



Simply eBusiness

**Product data View**  
Service Specification

## Table of Contents

1	Introduction .....	4
2	Scope of service (“in scope”) .....	4
2.1	Integration .....	4
2.2	Displayed products .....	4
2.3	Product detail page .....	4
2.3.1	Media slider .....	5
2.3.2	Description .....	5
2.3.3	Most important data .....	5
2.3.4	Technical data .....	5
2.3.5	Additional data .....	6
2.3.6	Delivery scope .....	6
2.3.7	Technology .....	6
2.3.8	Downloads .....	6
2.3.9	Accessories .....	6
2.3.10	Sales .....	6
2.4	Print function .....	7
2.5	nexmart watermark .....	7
2.6	Language .....	7
2.7	data View with integrated retail Connect .....	7
2.8	data View Analytics .....	8
2.9	Referenced documents .....	8
2.9.1	Service Specification of basic Setup .....	9
2.9.2	Service Specification of retail Connect .....	9
2.9.3	Service Specification of catalog View .....	9
2.9.4	data View Integration Guide .....	9
3	Additional options packages .....	9
3.1	catalog View .....	9
4	Exclusions (“out of scope”) .....	9
5	Service assumptions .....	10

6 Client's obligations to cooperate..... 10

# 1 Introduction

This document contains a list of all services with description included in data View at the time of commissioning.

The corresponding chapters also document requirements and obligations for the provisioning and execution of the individual services.

nexmart data View offers a responsive web design for displaying product information about individual projects that can be integrated in a website or a shop (of a retailer).

## 2 Scope of service (“in scope”)

The scope of service for data View is described below.

This document will first introduce integration options, followed by a detailed description of the product data view, which shows the interface that the customer sees. The final part of the document gives a description of the data View Analytics features that provide analyses of how data View is used.

### 2.1 Integration

data View is integrated via a URL that contains important information needed to access product information for a defined product. A list of available parameters needed to access the product and the access format of the data View URL is described in detail in the document data View Integration Guide.

Integration of the product detail pages in a website, which can be accessed via the data View URL, is possible via an iFrame, a link that opens a page separately, or using a JavaScript snippet.

The responsive web design is only available if a JavaScript snippet is integrated.

### 2.2 Displayed products

data View shows only products with the status “online”. Products that do not have this status are not made available via data View. More information is available in the nexmart Data Catalogue.

The displayed product details correspond to the product data. The client provides this data to nexmart via the product basic Setup. If the client provides a new batch of product data and the product data is updated at this time, the product data in data View is updated at the same time.

### 2.3 Product detail page

The product detail page is the view that the website visitor sees as data View.

The data View colour scheme corresponds to the nexmart standard and can be customized to the client's colour scheme based on the design options described in the data View Integration Guide. The client's

logo may also be integrated. See data View Integration Guide for more information about which colour impacts which area.

The information is displayed in a responsive web design, which automatically adjusts to the available display dimensions.

The product detail page contains the following information:

### **2.3.1 Media slider**

The media slider consists of images and videos sent by the client to nexmart.

In order to display only relevant information in the media slider, no icons, logos, thumbnails, or exploded drawings are shown. The media slider also contains preview images so that the user can select the image that contains the information he requires.

Images are language dependent. Therefore, only those images available in the requested language are shown.

If no media in the requested language can be identified for the product, the media slider is hidden.

### **2.3.2 Description**

The description is information that the client provides as the long description of a product. This area is expanded by default.

This element is displayed only if the area contains information.

### **2.3.3 Most important data**

The most important data is information defined by the client as features and top features.

This section is displayed as a box element, and information here is always displayed as a list.

This area is collapsed by default and is not displayed if no data is available.

### **2.3.4 Technical data**

Technical data is shown in a table. In the left column, the name and characteristics are shown; in the right column, the values of the characteristics and their units are shown.

This area is collapsed by default. This element is always displayed, irrespective of whether nexmart has received the relevant information.

### 2.3.5 Additional data

Additional data is shown in a table. In the left column, the name and characteristics are shown; in the right column, the values of the characteristics and their units are shown.

This area is collapsed by default. This element is displayed only if the area contains information.

### 2.3.6 Delivery scope

The delivery scope is displayed in a list and contains the information that the client has provided within the scope of delivery.

This area is expanded by default. This element is displayed only if the area contains information.

### 2.3.7 Technology

This area is displayed as a table. In the left column, the name and characteristics are shown; in the right column, the values of the characteristics and their units are shown.

This area is collapsed by default. This element is displayed only if the area contains information.

### 2.3.8 Downloads

This area contains a list of additional documents available for download.

This area is collapsed by default. This element is displayed only if the area contains information.

### 2.3.9 Accessories

In this section, accessories are displayed.

The accessory is displayed as a preview image. To the left is a two-line product name and below it the associated GTIN.

This area is collapsed by default. This element is displayed only if the area contains information.

### 2.3.10 Sales

If a product is a sale item, an additional image appears next to this product in the form of a percentage sign. It is shown if the product is assigned a hot deal price and hot deal period, and is thus dependent on price type/currency and end date.

Sales are not found in a separate area; rather products are labelled as sale items. This information, meaning the additional image, is also visible if the product is listed under "Accessories".

## 2.4 Print function

The web design of data View has a printer icon at the bottom right. It gives the end customer the ability to print all of the displayed information within data View.

## 2.5 nexmart watermark

A nexmart watermark is located at the bottom right. This is set by default.

## 2.6 Language

data View is language dependent. That means that in the data View request, the language for the desired product can be indicated so that the product details can be shown in this language. If no language is indicated, the "best language" from the catalogue is used. The "best language" is based on the quantity of completed characteristics for a language.

If more than one language is available, the user can select a different language on the user interface.

If product information is not available in the requested language, the corresponding fields do not contain information.

## 2.7 data View with integrated retail Connect

It is possible to integrate retail Connect in data View. This directs the end user, who views a product via data View on a website (for example, the client's website), to a purchasing option.

This option is most useful for integrated websites that are not shops, since the shop already offers a purchasing option by definition.

If data View is integrated with retail Connect two additional buttons are available:

### 1. Online purchase

The online shops of the retailer who has the viewed product in stock are listed here.

### 2. On-site purchase

This option offers a map (if Google Maps is available in the country) that shows brick and mortar retailers with the viewed product in stock.

For more information about the scope of delivery for this solution, see Service Specification of retail Connect.

## 2.8 data View Analytics

data View Analytics offers transparent analysis of data View. Analyses consist of a data View **dashboard** and a data View **report**. Up to 25 dashboards and reports (in total) can be set up for the client, if classification according to country or brand is desired.

nexmart uses Google Analytics for website analysis. The data View dashboard can be sent via email to the client if requested. It is also possible to assign the dashboard to the client for integration in his own Google Analytics account and then for use directly within the Google Analytics interface. Changes to the dashboard are the responsibility of nexmart.

The data View **dashboard** contains the following information (for the selected period of time respectively):

- data View queries per retailer (top 10)
- Overall data View queries (for client)
- Overall queries chronologically (without retailer breakdown)
- Queries by product (top 10)
- Queries by region (top 10)

The data View **report** can be viewed directly in data View Analytics. The manufacturer needs his own Google Account for this so that nexmart can enable reports for this account. This report consists of two reports. Each report includes the following information:

“Queries by retailer” report:

- Overall queries (in a selected period) chronologically (aggregation according to days, weeks, months)
- Overall queries (in a selected period) according to retailer (all)

“Queries by product” report:

- Overall queries (in a selected period) chronologically (aggregation according to days, weeks, months)
- Overall queries (in a selected period) according to product (all)

## 2.9 Referenced documents

The following documents are made available to the client together with the performance description.

The most recent version of each of the documents can be accessed online. Access data is made available to the client separately.



### **2.9.1 Service Specification of basic Setup**

This document describes the services included in the setup of a nexmart interface. basic Setup allows the client to use nexmart products.

### **2.9.2 Service Specification of retail Connect**

This document describes which services are included in the product retail Connect. The additional option packages for Shopping Basket, Drop Shipping and Click&Collect are only available if retail Connect is set up.

### **2.9.3 Service Specification of catalog View**

This document describes the services included in the product catalog View. catalog View enables the display of an entire product catalogue with navigation and search features.

### **2.9.4 data View Integration Guide**

This document describes how data View can be integrated in a website and also describes additional technical details.

## **3 Additional options packages**

data View can be expanded by adding the following optional packages:

### **3.1 catalog View**

The additional options package for catalog View enables the view of an entire product catalogue with navigation and search features. See Service Specification of catalog View.

## **4 Exclusions (“out of scope”)**

data View does not include the following:

- The use of Internet Explorer can lead to display problems (irrespective of the version). This is because Internet Explorer accesses intranet addresses using compatibility mode, and this can prevent proper display.
- “Product details” describes which elements within data View are expanded and which are collapsed by default. If the client prefers this display appear differently, consult with nexmart.
- The “Accessories” section contains only a display of the accessories without a link.
- The layout of data View is standardized. Therefore, it is not possible to arrange or exclude individual areas of the display.
- data View Analytics queries cannot be distinguished by importance. Each query is of equal rank.
- data View does not support the display of product variants.
- data View is used only to query product data via a browser and is not used to collect product data or augment the client's own ERP system.
- Appropriate use of the service is required. This is five requests per second per client.

## 5 Service assumptions

The service assumptions described below must be ensured by the client for smooth implementation of data View.

- nexmart basic Setup for configuration of an interface for product master data has been completed successfully.
- The client ensures the regular provisioning of correct product master data for basic Setup.
- The nexmart basic setup for configuration of an interface for catalogue data has been completed successfully.
- The regular provisioning of catalogue data that is correct for basic Setup is ensured by the client.

## 6 Client's obligations to cooperate

The obligations to cooperate described below must be ensured by the client for smooth implementation of data View.

- If the manufacturer wants to log in to Google Analytics himself to view the analyses in the data View dashboard, he must have his own Google Account, which nexmart links to the corresponding dashboard. The data View reports do not require that the manufacturer have a Google Account.

nexmart reserves the right to change the range of services described in this document in future versions, which may also mean the discontinuation of existing services.