

Synchronized Commerce Service

Data Synchronization to UCCnet

The goals of data synchronization, including greater efficiency, reduced errors, global presence, and the ability to take products to market faster, can easily be overshadowed by the immediate need to meet a retailer mandate for synchronized product data. Lack of experience in data synchronization technologies and processes, and limited resources are obstacles for many trading partners. Benefits are often obscured by the requirement to respond. And since every trading partner's business is different, implementation is semi-custom. Achieving data synchronization requires significant resources of a small or medium-sized enterprise; resources that are sometimes difficult to secure in the rush to compliance. Cleo has a solution for data integration, synchronization, and publication that is fast, straight forward, and cost effective.

Synchronized Commerce Service™, powered by Kodiak Quick-to-Market™ is a full-service data capture, validation, translation, and message transport solution for managing and publishing product data to UCCnet GLOBALregistry™, datapools, and customers. With training, pre-formatted forms for loading and managing item data, hosted synchronized UCCnet™ messages, and live technical phone support, trading partners can quickly, easily, and efficiently meet data synchronization requirements.

Synchronized Commerce Service is powered by the Quick-to-Market synchronization engine from The Kodiak Group, which is certified by the Uniform Code Council for UCCnet 2.2.1 schema, including the hardlines extensions. The service gives trading partners a proven, certified, cost-effective path to UCCnet compliance. All aspects of UCCnet data synchronization are professionally managed allowing trading partners to rapidly achieve compliance with the least amount of risk. There is no software to buy, install, or support. Live technical support from experienced professionals is just a phone call away.

Serving as either a long-term or interim solution, trading partners can choose to achieve initial data synchronization quickly without extraordinary learning curve penalties or stress, and then verify the expected benefits of data synchronization. Depending on long-range plans, trading partners can budget additional time to engineer or investigate a behind-the firewall solution while using the service.

THE DATA SYNCHRONIZATION WORKBOOK

Synchronized Commerce Service simplifies product data man-

AT A GLANCE

Synchronized Commerce Service

- **A certified data synchronization solution**
- **No software to buy, no XML to manage**
- **Current with latest UCCnet releases, functionality**
- **Live, knowledgeable technical support**
- **Low fixed cost, low risk**
- **Permanent or interim solution**

agement with its pre-formatted Microsoft Excel® workbook, which accommodates entry of all available attributes within the Schema for item registration, retailer notifications, hierarchy and hardlines. Trading partners can manually enter data using dropdown lists that assist the gathering of proper attribute values, such as Unit of Measure codes. The workbook can also be populated from existing internally formatted data sources using the Microsoft Excel import wizard or other software import process tools.

The workbook manages and maintains the product hierarchy as a permanent reference. It uses hierarchy data to build a complete parent-child structure under the GTIN that is indicated for notification to selected retailers. The complete workbook can be saved as an item master product catalog. The "Do Not Process" column of the workbook allows trading partners to keep all item registration data intact, and identifies which specific products need to be changed in the GLOBALregistry. This is helpful for smaller trading partners who do not have systems to record all of the data required by UCCnet and their retailers, or for those who wish to retain this information in the workbook for reference and reporting.

If desired, the workbook can track the state of each item and attribute every time the workbook is processed and saved. This provides a history log for audit references, and effectively provides historical product catalog views.

Sending the workbook to the Synchronized Commerce Service Center is also easy. A choice of connectivity options offers

Synchronized Commerce Service

guaranteed delivery and event confirmations. Trading partners can submit the workbook securely through an eBusinessReady™ EDI-INT/AS2 or HTTP/S connection, including Cleo LexiCom™, or by directly accessing the Service Center web server and depositing the workbook files.

Synchronized Commerce Service also accepts other methods of data collection and transfer. Item data can be submitted to Cleo using EDI 888 documents at no additional cost. With custom mapping from consulting service professionals, trading partners can send data from their preferred format such as EDI 832, flat files, database files, IDOC's, and other custom formats. Cleo assists the trading partner in setting up the machine-to-machine communications, and mapping item master files to the process. This direct data transfer process delivers greater automation to trading partners with large numbers of items or frequent product changes.

SYNCHRONIZED DATA TRANSACTION MANAGEMENT

Synchronized Commerce Service provides translation and message management of your product information to and from UCCnet and your retail customers, using the UCCnet-compliant XML transactions.

As a first step, Cleo performs extensive checks and alerts the trading partner to potential UCCnet data issues before they occur. Cleo then converts the trading partner's information into UCCnet-compliant XML transactions and manages the full message choreography. These message types are used to pass item registration and maintenance information to the UCCnet GLOBALregistry, as well as retailer notification messages. In addition, Cleo provides confirmation audit reporting on demand, detailing all actions your retail customers have taken on your product notifications. UCCnet data transfers are sent securely over the Internet, with guaranteed delivery and event confirmations.

Synchronized Commerce Service matches GTINs to incoming UCCnet validation and update results. All completion and error messages are delivered in one simple, yet complete report, which saves time over scouring through a large number of lengthy worklist notifications or emails to determine processing results.

Synchronized Commerce Service picks up retailers' confirmation notices, and consolidates them into a single, daily email report. Sophisticated retailer notification capabilities allow trading partners to have many different relationship-specific versions of a notification; each can be customized to a specific retailer, while still taking advantage of automated change routing features.

The service can automatically route a trading partner's changes to the appropriate retailers, eliminating the need to keep track of which ones are synchronizing. When a trading partner needs to

change or correct a UCCnet attribute value, they simply notify the service of which product or notification has changed. The service makes sure the appropriate retailers receive the revised notification.

Custom mapping of internal files to the UCCnet XML format, advanced training, data synchronization, automated business process management, systems integration, product identification strategies (UPC to GTIN to RFID), and other consulting services are also available.

TRADING PARTNER REPORTS

Intelligible, easy-to-read reports are delivered to the trading partner via email, providing complete visibility at all times. As batches progress through the Synchronized Commerce Service processing and interaction with UCCnet, email notices are sent back to the trading partner to keep them informed.

Synchronized Commerce Service tracks the retailers' authorization activity and reports on actions taken. A daily Retailer Confirmation Report provides a consolidated view of the latest actions taken by each retailer against published items. Full Retailer Confirmation Audit Reports of all notification and confirmation status are provided as often as desired, at no extra cost.

WEB-BASED TRAINING

Getting started is easy with Cleo's web-based training program. Training helps trading partners understand data synchronization concepts and provides instruction on how to use the service. Synchronized Commerce Service training consists of two sessions covering 3 to 4 total hours and includes:

- An overview of GTIN assignment, item hierarchy and required data attributes
- Instructions for populating the workbook
- A review of what's required to maintain item attributes
- A detailed review of the item notification process
- A review of industry extensions
- A review of retailer confirmations and reports

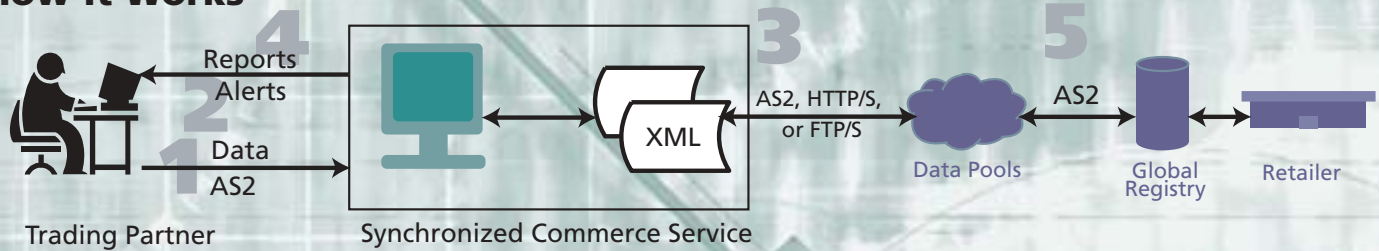
For companies who want more in-depth education and planning for their business, consulting services are available.

START TODAY

Cleo is your trusted source for certified data synchronization. Using Synchronized Commerce Service, trading partners can synchronize product data with retailers quickly. Cleo helps design and build effective, integrated data synchronization to UCCnet and beyond and knows how to make the UCCnet process work in your business operations. Ready to start? Contact Cleo today!

Synchronized Commerce Service

How It Works



1. Trading partner populates pre-formatted workbook with product data and uploads to the Synchronized Commerce Service Center via the Internet.
2. Data is pre-screened for errors and alerts for potential UCCnet data issues before they occur.
3. Cleo converts trading partner's information into UCCnet-compliant XML transactions and manages the full message choreography for item registration and publication. The service matches GTINs to incoming UCCnet validation and update results. UCCnet data transfers are sent securely over the Internet, with guaranteed delivery and event confirmations.
4. Cleo tracks the retailers' confirmation activity and reports on actions taken. Intelligible, easy-to-read reports are delivered to trading partner via email providing complete visibility at all times.
5. Cleo automatically routes synchronized registry data and changes to the right retailers.

STARTUP PROGRAM

- Account setup
- 3 to 4 hours of web-based training
- Quick Start Kit: step-by-step guide plus supporting reference documentation
- Pre-formatted Microsoft Excel workbooks for aggregation and delivery of your product data to the Synchronized Commerce Service Center where it is translated for delivery to UCCnet
- EDI 888 translation at the Synchronized Commerce Service Center for delivery to UCCnet

SERVICES

- Secure data communications to Synchronized Commerce Service Center and UCCnet
- Complete monitoring of your initial registration and notification messages, to ensure successful connectivity, transmission, acknowledgement
- Pre-screening of item data to ensure that quality data is delivered to UCCnet
- 24x7 transaction processing and communications

- Mature e-commerce data center
- Data recovery and back up

APPLICATIONS

- GLNs – 1 per subscription (multiple subscriptions available)
- GTINs – unlimited
- Master Catalog – 1, or more
- Customer Catalogs – unlimited

MESSAGES

Schema-based UCCnet Messages

- Item Registration (RCIR) to UCCnet GLOBALregistry - Add, Change, Correction and Delete
- Retailer Notifications (CIN)
 - Includes New Item, Initial Load, Withdraw and Delist Notifications to Retailers
 - Includes automatic routing of Data Change and Data Correct Notifications
- Transactions – 2000 per type

REPORTS

- Progress Reports
- Daily Retailer Confirmations
- Audit Reports

PLATFORMS

- Pentium III or Equivalent PC
- Windows 98/NT/2000/XP
- Microsoft Excel
- Broadband Internet access
- eBusinessReady AS2

TECHNICAL SUPPORT

- 8-5 EST, M-F phone support
- UCCnet upgrades
- Restart and recovery service

CONSULTING SERVICES

- Quick Start Services
- Custom Data Mapping
- Specialized Training
- Workflow and Project Management
- Data Sync Process Integration
- Item Data Lifecycle Management
- Internal Data Sync After Compliance
- Data Sync for Accurate EDI



Powered by Kodiak Quick-to-Market, a UCCnet certified solution backed by UCCnet certified consultants.

ABOUT CLEO

Cleo Communications provides integrated, reliable, communication centric e-business products and services for mission critical applications. Cleo products and services derive from a solid foundation in reliable, secure data transfer products that enable users to establish and manage communications sessions automatically, and integrate communications with e-business applications. Over 100,000 installations in manufacturing, retail, healthcare, financial, automotive, and other markets rely on Cleo products.

CLEO COMMUNICATIONS

4203 GALLERIA DRIVE
ROCKFORD, ILLINOIS 61111
PHONE . 815 . 654 . 8110
FAX . 815 . 654 . 8294

1 . 800 . 233 . CLEO
WWW . CLEO . COM