### Quick-Start User Guide Supplier Portal



Independent & Neighborhood Pet Retail Association Proudly Supporting Independent Pet Retailers



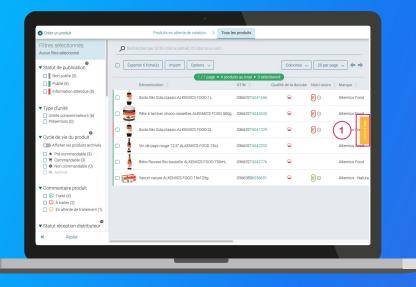
### **Overview**

- 1. How the supplier portal works
- 2. Sign up and log in
- 3. Import your product data via Excel
- 4. Create your products and share them with your retailers
- 5. Add information to your product pages
- 6. Go further with our productivity tools
- 7. FAQ



## Need help?

### Check out our Help Center for assistance with common issues!



#### Have additional questions?



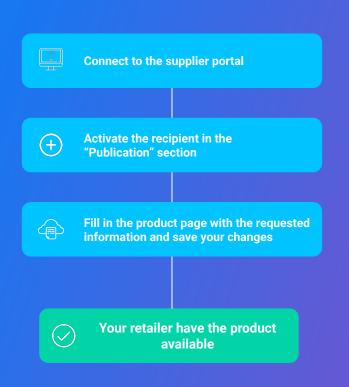
Get in touch with our Support team at help.sxm@salsify.com **1. How the supplier portal works** 

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Overview of the data sharing process

### The free sharing approach

Instead of the request-based approach, your retailer might choose to use the free sharing approach. This simply means that you can share any of your products with the retailer, even if they have not been requested.



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### 2. Login

### Log in to the platform

### Go to app.supplierxm.salsify.com



#### If you don't have an account: Sign up

- 1. Click on "Create an account."
- 2. Fill in the form and confirm the creation of your account.
- 3. Confirm your registration by clicking on the link that will be sent to you by email.

#### If you already have an account: Log in

- 1. Enter your login information (email address and password).
- 2. Then click on "Sign in."

If you have forgotten your password, click on "Forgot password" to reset it.

### 3. Import your product data via Excel



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# Settings: automatic VS manual publication

### **Publication modes**

Go to your administration page, then to the "Publication mode" section, then select one of the following options according to your needs.

Legal Identifiers GLN		ation Number (GLI				
Mail domains	Name	Number (GLN)	Status	GDSN Subscription		tions
Publication mode	ALKEMICS	3663836000605	Active			
Billing information				Add a GLN		
Hierarchy				Add a GLN		
User Labels						
User management						
	Authorized	Mail Domains				
	Adding here	iour mail domain(s) enables a	ov user with an email	I corresponding to one of them to	be automatically accepted or	the s
	platform in y alkemics.com		wate his account the	ough the email address. Ex : xxx	Balkemics.com Mail Domain :	e d'a
	Domain			Actions		- E
			Ada	d Mail Domain		
	Publication	mode for importe	d products			
		ic publication (products will be automatical)	y published on the Al	kemics network.		
	<ul> <li>Manual Importer</li> </ul>	publication ( products will have to be publ	ished manually			
			and a start of the			

#### **1.** Automatic publication

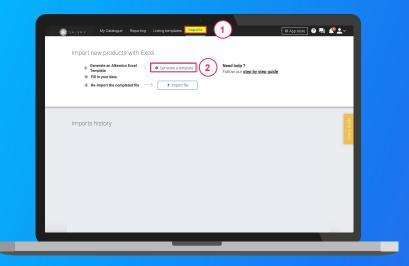
Once they have been imported, your products will be published automatically. All you need to do is select the recipients that you would like to send the information to. Activate multiple recipients at once by following the steps described <u>here</u>.

#### 2. Manual publication

Your products will not be automatically published as they are imported, and therefore will not be shared with your retailers. To do this, you will need to publish each product on its product page, or publish multiple products at once. Remember to also activate your recipients. Multiple recipients can be activated at once by following the steps <u>here</u>.

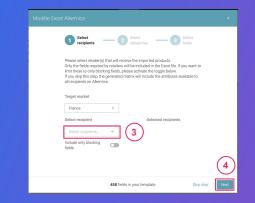
### Import your product data via an **Excel file**

Step 1: To import product data for multiple products at once, click on the "Imports" tab. 1



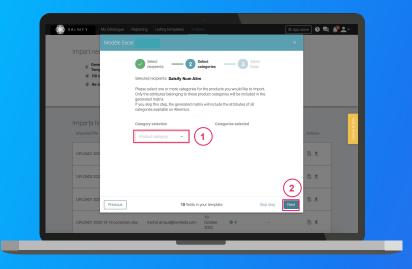
Click on \*The "Include only blocking fields" option: the generated template will only include the fields that are blocking for the product to be shared with the selected recipients.

- 1. Click on "Generate a template." (2)
- 2. A window will open. Select the recipients\* for whom you wish to provide your product data. (3)
- 3. Click on "Next." (4)



# Import your product data via an Excel file

**Step 2:** Select the categories of the products that you wish to import



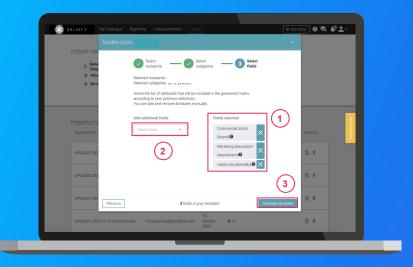
1. Select the categories of the products that you wish to import. Only information related to these categories will be included in the template.

Note: you can skip this step by clicking on "Next". By doing so, information requested by your selected recipients for all categories available on SupplierXM will be included in the template.

2. Click on "Next" 2

# Import your product data via an Excel file

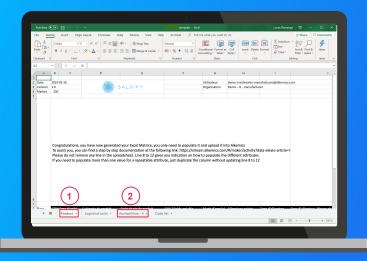
Step 3: Select the fields that you would like to fill in



- By default, and following step 1, only the fields that are blocking for the selected recipients and are applicable to the categories selected in step 2 will be included. These will appear on the right side of the window.
- 2. Add any additional fields that you wish to include. 2
- 3. Click on "Generate template." (3)
  - This will initiate the download.

# Import your product data via an Excel file

Open the downloaded Excel file and fill in the template



1. The template has three main sections to fill in:

- "Product": all information related to the product (marketing, composition, etc.) as summarised in step 3 of your template generation.
- Selected recipient": includes the specific information requested by this recipient (only visible to the corresponding recipient).
- 2. Fill in all of the columns (1 GTIN per line) and save the file in XLSX format.

Tip: note the "Introduction" tab which gives you instructions on how to fill in the template correctly! More info on filling the template in our <u>dedicated article</u>.

# Import your product data via an Excelfile . "Theme" line: labels of the sub-sections as pres

### How the template works

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	A	8	c		D	E	F	
1	Theme	GTIN	Cycle de vie du proc	luit Id	entité du produit			
2	Nom	GTIN	Cycle de vie du produit	M-	rque commerciale	Barcode scan	Catégorie du produit	Type d'unit
3	Description	GTIN public du produit	lifeCycle	Ent	rez la Marque de re produit	barcodeScanText	catégorie	Cette infon la fiche aux de votre pr
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	+ ≡	Introduction *	Product - Image	s Ŧ	Logistical units 👻			

- **"Theme" line:** labels of the sub-sections as presented on the platform, in the chronology of your product sheets.
- "Name" line: labels of the fields as presented on the platform, in the chronology of your product sheets.
- "Description" line: information required to fill in the corresponding field correctly.
- "Path" line: technical name of the fields.
- **"Type" line:** information on the type of data expected in order to fill in the field correctly.
- **"Unit" line:** unit of the column to be filled in. This means that you can only fill in the corresponding information in one and the same unit, the one you have selected. If you have different units, duplicate this column.

### Import your product data via an Excelfie In the "Imports" section: 1 1. Click on "Import file." 2

### Import your data

	1) 🔳 App store 🛛 🖉 🗶 🖍
	Need help ? Follow our step: by step: guide
Imports history	Control

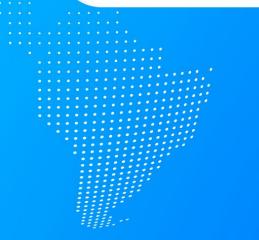
Tip: once completed, you can view a record of your import directly via the "Imports" tab

- 2. Drag and drop your Excel template into the dotted square.
- 3. Click on "Import"
- 4. Note the loading icon under the "Imported Products" line of your "Import history". Once finished, find the number of imported products as well as the number of rejected products. To view your error report and find out what information needs to be corrected, click on the icon hereafter:

Click on the hyperlink in the window that opens to download the file containing only your products in error. Correct your matrix and re-import it by clicking on the icon 主

Imports history Imported file	User	Date	Imported products	Rejected products	Actions
Demo - Module _Imports_xlsx	cremy+demo1@alkemics.com	4 January 2021		© 2	<b>₿ 1</b>

## 4. Create your products and share them with retailers



### **Create a product manually**

### Create a new product page

Product compulsory information			
Product compaisory mormation			
GTIN @	(1)		
Would you like to duplicate an existing product?	⊖Yes ⊛No		
Product identity			
			a d'alle
The product is a display unit (include mixed shelf ready packaging case)	⊖Yes ⊛No		Gat
This product is a 🕑	⊛base unit Opack		
Product language 🥹	French		
Description @			
Commercial brand	Start typing to find your brand		
	Suggestions      Alkemics Food - Alkemics Medics - Alkemics - Demo		
	The product doesn't have a brand Can't find your brand ? Create a brand in your company profile.	(	
	can tino your brand r create a brand in your company prome.		21

#### To create a new product page:

- 1. Go to the **Catalog page**.
- 2. Click on "Create a product."

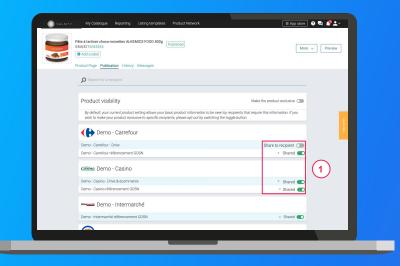
#### **Product Overview**

- 1. In this section, enter the key product information that is required to create your product page, beginning with the GTIN (EAN code), product category and <u>photo</u>. 1
- 2. Then click on "Create product". (2)

Note: suggestions for the product category will be shown when you enter the product's commercial name (long).

### **Create a product manually**

### Selecting recipients



- 1. Activate your recipient. 💿 🕦
- Click on "Add recipients" to complete the process of creating your product page. (2)

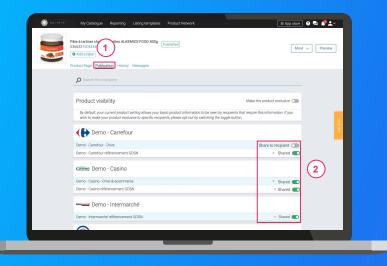
**Please note:** When you activate your recipients, you may see the following message appear: "Expecting product"

This means that your product has been requested by the retailer in question, via the request-based approach (more infos <u>here</u>).

In order for your product to be listed by this retailer, **the product** page must be published.

## Share an existing product

### Go to your product page



- 1. Click on the "**Publication**" tab. (1)
- 2. Activate the recipient(s) of your choice. (2)
- 3. Enter **the requested fields** on your product page, using the filters on the top left side of the page.
- 4. Click on Save/Publish.

### 5. Add information to your product pages

- **1. Essential information: mandatory fields**
- 2. / Filling in the product page
- 3. Adding images

### **Essential information:** mandatory fields

Requested information will vary based on your retailer's needs

03663215043445	noisettes ALKEMICS FOOD 500g Published	More 🗸 Preview
Recipients O Add recipie	Product information	<ul> <li>Visible to every retailer you share the product with</li> </ul>
Filter by required field category	General information	
Select categories	Product definition	The product doesn't have a brand
Product information General information Media	Product category @	Can't find your brand ? Create a brand in your company profile. Sweet spread x  @Base unitOpack
Packaging Logistics Marketing	Product label and description	1
Product characteristics Regulatory information Contacts	Supplier's Product ID @ Descript	te à tartiner choco-noisettes ALKEMICS FOOD 500g
Páte à tartiner choco-noi 03663215043445	Short description A	Pate à tartiner           = 188/206 < >         Published         Save

Use the **progress bar** at the bottom of your product page to help you **identify these fields**. It will show you all of the **mandatory** fields that must be filled in before you can share your product.

#### Important

In order to make the data sharing process as efficient as possible, new fields and validation rules for shared data can be added to the platform at your retailer's request. If this happens, you will be sent a notification ahead of time.

## Filling in the product page

**Important:** Make sure that your recipient has been activated by clicking on the "Publication" tab on your product page.

Páte à tartiner chore existence AL 03663215043444 • Add a label Product Page Publication Histo	Published	More 🗸 Preview
Recipients  Add recipients Start typing to view as a recipient	vduct information	• Visible to every retailer you share the product with
	eneral information	
Select categories		
Show additional fields of your	Product definition	
product to market it more efficiently	Commercial brand 🚱	Alkemics Food ×
		The product doesn't have a brand Can't find your brand ? Create a brand in your company profile.
Product information		
General information	Product category	Sweet spread ×
Media	Unit type 🙆	Base unit      pack
Packaging		
Logistics		
Marketing	Product label and description	
Product characteristics	Supplier's Product ID	
Regulatory information	Descript 3	te à tartiner choco-noisettes ALKEMICS FOOD 500g
Contacts	(°	
Páte à tartiner choco-noi	Short description	
3663215043445	Mandatory fields	- 188/206 < > Published Save

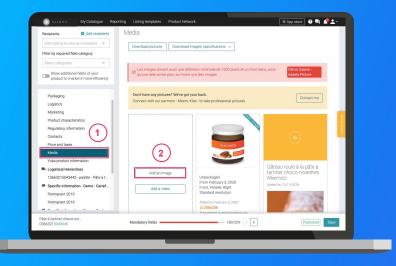
(1)

After creating your product page:

- Use the "View as a recipient" filter and select the desired recipient to see only fields that are required by that retailer.
- 2. Use **the progress bar** to focus only on the **fields that are required** by the retailer(s) you have selected. 3
- 3. Click on Save / Publish. 4

## Adding images

### You can add images to your product pages.

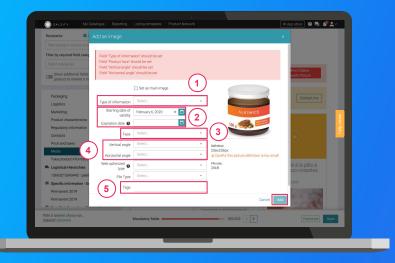


#### 1

- 1. Go to the "Media" section of your product page.
- 2. Click on "Add an image." 2
- 3. Drag and drop or select the image that you would like to upload.
- 4. Then fill in the requested information (see next page).

## Adding images

### What information must be filled in?



- **Type of information:** Presentation of the product (unpackaged, in context, in a set, etc.).
- Starting/end validity dates: Time period in which the product, as shown in the photo, is available for sale.
- **Face:** the side of the product that appears in the photo (front, left side, back, etc.).
- Angles: the angle at which the photo was taken.
- 5 **Tags:** These enable you to label and categorise your photos based on your needs. *Note: this field is not mandatory.*

# Congratulations, your product page has been created!

To check that your page has been shared successfully, go to the bottom of the page and ensure that:

- 1. All fields that are mandatory for the recipient in question have been filled in ①
- 2. Your product's status is "published" 2



#### Reminder

Click on the "Publication" tab on your product page to check that you have activated your recipients.

### 6. Go further with our productivity tools

- 1. Duplicating your products
- 2. Editing product information for multiple pages at once
- 3. / Publishing multiple product pages at once
- 4. Activating multiple recipients at once
- 5. Reporting

## **1. Duplicating your products**

### Go to the Catalog page

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0			✓ 20 per page ∨	$\leftrightarrow$
0				
3215043445		NutriScore 0	Brand 0	Last update
	15 🝚	E 0	Alkemics Food	02/18/2
3215041229	9 <del>-</del>	<b>E</b> ©	Alkemics Food	11/15/2
3215041656	6 🝚	E 🛛	Alkemics Food	06
3215042202	12 👄		Alkemics Food	01
3215042776	6 <del>-</del>		Alkemics Food	07/17/2
3836038691	n 🝚	<b>B</b> ©	Alkemics - Natural Food	10/07/2
15	13603869	136038691 Q	I360338691 👻 🖲 🛇	35038691 🗢 🖲 🔿 Akemics - Natural Food

- 1. Select the product you wish to duplicate. ①
- Click on "Bulk actions" then on "Duplicate 1 product."
- 3. You will be redirected to the product creation page.
- Enter the requested information, add an image (optional) and create your product, then choose your recipients (in the "Publication" section of your product page).

# 2. Editing product information for multiple pages at once

### Go to the Catalog page

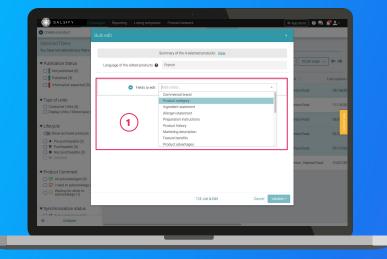
Create a product	$\bigcirc$	Products waiting to be co	> All the products				
Selected filters You have not selected any filters	U	arch by GTIN (even incomplete), internal					_
▼ Publication Status		port 4 product(s) Import Bulk actions			Columns	a 🗸 🛛 20 per page 🗸	) <b>←</b> → [
Not published (0)     Published (5)		Activate recipients for 4 products Edit labels for 4 product(s)	• 6 products in total • 4 se		al) NutriScore	Brand 0	Last update
Information expected (0)		Edit 4 products Move 4 products to category	200 3 36321504344	s 🖕	<b>E</b> 0	Alkemics Food	02/18/2
Type of units     Consumer Units (6)     Display Units / Mixed case (0)		Make 4 products visible on Alkemics network Publish 4 products	0366321504122	•	<b>E</b> 0	Alkemics Food	11/15/2
▼ Lifecvcle	2	Soda Alki Cola classic ALKEMICS FOOD 1L	0366321504165	s 😜	0	Alkemics Food	06
Show archived products		Vin de pays rouge 12,5° ALKEMICS FOOD 7	5cl. 0366321504220	2 😐		Alkemics Food	01
		Bière Rousse Bio bouteille ALKEMICS FOOD	0.750ml, 0366321504277	5 •		Alkemics Food	07/17/2
🗌 🕸 Archived	0 📻	Yaourt nature ALKEMICS FOOD 16x125g	0366383603869	•	0	Alkemics - Natural Food	10/07/2
Product Comment     Product Comment     Al acknowledged (4)     D I need to acknowledge (2)     Waiting for other to     acknowledge (1)							
Synchronization status     Collapse							

#### 1. Select the products that you would like to edit.

- 2. Click on **"Bulk actions"** then on **"Edit X products"**.
- 3. A window will open.

### **2. Editing product information for** multiple pages at once

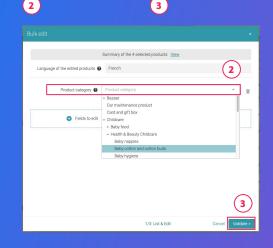
#### Go to the **Bulk** edit window



For more information, see the following article: https://app.supplierxm.salsifv.com?data-elevio-article=32 1. Choose the field(s) that you wish to edit on the selected product pages.

**2.** In this same window, fill in the applicable **information for** these selected fields and validate it.

3



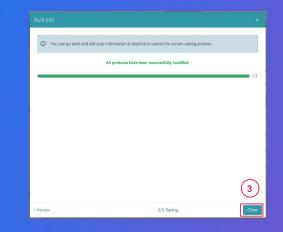
# 2. Editing product information for multiple pages at once

### Go to the **overview** window

Create a product			
You have not selected any filters	Summary of the 4 selected products: View		
Publication Status     Not published (0)	Language of the edited products 🔕 French	20 per page	✓ + →
Published (5)	All data left empty will be erased from the selected products.	d ¢	Last update d
	You will edit: 1 field(s) (or group(s) of fields)	mics Food	02/18/203
Type of units     Consumer Units (6)     Display Units / Mixed case (	Product category   Car maintenance product	mics Food	11/15/201
		mics Food	06/2
Lifecycle     Show archived products	$\bigcirc$	mics Food	01/2
repurchasable (2)	(1)	mics Hood	01/2
R Purchasable (4)     O Non purchasable (0)     Non Archived	Ŭ	mics Food	07/17/20
		mics - Natural Foo	d 10/07/20
Product Comment     Ø All acknowledged (4)     Ø I need to acknowledge (		2	
Waiting for other to acknowledge (1)	< Modify 2/3: Summary	Cancel Save >	
Synchronization status			
Colapse			

For more information, see the following article: https://app.supplierxm.salsify.com?data-elevio-article=32

- 1. An overview will show all modifications made to your products.
- 2. Click on Save. 2
- **3.** Saving your changes: once complete, click on "Close." Your product information has been successfully modified!



### **3. Publishing multiple product** pages at once

### Go to the **Catalog** page

Selected filters You have not selected any filters	(1)	arch by GTIN (even incomplete), interna	2)					
Publication Status     Not published (0)		Aport 5 product(s) Import Bulk action		ucts in total • 5 sele	cted init a	_	nns 🗸 🗌 20 per page 🤟	] ← →
Published (5)		Edit labels for 5 product(s)	0,000	GTIN C		-	Brand C	Last updat
Information expected (0)		Edit 5 products Move 5 products to category	00D 500g	03663215043445	۰	<b>E</b> 0	Alkemics Food	02/18/
Type of units     Consumer Units (6)     Display Units / Mixed case (0)		Make 5 products visible on Alkemics networ Publish 5 products	3	63215041229	۰	<b>E</b> 0	Alkemics Food	11/15/
0	<b>a</b> 🗧	Soda Alki Cola classic ALKEMICS FOOD		03663215041656	•	<b>E</b> 0	Alkemics Food	05
▼ Lifecycle	7					-		
Show archived products		Vin de pays rouge 12,5" ALKEMICS FOOD	75cL	03663215042202	•		Alkemics Food	01
		Bière Rousse Bio bouteille ALKEMICS FO	OD 750mL	03663215042776	۹		Alkemics Food	07/17/
Archived		Yaourt nature ALKEMICS FOOD 16x125g		03663836038691	•	<b>B O</b>	Alkemics - Natural Food	10/07/
▼ Product Comment	1.4	÷-				Ŭ		
All acknowledged (4)								
<ul> <li>I need to acknowledge (2)</li> </ul>								
Waiting for other to     acknowledge (1)								
<ul> <li>Synchronization status</li> </ul>								
T X5 Material and IC								
Collapse								

1. Select the products that you wish to publish.

- 2. Click on "Bulk actions" then on "Publish X products." (2) 3
- 3. An overview window will appear. Click on "Publish X products."

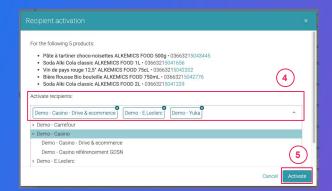


### 4. Activating multiple recipients at once for.

### Go to the **Catalog** page

Selected filters							
You have not selected any filters	1 ch by GTIN (even incomplete), internal	)					
<ul> <li>Publication Status</li> </ul>	Export 5 product(s) Import Bulk actions	×			Column	a 🗸 🛛 20 per page 🗸	<b>+</b> +
Not published (0)	Activate recipients for 5 products	(3	ts in total • 5 sele				
Published (5) Information expected (0)	Edit labels for 5 product(s) Edit 5 products	$\sim$	GTIN C	Quality	NutriScore 3	Brand C	Last updat
	Move 5 products to category	XOD 500g	03663215043445	•	<b>E</b> 😳	Alkemics Food	02/18/3
▼ Type of units □ Consumer Units (6)	Make 5 products visible on Alkemics network.		03663215041229	•	<b>@</b> 0	Alkemics Food	11/15/
<ul> <li>Display Units / Mixed case (0)</li> </ul>	Publish 5 products				0-		
	Soda Alki Cola classic ALKEMICS FOOD 1L		03663215041656	•	<b>E</b> 😳	Alkemics Food	06
Lifecycle     Show archived products	Vin de pays rouge 12,5" ALKEMICS FOOD 75	cL.	03663215042202	•		Alkemics Food	01
🗆 🖈 Pre-purchasable (2)							
Purchasable (4)     On purchasable (0)	Bière Rousse Bio bouteille ALKEMICS FOOD	750mL	03663215042776	•		Alkemics Food	07/17/3
i 역 Archived	Yaourt nature ALKEMICS FOOD 16x125g		03663835038691	•	BO	Alkemics - Natural Food	10/07/2
▼ Product Comment	1.10				-		
All acknowledged (4)							
I need to acknowledge (2)							
Waiting for other to     acknowledge (1)							
<ul> <li>Synchronization status</li> </ul>							
T M Alat a maker al and (2)							
Collapse							

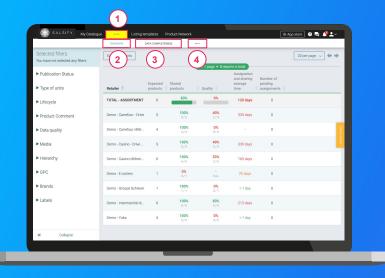
- 1. Select the products that you would like to activate recipients
- 2. Click on "Bulk actions" then on "Activate recipients for X products."
- **3.** A window will open: **select the recipients** that you wish to activate from the drop-down menu. (4)
- 4. Click on "Activate." (5)



## **5. Reporting**

### Go to the Reporting page

To access the reporting feature, you must be subscribed to a SupplierXM plan.



### Track and improve collaborations with your retailers!

3 sections to help you determine which elements to focus on to **improve your efficiency:** 

- 1. **Overview:** Quickly view the status of the product data you are sharing, as well as data quality. <sup>2</sup>
- Data completeness: See all information provided on your product pages, per retailer.
- 3. Quality: Track data quality and percentage of completion overall and for each of the fields requested by your retailers.

**7. FAQ** 

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### FAQ

### How do I delete a product?

2

It is not possible to "delete" a product on the supplier portal, but you can archive a product. To do this, go to the "General information" section of your product page and update your product lifecycle status. This can only be done if you have provided a product category.

Product visible to recipient	General information
Alkemics - Onboarding - Retailer	Product definition
Filter by required field category	Product category  Pastas ×
Select categories   Show additional fields of your product to market it more efficiently	Unit type 🖗 💩 Base unit 🔿 pack
Product information	Product label and description
General information Packaging	Regulated product name  TEST
Product characteristics Contacts	Is product a despatch unit? 🕢 OYes 💿 No ON/A
Media Logistical Hierarchies 13663836042466 - case - Barilla spaqh	Product lifecycle 3

For more information on the product lifecycle, see this article:

### FAQ

### How do I delete a photo?

It is possible to **delete each individual media element** that has been added to your product page. However, **you cannot delete an image that has been set as the product's main image**. To do so, you need to provide a new main image by clicking on **"Set as main image."** 2

(1)

### Why was my photo rejected?

In order for an image to be accepted, it needs to meet several requirements (example of rules that may apply):

- White or transparent background
- Image larger than 1500 pixels
- Square (1:1 ratio)
- Must clearly show and be an accurate representation of the product
- Sufficient margin
- Less than 50 MB

If you need more information about importing images, you can **download image specifications for each retailer** directly on your product page, in the "**Media**" section, and consult the following article: <u>https://app.supplierxm.salsify.com?data-elevio-article=39</u>



Web optimized From February 14, 2020 Front, Parallel Standard resolution

Added on February 14, 2020

#### A 256x256

Transparent or white background 29 kB



Download images' specifications 🗸





950 pixels

1 500 pixels