

Lowe's Product Information Newsletter – Fall 2009

Vendor Partner,

Welcome to the Fall Newsletter for Product Information! This summary should provide you with the information you need to successfully partner with Lowe's on all product information initiatives. We look forward to continued successful data synchronization!

New Item Set Up: Pub before Sub Process

- Lowe's has completed roll out of the PUB before SUB process and training materials to all current vendors.
- This process requires all vendors to supply a publication report from their Solution Provider / Data Pool along with the item set-up sheet, prior to merchandising issuing any subscriptions. No subscriptions will be created until the publication report is provided.
- For more information please review the "Item Set Up Process" at: <http://www.loweslink.com/VendorDataSynchronization.htm>

Focus on Quality

- GDSN and Marketing Data – there is a renewed focus on the quality of data that is being submitted by vendors. An increasing number of groups within Lowe's are utilizing the GDSN and Marketing Data, which is increasing the visibility of your data throughout all levels of Lowe's.
- Review and update your data on regular basis -- this is not a one-and-done effort.
- In the GDSN, be particularly concerned with measurements and other quantitative numbers ensuring they correctly reflect your product. These attributes are being used across Lowe's, and vendors will be held responsible for inaccuracies.
- For Marketing Data, take advantage of the opportunity to sell your product by fully describing the features and benefits both in spec and bullet data. See the "Guidelines for Showcasing Your Product" at: <http://www.loweslink.com/VendorDataSynchronization.htm>

U Connect 2010: June 7-10, 2010 San Antonio, TX

- For many of us it is budgeting season. We highly recommend budgeting to attend the U Connect 2010 Conference for learning how to transform your supply chain.
- Information on the event, including discounts for early registration, can be found here: <http://uconnect.gs1us.org/>
- "U Connect was a great convention which brought the different segments of data synchronization together so that I was able to understand the big picture. It is very beneficial for anyone who is looking into or is in the process of implementing data standards across their organization." Joe Evans from Werner Ladder, a first time attendee at UConnect 2009
- We look forward to seeing you at the conference!

Lowe.com Lockdown

- During the fourth quarter of 2009 and first quarter of 2010 Lowe.com will be scheduling lockdown periods during which products cannot be added or updated.
- It is *imperative* to supply marketing data for critical holiday items as quickly as possible and to continue providing marketing data to Big Hammer on a regular basis. This will allow your products to be as up-to-date as possible during any lockdown periods.
- Please plan your product data entry and maintenance accordingly. Contact your Product Content Specialist if you have any questions.

Dimensions Project:

- Lowe's has recently kicked off a cross-functional project to understand how dimensions data is collected and used across Lowe's, and recommend streamlining opportunities leveraging GDSN data.
- This project will involve audits of vendor data – take the opportunity now to ensure your dimensions data (in-box and out-of-box) in the GDSN is correct.

Lowe's Controlled Brand Process

- Lowe's has completed roll-out of brand validations in our GDSN data.
- This validation is designed to eliminate the inconsistencies of vendor brand name presentation on lowes.com and in other Lowe's systems. As a result, errors and discrepancies of brand names have been significantly reduced, enhancing the customer online shopping experience and making your products more searchable on lowes.com.
- Remember that your brand must be on the Lowe's Controlled Brand List and your brand in the GDSN must be spelled and punctuated exactly as on the Lowe's Controlled Brand List in order to complete item set-up.
- When launching a new brand at Lowe's, vendors must initiate the submission of new brands to Lowe's, and after receiving notification that the new brands have been added, follow through with GDSN publication.
- More information on brands, submissions and failure resolutions, can be found in the "Brand Management" section at: <http://www.loweslink.com/VendorDataSynchronization.htm>

Preferred Solution Providers:

- As a reminder, Lowe's has a posted list of preferred providers to make the submission of GDSN data a faster and easier process for you.
- The Preferred Solution Provider list can be found at: <http://www.loweslink.com/VendorDataSynchronization.htm>

Reporting

- We continue to enhance the Data Synchronization section on Loweslink by adding reports that vendors can use to monitor their performance and increase awareness of their publication status.
- Reviewing metric reports such as "Vendor Summary by Subscriptions" on a regular basis will allow you to more quickly publish your items – a speed-to-market advantage that will bring your products to the consumer more quickly.
- Your data pool / solution provider (GDSN) and Big Hammer (Marketing Data) can also provide detail regarding vendor progress and areas of action.

Other Channels via Marketing Data Pool

- Through Big Hammer's Marketing Data Pool you may be offered opportunities unrelated to Lowe's initiatives to display your marketing data in other channels. The decision to participate in these channels is the vendor's choice. If you are unsure if you should participate, or if your product is exclusive to Lowe's, please consult your Lowe's Merchandising team prior to participation.

Who to Contact

For Data Synchronization / GDSN questions, please contact your Data Pool / Solution Provider first for assistance.

1SYNC™ Support – GDSN

- lowesinfo@1sync.org
- 866-280-4013

Big Hammer Support – Marketing Data Pool

- www.lowes.bighammer.com
- bighammersupport@bighammer.com
- 866-865-6602

Lowe's Product Information

- www.loweslink.com
- lowespcm.ecusthelp.com
- 866-808-7104
- marketingdata@lowes.com

Thanks again for your support!
Lowe's Product Information Team

Note: If you are a supplier to our Canadian operations only, you do not need to participate in the GDSN or the Marketing Data Initiative at this time. Please disregard this newsletter.