview Page, click the **Requests** tab.
2. Click the box for each request and click the button for your desired action.
3. Once a subscription request is accepted, the product will move to the "All Products" section of the Recipient Overview.
   - *Note: The Requests section defaults to the Subscription Requests tab.*
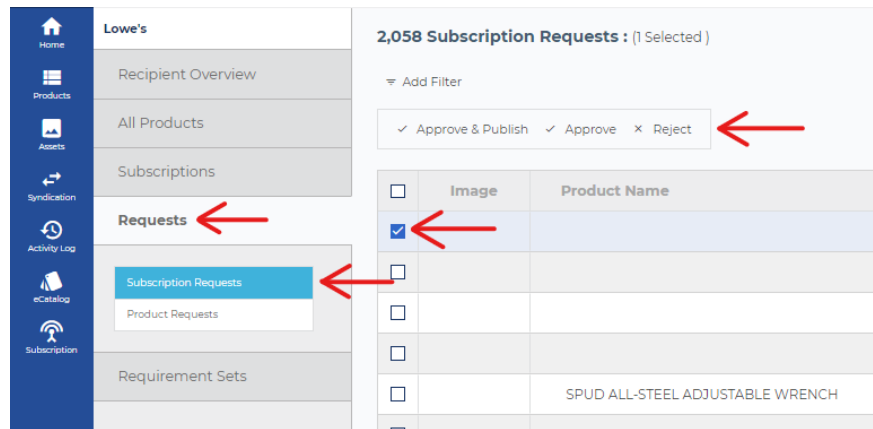
APPROVING SUBSCRIPTION/PRODUCT REQUESTS

1. Click the box for each request and click the **Actions** button
2. Users can choose between 3 options.

   a. **Approve as new item** – Will approve and attach subscription and any attribute values associated with that subscription to a new item for the user to set up from scratch.
   b. **Approve & match –** Select this option if the subscription should apply to a product that already has been created. (This may occur if a product has been added, but the GTIN has yet to be populated for an item)
   c. **Reject –** If Lowe's issued a subscription for an item that has been discontinued or for an invalid GTIN.
3. Once approved, Items will move to the "All Products" section of the Recipient Overview.
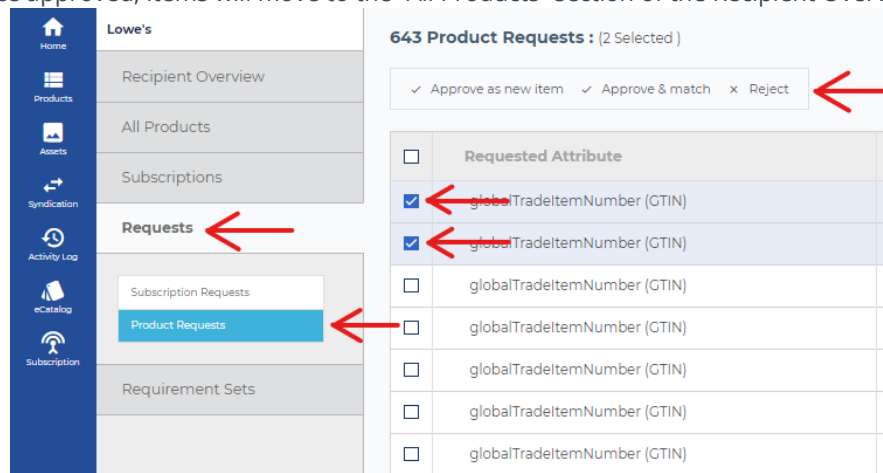
PUBLISHING CONTENT

Syndigo has established a connection with Lowe's internal systems and interactions are based on a subscription/publication model. You will need to approve these subscriptions (see the *Managing Requests* section of this document) to activate and publish your content to Lowe's.

Once you have populated the required values for a recipient to whom you want to send product content then you are ready to publish. To publish multiple products, go to the Syndication tab and follow the steps outlined below.

NOTE: "PUBLISH" HAS REPLACED "CERTIFY & SEND" FOR THOSE FAMILIAR WITH THE EDGENET SUPPLIER PORTALPUBLISHING A SINGLE PRODUCT TO LOWE'S

1. From the **Products** page, select the product(s) you wish to publish.
2. Click **Edit**

3. Click the **Publish** button, located at the top right-hand corner of the screen

4. If Lowe's is the only recipient linked to the product, the product will automatically publish to Lowe's. If there are multiple recipients linked to the product, you will have to select **Lowe's** from the "Sending Product" modal and click **Publish**.

    - ***Note:*** *Only products with Active subscriptions to Lowe's can be published to Lowe's. For more information on approving subscriptions, please refer to the "Managing Requests" section of this document.*

PUBLISHING MULTIPLE PRODUCTS AT ONCE

Multiple products can be published from either **Bulk Edit** or the **All Products** section of a recipient under the **Syndication** tab.

To publish using **Bulk Edit**...

1. Select the products you wish to publish from the **Products** tab
2. Click **Bulk Edit**

3. Click **Publish**
5. If Lowe's is the only recipient linked to the product, the product will automatically publish to Lowe's. If there are multiple recipients linked to the product, you will have to select **Lowe's** from the "Sending Product" modal and click **Publish**.
    - *Note: Only products with Active subscriptions to Lowe's can be published to Lowe's. For more information on approving subscriptions, please refer to the "Managing Requests" section of this document.*

To publish using the Syndication section...

1. From the **Syndication** tab, select the desired recipient, in this case, **Lowe's**
    - *Note: Users may see additional recipients listed here based on level of service with Syndigo.*
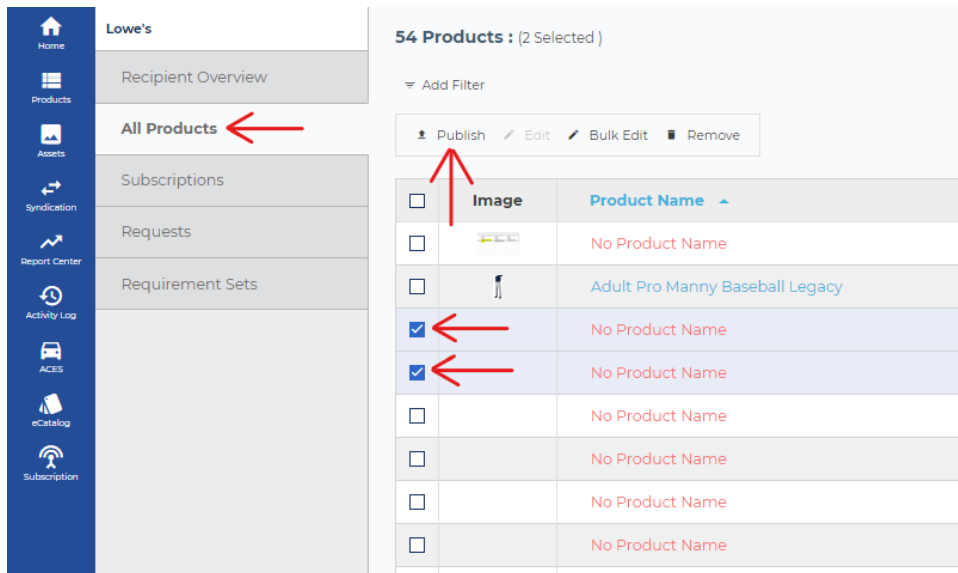
2. Select the **All Products** tab.
3. Select the products you wish to publish
    - *Note: the **Add Filter** and Search functions can assist in locating the desired products if they do not all appear on the same page.*

4. Click **Publish**

5. If Lowe's is the only recipient linked to the product, the product will automatically publish to Lowe's. If there are multiple recipients linked to the product, you will have to select **Lowe's** from the "Sending Product" modal and click **Publish**.
   - *Note: Only products with Active subscriptions to Lowe's can be published to Lowe's. For more information on approving subscriptions, please refer to the "Managing Requests" section of this document.*

MANAGING EXISTING PRODUCTS

While item setup is a crucial aspect of the Lowe's & Syndigo relationship, it is important to understand that data is constantly changing as consumers demand more information about your products. The CXH Platform should be viewed as a "living" database for your product content.
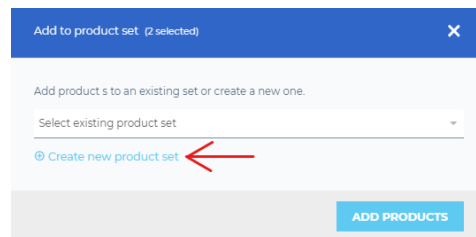
CREATING A PRODUCT SET

Product Sets allow users to create customized groupings of products so that they can easily be recalled and managed within the CXH Platform. Product Sets are shared across users within an account and are not visible to any Retailer/Recipient.

1. From the **Products** tab, select the product(s) you would like to add to your product set
2. Click **Add to Product Set**
   - *Note: You can also add a product to a set from the **Edit** view of the product*
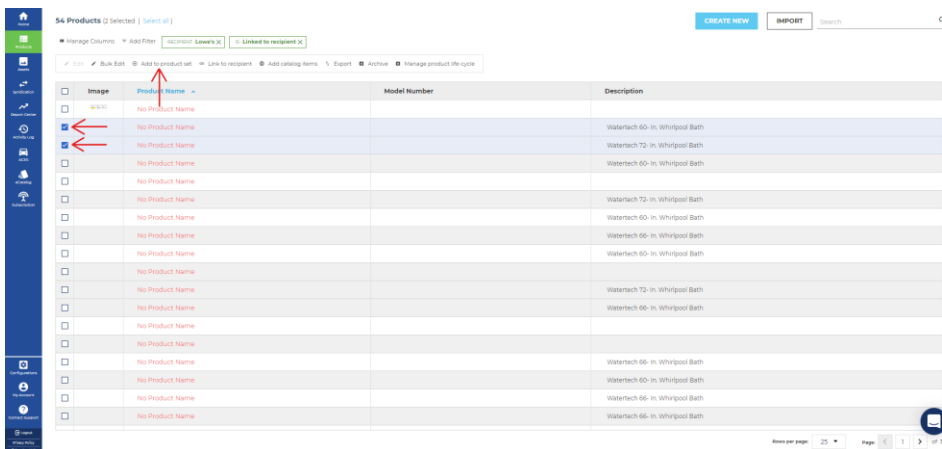
3. Click **Create New Product Set**

4. Assign a name to your product set
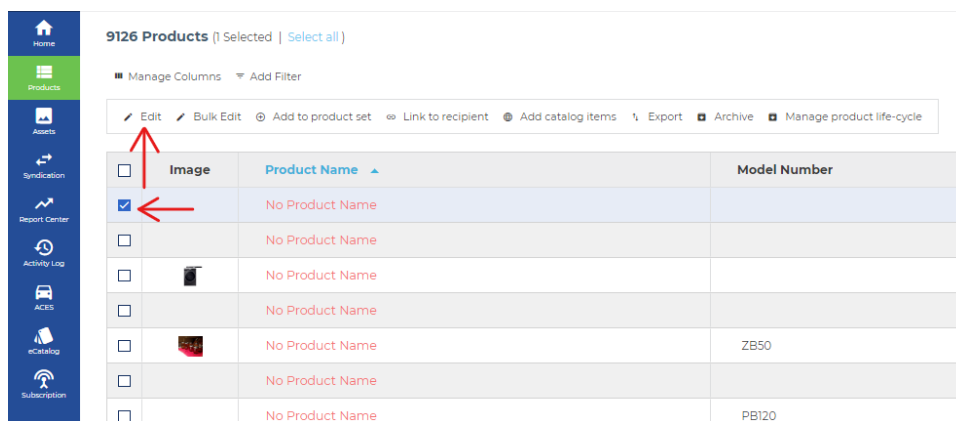5. Click **Create Set**
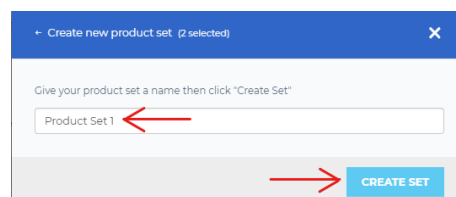
Once a Product Set is created, users can easily access these sets by navigating to the Products tab and clicking **Product Sets > Manage Product Sets**. From this page, users can also:

- **Create New** Product Sets
- **Duplicate** Existing Product Sets
- **Delete** Product Sets
- Initiate **Bulk Edit** Sessions for a Product Set
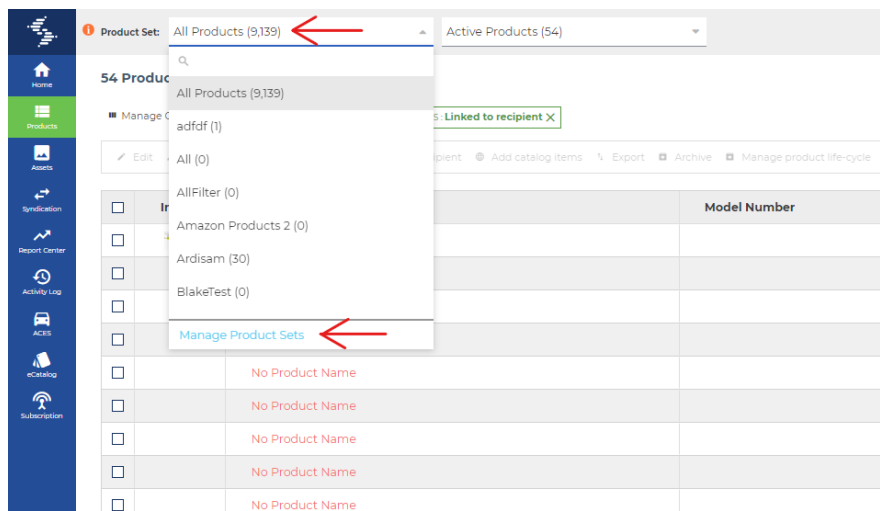
EDITING A SINGLE PRODUCT

1. From the **Products** page, select the product you want to edit.
2. Click the **Edit** button. The Product Details page will appear for your product.

3. Navigate to the Lowe's Requirement Sets by selecting Lowe's from the Recipient drop down.

4. Edit your content and click **Save Changes** at the top right-hand corner of the page.
   - If you wish to Publish your changes to Lowe's, click **Publish**. For more information, see the "Publishing Content" section of this document.

EDITING PRODUCTS IN BULK

From the **Products**, **Product Sets**, and **All Products** section of the recipient list (located in the **Syndication** tab), you can select multiple products to edit within the bulk edit grid. Within the bulk edit grid, you can also view and resolve data quality issues, copy and paste content or populate full columns with the copy down feature. The grid is also able to be customized by dragging or dropping columns or locking the columns.

Note:If you switch tabs, requirement sets or categories with unsaved changes, a warning modal prompts you to save or discard the changes before moving ahead.

1. From the **Products** page, select the products that you want to edit.
2. Click **Bulk Edit**
   - *Note: The Bulk Edit screen will default to the Syndigo Default requirement set. To edit Lowe's required attributes, toggle to the Lowe's requirement sets at the top of the Bulk Edit grid.*

3. Make any necessary changes by double-clicking in the columns.
4. Click **Save Changes** when you have finished editing your products.

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LOCKING COLUMNS IN BULK EDIT
Users can lock columns in place from the Bulk Edit table easily populate data or use as a reference for other attributes.

1. On the Bulk Edit table, drag your cursor over the column name that you would like to lock in place. A "lock" icon will appear in the cell. Click the icon to lock the column.
2. The locked column moves to the left and the unlocked columns will continue to scroll from left to right.
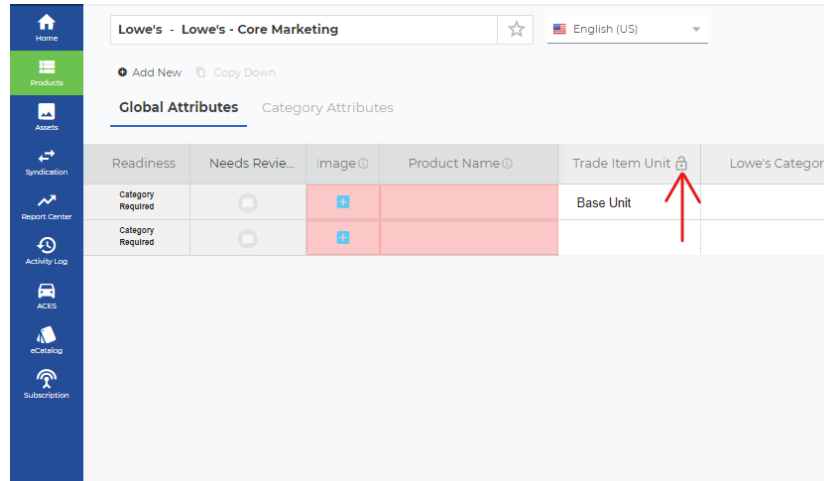
TO COPY AND PASTE IN BULK EDIT
Users can copy/paste content from an outside source (like Excel or a Master Data sheet) or from within the bulk edit table. This action can be performed for multiple columns (attributes) at once.
1. Copy the content from your original source
2. Locate the appropriate column(s) in the Bulk edit grid and paste (Ctrl - V)
   - Note: Users can rearrange the columns in the bulk edit grid by clicking and dragging

BULK EDIT SHORTCUTS

Highlighted Cells – Cells highlighted in red indicate that the attribute is missing but required based on the requirement set you are viewing.

- If a value is populated, but the cell is still highlighted red, this indicates that the saved value is invalid
- Once an edit is made to an attribute, the updated attribute will be shaded yellow to indicate that you have made edits to that attribute during your session.

Copy Down – to copy values between products, users can elect to use the Copy Down feature located in the top right-hand corner of the bulk edit page.

- To copy a value(s) for an entire product set, populate your attribute value(s) for the first item. Select the cell(s) and click **Copy Down**
  - o **Note:** There may be a slight delay, but you will see your content copy down within a matter of seconds.
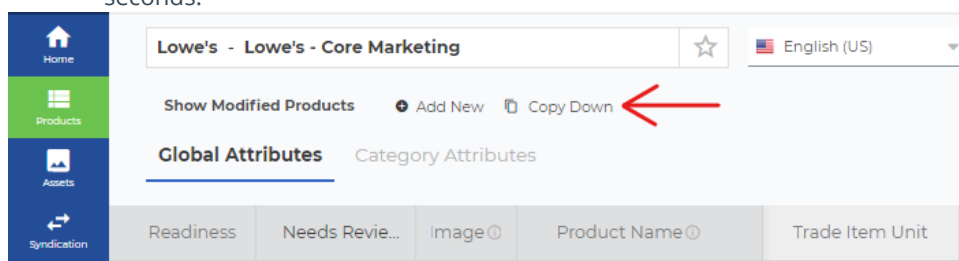
 Undo – Once an edit is made to an attribute, the updated cell will highlight yellow and a "back" arrow will appear in the top left hand corner for that cell.

- Clicking the "undo" arrow will cause the cell to revert to the last saved attribute value for that attribute.

Show Modified Products – After making changes to products in the bulk edit grid, users can click the "Show Modified Products" shortcut at the top of the bulk edit grid.

- Once selected, the bulk edit grid will filter to show only the products that have been edited during your current bulk edit session.
- Click the shortcut again to revert to showing all of the products that you selected for your bulk edit session.