



Item Setup Process Flow

Effective August 3, 2023

1

Merchant and Vendor Alignment

Merchandising asks Vendor for item proposal (PLR Invitation Letter, Promo ask, etc.)

Vendor submits item proposal to Merchant.

2

Vendor Completes Lowe's Core & Enrichment Requirements & Publication

Vendor completes Lowe's Core & Enrichment Requirements and Publishes to the Lowe's-API Recipient in Syndigo.

3

Vendor to Monitor for Feedback/Errors in Syndigo

Lowe's may send back additional feedback/errors that will require attention. **Please note, Lowe's has dynamic data quality validations and new requirements may be introduced at any time.**

Once corrections are made, vendor will republish.

Vendor awaits buying decision. Vendor should coordinate with their Merchant on the expected timeline for business award. Vendors that do not have contact information for their Merchant, should review the "Merchant Contact List" in the Knowledge Center within Vendor Gateway.

4

Lowe's Teams to Review & Analyze Data

Lowe's Merchandising reviews and conducts data analysis, awards business/completed buying decisions.

For Import items, Global Sourcing and Classifications review data.

5

Item Setup Complete and Item Availability Configured

Item(s) have reached "Synchronized" status in Syndigo.

Merchandising and automated processes stock/make available, add costs/approve costs, update retails.

Vendor must ensure inventory is loaded and maintained in CommerceHub for Online ONLY Programs.

Top Reasons an item is not online:

1. Marketing & Enrichment data is not completed.
2. Lowes.com effective date is future-dated in Lowes systems.
3. Merchant has not released costs or made item available.
4. Inventory is not available.

Questions?

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