



Simply eBusiness

Product retail Connect

Service Specification

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1 Introduction

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

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

retail Connect is a software solution hosted by nexmart. It can be used by the client as a functional enhancement of online touchpoints.

The client can direct customers researching products on the client's own website to a purchasing option, either on an online shop belonging to a retailer or at a brick and mortar retailer.

This is done by providing a list of retail partners who offer the client's products. It includes availability and, as an option, pricing for the individual product. The end consumer is then directed to the retailer's shop to order the product there.

retail Connect can be expanded by adding the following packages:

- Shopping Basket
The Shopping Basket additional options package facilitates the transfer of multiple products from the client's website to a shopping basket on the retailer's online shop.
- Click & Collect
The Click & Collect additional options package makes it possible for a customer to reserve a product or shopping basket on the client's website and pick it up at a brick and mortar store.
- Drop Shipping
The Drop Shipping additional options package offers the continuous availability of products offered by the retailer irrespective of their actual availability.

retail Connect must be commissioned in order to use any additional options package.

2 Scope of service ("in scope")

The scope of service for retail Connect is described below. This is first and foremost a description of the *retailers* web service and the *getStocks* web service followed by a description of the retail Connect Analytics scope of service.

2.1 retail Connect

retail connect is made available via the *retailers* web service (query of offering retailers) and *getstocks* (query of availability). These are used by the client on his own website. The client himself may choose how he wishes to display the data received from these web services on his own website.

2.1.1 retailers web service

The *retailers* service is queried for one or more products (max. 200) and identifies the retailers who have at least one of the requested products in stock. The products are identified in the query by SKU (global product number given by the manufacturer) or GTIN (global product number, previously EAN) numbers and compared to the inventory information provided by the retailer.

The list of available parameters for queries and the query format, as well as the reply for the *retailers* service is found in the document retail Connect integration guide for clients.

2.1.2 getstocks web service

The *getstocks* service is used to query availability.

The service is queried for one or more products (max. 200) (SKU or GTIN/EAN) and results for each product are displayed if at least one retailer has the product in stock.

In the service response, a classification (full, low, empty, available on request) is used to identify the best availability of *any* retailer for each of the queried products. The name of the retailer is not shown.

The benefit of this service is that availability information can be integrated at the list view level for products.

2.1.3 Retailer order

A score or rank is calculated for each retailer. This score indicates the order in which the retailer is listed in the response from the *retailers* web service. nexmart takes the following aspects into consideration when calculating the score:

- If the browser's location is specified during the query, the geographical distance (as the crow flies) between it and the retailer's location is assessed. Retailers located nearby receive a better score than those further away.
- The manufacturer can define an individual score (between 1 and 99 with 1 as the best) for each retailer, which is incorporated into the ranking.
- The retailer's stock of a product is assessed on the basis of the minimum and requested order quantities (possible parameters for *retailers* web services). The more items a retailer has in stock, the better the score.
- If price information is requested in the query, retailers who have provided this receive a better score.

The order of all listed retailers is calculated by nexmart's ranking process and is available at all times. The order can be changed at any time within the solution in which retail Connect is integrated.

2.2 retail Connect Analytics

retail Connect Analytics is used for the transparent evaluation of retail Connect. The analyses include an **Overview** in mynexmart of the online touchpoints per month, a retail Connect **Dashboard**, and **Reports** with raw data on a daily basis. For visualization and download of the dashboard and reports, nexmart uses "mynexmart". The dashboard and reports are available in mynexmart per calendar month and on the 1st day of the following month. For this purpose, a mynexmart account of the client is required.

The data collection takes place for retail Connect with the characteristic "service=online" as well as "service=cart".

The **Overview** of the online touchpoints, the retail Connect **Dashboard** as well as the retail Connect **Reports** with raw data on a daily basis can be accessed directly via mynexmart and contain the following information (in each case in the selected period):

- **Overview** of online touchpoints per month:
 - Total number of calls to retailer search ("Retailer search")
 - Total number of redirects to retailer ("Retailer redirect")
 - Total number of product purchases per retailer ("Product purchases"), if tracking pixel is implemented at the retailer's site
- retail Connect **Dashboard**:
 - Total number of calls to retailer search
 - Total number of redirects to retailer ("Retailer redirect")
 - Total number of product purchases per retailer ("Product purchases"), if tracking pixel implemented at retail partner
 - Retailer search requests by product (Top 10) - ("Top products for retailer search requests")
 - Most popular products in carts (Top 10) - ("Top favorite products in carts")
 - Most popular retailer based on shopping cart (Top 10) - ("Top retailer based on carts")
 - Most popular retailer based on product purchases (Top 10) - ("Top retailer based on product purchases")
- retail Connect **Reports** with raw data on a daily basis:
 - statistics based on retailer search
 - statistics based on redirect_retailer
 - statistics based on purchases

Your detailed description of the dashboards and reports can be found in the document retail Connect Analytics.

2.3 Additional options package: Shopping Basket

The *retailers* service provides the functional scope for the Shopping Basket package.

The Shopping Basket additional options package enables the transfer of multiple products (shopping basket on client's website) to one retailer. This retailer provides a deep link to the shopping basket in the retailer's shop.

The end consumer is directed from the client's website to the client's shopping basket where all of the available products are listed and not to the product detail page for a single product (functional scope of retail Connect without Shopping Basket package). The client or the end consumer must indicate a quantity per product.

The *retailers* service returns a list of retailers which can be added to the desired shopping basket. The reply also contains a deep link to the shopping basket of each returned retailer's shops. A deep link is an explicit URL that directs a user to a specific shopping basket.

Retailers that have only single products available are also listed. This is taken into consideration in the ranking. Additionally, these retailers are flagged as "partial".

When the Shopping Basket additional options package is commissioned, ranking is also enhanced by the factor of "completeness of shopping basket". Retailers that have the greatest number of requested products are given a higher ranking.

2.4 Additional options package: Click & Collect

The scope of performance for the Click & Collect additional options package is described below.

The Click & Collect additional options package makes it possible for a customer to reserve online a product or shopping basket on the client's website and pick it up at a brick and mortar store. This additional options package is available for all Latin-based languages, as well as Japanese and traditional Chinese.

The end consumer selects one or more than one product from the client's website and would like to reserve them at a brick and mortar store. To facilitate this, the client must provide a contact form on his website and the end consumer must enter the following information at minimum:

- Name of end consumer
- Email address of end consumer

If desired, the contact form can request the following additional information:

- Desired pick-up date
- Telephone number of end consumer
- Address of end consumer
- Message to the retailer

This information can be used in the reservation request sent to the retailer and the end consumer.

Once the end consumer sends the contact form, the following process is triggered:

- The **brick and mortar retailer** receives a **reservation request** via email that is triggered by the end consumer.
 - This email is sent via nexmart, but contains the sender address of the client.
 - The email contains a greeting for the retailer that was composed by the client.
 - The email contains the contact data of the end consumer.
 - In addition, the email contains a link. The retailer can click on the link to report a successful transaction. This information is evaluated by retail Connect Analytics.
 - The reservation request is attached as a standardized PDF with the following information:
 - Retailer
 - Customer
 - Product(s) requested for reservation
- The **end consumer** receives his **reservation request** as an email.
 - The email contains a greeting for the end consumer that was composed by the client.
 - This email is sent via nexmart, but contains the sender address of the client.
 - The email contains the contact data of the retailer.
 - The reservation request is attached as a PDF with the following information:
 - Retailer
 - Customer
 - Product(s) requested for reservation

The Click & Collect additional options package makes it possible to communicate the following information in the reservation request (PDF):

- Contact information about the purchaser
- Desired pick-up date/time

2.5 Additional options package: Drop Shipping

The scope of performance for the Drop Shipping additional options package is described below.

The Drop Shipping package offers continuous availability of products irrespective of their actual availability from a retailer. This process can be activated by the client for selected retailers.

If a retailer does not have the desired product in stock, the activated Drop Shipping option still shows the retailer. The end consumer can still order this product from the retailer but receives the product delivered directly from the manufacturer (Drop Shipping).

If the client wishes to activate Drop Shipping for selected retailers, the client must decide which of the retailer's products may be sold.

- Every product in the manufacturer's catalogue
- Only products from the retailer's offered product range

If the client chooses the second option ("Only products from the retailer's offered product range"), the products including availability are consigned by the retailer.

2.6 Referenced documents

2.6.1 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.

2.6.2 retail Connect integration guide for clients

The retail Connect Integration Guide for clients provides information needed to facilitate the technical connection of the client's website to retail Connect.

2.6.3 retail Connect integration guide for retailers

The retail Connect Integration Guide for retailers provides information needed to facilitate the technical connection of the retailer's online shop to retail Connect.

2.6.4 retail Connect Analytics

The retail Connect Analytics document is a technical description of the function that nexmart provides for retail Connect Analytics.

3 Exclusions ("out of scope")

The following services are not included in retail Connect or the associated additional options packages.

3.1 retail Connect

- The client himself must manage how provider data received from the web services is displayed on his website. nexmart is not involved in this aspect.
- If the ranking defined by nexmart does not reflect the wishes of the client, the client may define how retailer ranking is displayed, for example, in alphabetical order.

3.1.1 retail Connect Analytics

- There is no data collection for retail Connect with the specification service=pickup.
- For the specification service=cart it is not possible to show which products were together within a shopping cart. Only which products were part of a shopping cart.

3.2 Additional options package: Shopping Basket

- nexmart is not responsible for the forwarding to incorrect product detail pages or shopping baskets if the retailer supplies invalid or incorrect links.

3.3 Additional options package: Click & Collect

- Only GTINs are displayed in the reservation request (PDF). If a product has no GTIN saved in the nexmart system, only the title of the product is displayed.
- Click & Collect requires that the retailer with the available product is a brick and mortar retailer.
- Click & Collect should be seen in a client context, meaning it serves as distinct branding for a company. It is not intended to be expanded to include multiple brands.
- Since Click & Collect requires personal data to be able to contact the end consumer, the client is responsible for communicating to the end consumer how his data will be used and obtaining the end consumer's consent.

3.4 Additional options package: Drop Shipping

- The Drop Shipping process must be established and defined between the client and retailer and is not within nexmart's scope of responsibility.
- It is possible that the retailer is not able to provide a deep link for the "Entire manufacturer catalogue" option since he does not carry that product in his online shop. Therefore, visitors of the client's website cannot be forwarded to the retailer's product detail page.
- Drop Shipping requires that the retailer with the available product is an online retailer.

4 Service assumptions

The service assumptions described below must be ensured by the client for smooth implementation of retail Connect or the additional options packages.

4.1 retail Connect

- 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.
- Appropriate use of nexmart Services is required. The number of queries made for *retailers* service and *getStocks* service is limited to 300 queries per minute per country.

4.2 Additional options package: Shopping Basket

- Setup of retail Connect for creation of the product services has been completed successfully.
- The Shopping Basket additional options package requires that the retailer with the available product is an online retailer.
- The client is technically able to set up a shopping basket through his website.
- The Shopping Basket package requires that the retailer's shop system can accept a shopping basket. This must be clarified by the client and the retailer.

4.3 Additional options package: Click & Collect

- Setup of retail Connect for creation of the product services has been completed successfully.
- Manufacturer names participating retailers.

4.4 Additional options package: Drop Shipping

- Setup of retail Connect for creation of the product services has been completed successfully.
- The retailer's shop must be able to process product numbers not included in his own product range if the "Entire manufacturer catalogue" option has been selected for accepting an order.

5 Client's obligations to cooperate

The obligations to cooperate described below must be ensured by the client for smooth implementation of retail Connect or the additional options packages.

5.1 retail Connect

- The client is obligated to communicate with the relevant retailers and request and support the setup of these in the nexmart environment for participation in retail Connect. He must inform nexmart of relevant retailers and authorise them to use retail Connect.

- If nexmart makes changes to retail Connect that require a change to the retailer's side of retail Connect, nexmart shall inform the client. If the client does not make the required changes within 12 months of being informed of the changes by nexmart, nexmart cannot guarantee that the solution will function properly.
- If a migration is also required by the retailer, nexmart shall inform the retailer. The client is responsible for requesting and supporting migration for the retailer. If the client does not make the required changes within 12 months of being informed of the changes by nexmart, nexmart cannot guarantee that the solution will function properly.

5.2 retail Connect Analytics

- The client requires a mynexmart account to set up both the retail Connect dashboard and the retail Connect report.
- To receive the "Transaction" metric, the retailer must integrate a retail Connect Analytics tracking pixel in the order confirmation page of his online shop as described in the retail Connect integration guide for retailers instructions. This must be agreed by the client and the retailer.
- To receive the "Transaction" metric for a brick and mortar transaction, the retailer must select the "Purchase" link in the reservation PDF in the Click & Collect additional options package in order to send this information to Analytics. This must be agreed by the client and the retailer.

5.3 Additional options package: Shopping Basket

- It is only possible to use the Shopping Basket package with retailers who can provide a corresponding shopping basket deep link.
- Retailers must provide a generic deep link that adheres to the criteria in the document retail Connect integration guide for clients.

5.4 Additional options package: Click & Collect

The obligations to cooperate described below must be ensured by the client for smooth implementation of the Click & Collect additional options package.

The client must be able to transfer individual products or a shopping basket to a retailer from his own website's homepage.

Additionally, the client must create a contact form for end consumers. The end consumer must be able to enter all of the required information as described in retail Connect integration guide for clients. This is personal information and contact information.

Since Click & Collect requires personal data to be able to contact the end consumer, the client is responsible for communicating to the end consumer how his data will be used and obtaining the end consumer's consent.

Furthermore, the client is obligated to transfer the information that is listed in retail Connect integration guide for clients under "Click&Collect web service for product reservations at stationary retailers without online shop".

The client is obligated to provide a URL that directs the end consumer to a page with the text “Thank you for your order”. This step is required to be able to evaluate the transaction in mynexmart.

5.5 Additional options package: Drop Shipping

- The client must inform nexmart which retailers require Drop Shipping.
- The client must consult with the retailer to decide if Drop Shipping should be activated:
 - For the entire manufacturer catalogue
 - For a selected product range

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.