GDSN - EU Vendors Get started guide

Dear Selling partner,

Amazon is excited to announce joining the Global Data Synchronization Network (GDSN) in order to receive enriched, standardized product information from Brand owners and Manufacturers, through the data synchronization process under GS1 Global Standards authority. Get started today!

To synchronize your product information with Amazon, please review following steps:

I. Implementation guide
II. Amazon attributes guide
III. Amazon FAQs

I. IMPLEMENTATION GUIDE

1. Amazon's data synchronization information

Amazon's GLN - Publish To Production: 5450534000017

2. Steps to begin syncing your data with Amazon

2. 1. Publish your content to Amazon via your home data pool

a. If not already a member, join the GDSN data pool of your choice.
b. Have your accurate item data loaded into your home data pool and insure it is ready for publication.
   ⇨ Contact your data pool for any education you might require to complete this step.
   ⇨ Please review the Amazon Attribute Guide and ensure you're meeting the attribute requirements.

Note: Having a data pool provider is mandatory for suppliers to be able to synchronize data through GDSN. GDSN is an optional tool for Amazon selling partners, that can be used on top of existing Amazon tools for catalog updates.

2.2. Connect to Amazon GDSN through your Vendor Central account

Step 1: Login into Vendor Central and select 'Manage Catalog feeds' under 'Items'.

Step 2: Select 'GDSN Subscription' as shown below.

Step 3: Enter your company Global Location Number (GLN) in highlighted box and click Validate GLN ID.

Step 4: Post successful validation of GLN, you can choose appropriate vendor code(s) against which your GDSN product content will be submitted.

Our recommendation is to choose the vendor code:

1) Choose the vendor code(s) against which you submit content using Vendor Central NIS (New Item Setup = item creation) Excel templates so that your GDSN submission is applied.

2) On the right side of the screen, you will see the business groups corresponding to vendor codes as additional information.

3) You can choose the required set of vendor codes that are used for item creation on Amazon. This means your GDSN submission will be applied to all the selected vendor codes. We would recommend you to choose only those vendor codes that are used for item creation on Vendor Central.

4) If you have issues while performing this process, please create a Vendor Central case (cf. part 2.4. "How to report a problem")

Step 5: Post successful mapping of GLN to vendor codes, you can choose 'View GDSN Subscription' to see the mapped vendors as needed.

2.3. Steps to edit vendor code(s) against which your GDSN product content will be submitted

Step 1: Login into Vendor Central and select 'Manage Catalog feeds' under 'Items'.

Step 2: Click on 'GDSN Subscription' link.

Step 3: Enter your company Global Location Number (GLN) in highlighted box and click Validate GLN ID. In case the GLN already has vendor codes mapped, the below highlighted message will be shown.

Step 4: To update vendor code mappings for this GLN, click on Edit button. Then click on Continue (bottom).

Step 5: Select Vendor Codes to be mapped and de-select Vendor Codes to be removed from mapping and click on "Update".

2.4. How to report a problem?

Step 1: Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.

Step 2: Choose link "Support" at the center top shown in below screen

Step 3: Choose the link "Contact Us" at the center bottom shown in below screen

Step 4: Choose Issue "Manage My Catalog" and then "Catalog Feeds Management".

Step 5: Choose Request "Send Email" and describe your problem and submit.

2. ATTRIBUTE REQUIREMENTS

Amazon is using GDSN for a total of 60 attributes.

Amazon is using GDSN data for following 55 Regulatory and Supply Chain attributes. Once synchronized, these attributes will be synchronized directly in your Amazon catalog via GDSN feed.

S.No	Amazon catalog Attribute	Attribute type	S.No	Amazon catalog Attribute	Attribute type
1	gtin	1. Product Identity	28	rtip_ingredients	2. Food regulatory
2	department	1. Product Identity	29	serving_recommendation	2. Food regulatory
3	style	1. Product Identity	30	special_ingredients	2. Food regulatory
4	rtip_manufacturer_contact_information	1. Product Identity	31	storage_instructions	2. Food regulatory
5	model_number	1. Product Identity	32	use_by_recommendation	2. Food regulatory
6	manufacturer	1. Product Identity	33	warranty_description	2. Food regulatory
7	package_level	1. Supplier Package	34	batteries_included	2. Minimum Data Standards program
8	net_content_weight	1. Supplier Package	35	batteries_required	2. Minimum Data Standards program
9	net_content_volume	1. Supplier Package	36	battery	2. Minimum Data Standards program
10	net_content_length	1. Supplier Package	37	flash_point	2. Minimum Data Standards program
11	net_content_area	1. Supplier Package	38	ghs	2. Minimum Data Standards program
12	is_trade_item_orderable_unit	1. Supplier Package	39	hazmat	2. Minimum Data Standards program
13	liquid_packaging_type	1. Supply Chain	40	lithium_battery	2. Minimum Data Standards program
14	is_heat_sensitive	1. Supply Chain	41	num_batteries	2. Minimum Data Standards program
15	is_fragile	1. Supply Chain	42	rtip_battery_type	2. Minimum Data Standards program
16	is_expiration_dated_product	1. Supply Chain	43	safety_data_sheet_url	2. Minimum Data Standards program
17	contains_liquid_contents	1. Supply Chain	44	fc_shelf_life	2. Safety and Compliance
18	container	1. Supply Chain	45	external_testing_certification	2. Safety and Compliance
19	item_type_name	2. Food regulatory	46	display	1. Product classification
20	age_range_description	2. Food regulatory	47	display_size	1. Product classification
21	alcohol_content	2. Food regulatory	48	fabric_type	1. Product classification
22	allergen_information	2. Food regulatory	49	flavor	1. Product classification
23	country_of_origin	2. Food regulatory	50	item_form	1. Product classification
24	country_string	2. Food regulatory	51	scent	1. Product classification
25	nutritional_info	2. Food regulatory	52	size	1. Product classification
26	primary_ingredient_country_of_origin	2. Food regulatory	53	skin_type	1. Product classification
27	rtip_directions	2. Food regulatory	54	special_feature	1. Product classification
			55	Specialty	1. Product classification

Five other attributes are also used by Amazon backend to efficiently receive volumes during inbound to our Fulfillment Center network. They are not synchronized directly in Amazon Catalog via feeds, but are extracted through Excel by the Amazon team.

Ref #	Amazon Catalog Attribute Name
1	Trade Item Weight (gr)
2	Trade Item Length (mm)
3	Trade Item Width (mm)
4	Trade Item Height (mm)
5	Carton Quantity(Items in lower level)

For attributes outside of the 60, Amazon will ignore when vendor publishes. We are not requiring vendors to publish all 60 attributes to us as mandatory.
Please review the Amazon Attribute Guide attached for more information.

3. NEW: How do I know my item was synchronized successfully to Amazon catalog?

We are pleased to announce that in July'20, Amazon has launched a Catalog Item Confirmation feedback loop for our suppliers connected through GDSN.

With this new CIC messaging, our selling partners receive synchronization feedback for items they have been submitted to Amazon via GDSN. Message is at GTIN level and can be of two types: 1) **synchronized** (successfully processed) and 2) **Review** (error). In case of error, the selling partner is informed of the reason the data flow is blocked and should check all active vendor codes are listed in Vendor central > "manage my feeds" tool (see 2.2. step 4).

CIC Status	Message received by GDSN vendors	Explanation	Vendor to action
SYNCHRONIZED	'synchronized'	**Submitted data flows directly to Amazon catalog for these GTINs** GTIN submitted by selling partner via GDSN was successfully mapped to an ASIN in Amazon catalog and catalog was syncronized for shared attributes	No action needed
REVIEW	'Product not created through Vendor Central using any of the vendor codes listed in Vendor Central>"item">"manage catalog feeds" – Code1 | Code2'	**Submitted data does not flow to Amazon catalog for these GTINs** GTIN submitted by selling partner via GDSN failed to be mapped to an ASIN in Amazon catalog for listed vendor codes. There are two possible reasons to this: 1) the vendor code used to create the related ASIN was not listed by the selling partner in vendor central > "manage catalog feed", 2) no ASIN has been created for this GTIN hierarchy;	Selling partner should check that all their active vendor codes are listed in "manage my feeds".

Keep in mind:

* CIC messaging is a GDSN standard, well known across GDSN users.
* CIC messaging applies only to new updates. GDSN updates happening before CIC launch will not be submitted to CIC.
* This feedback loop was developed to improve selling partner experience by giving more visibility on submission status. It is at selling partner's discretion to action upon reception of these messages.

4. SUPPLIER FAQs

1. **Why is Amazon inviting suppliers to publish their product content via the GDSN?**
✓ Amazon is looking to leverage the GDSN to enrich product content in an automated manner. The use of GDSN content is multifold:
   - Some fields that are not mandatory in the Vendor Central spreadsheet are mandatory attributes in the GDSN. This has resulted in increased attribute coverage for products synchronized via the GDSN.
   - Automated process to provide product content updates and data enrichment, which significantly reduces the manual Vendor Central spreadsheet process on both ends – for vendors and Amazon.
   Note: Amazon suppliers are free to use or not GDSN to enrich their Amazon catalog. They are free to decide if they want to use Vendor Central and/or GDSN.

2. **What type of Amazon Selling Partners are in scope?**
✓ Currently only Amazon Retail Vendors are in scope for the GDSN process (essentially manufacturers and brand owners).

3. **What Amazon product categories are included?**
✓ All Consumables categories (Grocery, Drugstore, Beauty, Baby, Pets, Personal care appliances, Beer Wine and Spirits).

4. **Is the initiative still in the evaluation/testing phase?**
✓ No. Testing and pilot phases have been completed in Sept'19. Today, Amazon is live with multiple vendors in GDSN and is ready to receive product content and updates from all Consumables Retail vendors.

5. **Does this impact new item set up via Vendor Central?**
✓ No. New item set up through Vendor Central remains unchanged. Item data published via GDSN will be used for changes and enhancements to items already in Vendor Central.

6. **When a vendor submits content through GDSN, can that be seen in Vendor Central to confirm if the submission is successfully synched with Amazon?**
✓ Currently, you will not be able to see your submissions through GDSN in Vendor Central. We are working to make it happen. By H1'20 end, we will enable GDSN feedback mechanism (CIC) directly in Vendor Central and you can check if the product is synchronized or not.

7. **Do data poolers have access to Vendor Central?**

✓ No.

8. **Does Amazon differentiate and process the submissions made through Vendor Central NIS excel templates and GDSN?**
✓ No. The product data you submit through NIS and GDSN will be processed as same in Amazon. We expect you to map the correct vendor codes you use today in NIS and map against your GLN in this GDSN subscription process. By this both your submissions from NIS and GDSN will be processed same and the last contribution wins and make to the catalog.

9. **The data from GDSN is not as high quality as the one submitted via Vendor Central Excel sheets (NIS). What should I do?**
✓ We expect the data you provide through GDSN to be high quality and similar to the one you submit through Vendor Central. If you are unsure, we recommend **not** to subscribe and submit content through GDSN for the attributes you are unsure of.

10. **Does the GDSN information flow directly to Amazon.co.uk?**
✓ For a new GLN listed (post publishing steps), it will take 3-5 business days for changes to appear live on Amazon.co.uk. For GLNs already connected in Vendor Central, average time for changes to appear live on Amazon.co.uk or Amazon catalog is of less than a day.

11. **What information is Amazon taking through the GDSN?**
✓ Primarily Regulatory and Supply Chain attributes (Amazon requirements) are currently ingested. We are using GDSN data for a given set of Regulatory and Supply Chain attributes (See attribute guide for details). We will be extending this list in 2020.

12. **Current requirements do not ask for the Amazon Specific Item Number (ASIN). How is Amazon mapping UPC/GTIN with ASIN?**
✓ Every product set up with Amazon has an associated GTIN. The Amazon feed system will be able to look up the GTIN and synchronize product details automatically to an ASIN.

13. **GTINs we share are for the pallets, how do you map these GTINs with the unit UPC of the items setup?**
Vendors should share all GTINs from a same underlying item package hierarchy (e.g. pallet, master pack, inner pack, each). This will be mapped to Amazons existing catalog.

14. **When will Amazon be taking all attributes required for item maintenance?**
✓ We are prioritizing Regulatory and Supply Chain attributes (see attribute guide for the list). We will extend this list in 2020 but will not extend to all item attributes.

15. **After Vendor Central attributes are ingested, will full item update and maintenance be performed via the GDSN, eliminating the need to update attributes through Vendor Central spreadsheets?**
✓ That is correct. Today, once you publish your item to Amazon via the GDSN, you will no longer need to send item maintenance updates on the currently ingested attributes via the manual VC spreadsheet process. You are free to choose the feed you would like to use to enrich you Amazon catalog data for the given set of attributes: you can choose VC and/or GDSN.

16. **Does Amazon support product creation through GDSN?**
✓ No. We expect vendors to create product through Vendor Central NIS and then enrich the product through GDSN.

17. **Will Amazon use GDSN for item creation at some point?**
Amazon doesn't have plans to create item from GDSN now and near future. We will prioritize on this in upcoming years based on need.

18. **What if the vendor submits content for a GTIN through GS1 data pooler before he creates the product through NIS? Will the GTIN data submitted through GS1 data pooler get lost?**
✓ No. We persist the GTIN content from you in our side if we are not able match your GDSN product content against your existing product content in our side. Whenever you create product content for the same GTIN through NIS, we use it and combine both feeds.

19. **How does participation benefit the brand owners?**
✓ Providing item updates through the GDSN significantly reduces the time spent by a brand's sales or e-com team members on updating product details through the manual process.
✓ Keeping up with the manual spreadsheet based process is expensive and takes away time from the sales team to focus on their core function, i.e. selling.
✓ Reduces turnaround time for item edits and data enrichment from 2 weeks to less than a day.
✓ Targeted brands are already utilizing GDSN for item set up and maintenance with other retailers. Publishing to Amazon is no different.

20. **Our products are already on Amazon.com. What do we have to do next?**
✓ Your next step is to syndicate product content for the items currently sold on Amazon.com via the GDSN.
✓ Publish your GDSN product content for the items currently sold on Amazon.com to the Amazon GLN 5450534000017, through your data pooler.
✓ Connect to Amazon GDSN via Vendor Central (follow steps from part 2.2 Vendor guide)

21. **How is Amazon prohibiting other GDSN attributes (outside of the ones being requested by Amazon as part of this initiative) from being synced?**
✓ The integration between the GDSN and Amazon will happen at an attribute level. If suppliers send data outside of the attributes, we ignore them.

22. **How will GDSN information work with sellers who sell the same product and the product information is sync'd?**
✓ The synchronization helps manufacturer's accurate product info to be available on the website.
✓ Amazon's backend reconciliation process will ensure that a Retailer's data is given precedence against the 3P seller who sells the same product.

23. **We are a manufacturer and our products appear on Amazon through other sellers. Will the GDSN carry-over to our product sold by others?**
✓ The integration is only available for Retail vendors for now.
✓ 3P sellers will not be able to leverage the product data from GDSN.

24. **How does Amazon determine items that are Sold & Shipped by Amazon as opposed to a 3rd party seller/provider?**
✓ Amazon's internal systems recognize Retail Vendors through a Vendor Code and the flag set up during the vendor onboarding process.

25. **We are the manufacturer and our products are sold on Amazon, and we are also FBA, will the content we provide be updated at both levels...seller and manufacturer?**
✓ It will be updated, provided the barcode of the product is the same.
✓ However, this needs to be turned on manually for each vendor code who also sells products through FBA.