

Hardlines Marketing Data Pool

GENERAL INFORMATION

What is Global Data Synchronization and why is it important?

Global Data Synchronization (GDS) is a way for suppliers and their retail trading partners to exchange critical logistical, product and marketing data in a way that's seamless and error-free. By synchronizing product data, each organization works from identical information, thus minimizing miscommunication.

Originally, retailers initiated GDS programs to address data integrity issues. Today, retailers wish to extend the value of GDS programs by augmenting core GDSN supply chain data with rich marketing content in order to more effectively market and sell products.

What is meant by hardlines products?

The term "hardlines" refers to products manufactured in the hardware, home goods and home improvement segments. Categories within hardlines include hardware, housewares, lawn & garden equipment, power tools, appliances and other consumer durable goods.

Who is Big Hammer?

Big Hammer® Data, a division of Edgenet, is the only GS1®-GDSN-certified data partner that offers hardlines suppliers a complete data solution. With more than 5,000 suppliers, over 300,000 product items, and 21 million product attributes, Big Hammer's Hardlines Marketing Data Pool extends the value of GDSN data with powerful product marketing and selling attributes such as digital assets, rich marketing copy and other essential content for commerce. Becoming part of this pool not only ensures that you'll sell more products, more easily and in more places, it also gives you a single place to manage all of this rich content for all the retailers in your supply chain. Additionally, Big Hammer offers GDSN and private data pool services, providing one source to manage all your product content.

Who is Edgenet?

Edgenet® is the national leader in guided selling and content solutions in the hardlines and home goods industry. Vertically integrating the industry, Edgenet links retailers and suppliers with rich product content and compelling software solutions for in-store, online and in-home selling.

Edgenet's HomeConnect™ network offers manufacturers the additional opportunity to leverage their Big Hammer data to inspire and influence millions of home & garden consumers monthly through websites such as BHG.com (Better Homes and Gardens).

Is Big Hammer affiliated with any given retailer?

No. Big Hammer is an independent solution provider serving retailers, suppliers and a growing network of media partners. We are not owned or otherwise affiliated with any retailer.

What is a marketing data pool?

A marketing data pool, such as Big Hammer's Hardlines Marketing Data Pool (HMDP), contains those product attributes that directly educate and market your products to the consumer, leading her to make a buying decision. Some of the specific attributes that exist in our HMDP, and not in standards-based data, include:

| | | | |
|------------------------|----------------------|----------------------|----------------|
| Marketing Descriptions | Logo Image | Keywords | Bullet Points |
| Multiple View Images | Planogram Images | Warranty Information | Buying Guides |
| MSDS Sheets | Generic/Branded Flag | Prior Model/UPC# | Energy Ratings |

Big Hammer stores and manages each supplier's rich marketing data in one location. Retailers are then granted permission to receive that data for relevant products sold within their network. With Big Hammer, synchronized marketing data is reliably and selectively delivered to subscribing retailers through a secure, permission-based system that can be managed simultaneously with our with Big Hammer's GS1-certified GDSN Source and Private Data Pools for comprehensive data coverage.

How does a marketing data pool differ from a GDSN data pool?

GDSN focuses on the synchronization of logistical, supply chain data. Product attributes such as width, height and weight are part of the GDSN standard. However, these standards don't support 100% of the product data attributes required by hardlines retailers.

In order for retailers to most effectively market products, suppliers must augment the global data attributes supported by GS1 with the marketing data not covered by GDSN standards. Big Hammer offers both GDSN and Marketing Data services, providing one source to manage all your product content.

Do I need to subscribe Big Hammer's Hardlines Marketing Data Pool if I'm already enrolled in a GDSN data pool?

Yes. While GDSN data supports the supply-chain needs of the industry, it fails to support the data that will allow you to promote and sell your products in print, in-store and online. This "marketing data," which includes product images and digital documents, is resident only in Big Hammer's Hardlines Marketing Data Pool.

Who owns the data once it is entered into the Hardlines Marketing Data Pool?

The data is owned by the supplier.

Can I meet the requirements of the Marketing Data Pool with AVP through GDSN?

No. AVP (Attribute Value Pairs) does not support the dynamic content, digital assets and other digital documents suppliers and retailers need to effectively sell products. AVP can only be used when dealing with a small number of attributes that do not change based on what the item is or the circumstances of its use or sale.

Big Hammer's Hardlines Marketing Data Pool allows for thousands of dynamic attributes based on how your item is classified and where and how it can be sold. Furthermore, AVP does not offer validation of attribute values. Big Hammer validates attributes both on collection of the data and when the data is delivered. Big Hammer's Marketing Data Pool is the only solution for exchanging marketing content.

How many digital assets are suppliers required to provide?

The number of digital assets required is determined by the specific requirements of the retailer's program. Typically, retailers require at least one digital asset per product item for selling and promotional purposes. Current Voluntary Interindustry Commerce Solutions Association (VICS) standards for the Hardlines industry require three (3) digital assets per product item.

Does my data need to be part of GDSN to be added to the marketing pool?

No. However, Big Hammer is a GS1®-GDSN-certified data partner and offers GDSN data services, providing one source for all your data needs.

THE REGISTRATION PROCESS

What is the Quick Vendor Registration process?

The Quick Vendor Registration process is a streamlined method by which suppliers can sign up for Big Hammer data solutions. This allows you to expedite your retail customers' requests for product data.

At what organizational level should I register my company: parent or subsidiary?

You should enroll at a level appropriate to how you want your products be found and sold. For example, organizations with multiple subsidiaries or entities and distinct brands per subsidiary, should register each unique marketing organization. If there are distinct data management personnel per subsidiary, these should be registered.

What happens once I've completed the enrollment process?

After you have completed the registration process, you will receive a welcome e-mail with information explaining the next steps for onboarding your data and publishing it to your retail network.

Is use of the Registration Wizard mandatory?

Yes. The Registration Wizard is fully integrated into the Product Registry and used to manage the Marketing and GDSN Data Pools. Use of the Wizard is essential for setting up administrative accounts, product items, and permissions within the Marketing and GDSN Data Pools.

Can more than one person from my company use the Registration Wizard?

No. You should designate one representative from your company to utilize the Registration Wizard. This person should have authority to review and accept a contract and provide your billing information. They will be issued a user name and password. If you are an existing user of the Big Hammer Product Registry, you may use your current account information to access the registration site.

Do I need a GLN (Global Location Number) for enrollment in the marketing pool?

No. If registering for the Hardlines Marketing Data Pool, you may skip the step of inputting your GLN and still complete registration. However, you must input your GLN if you are using Big Hammer for GDSN data.

How do I find my GLN number?

You can look up your GLN via <http://directory.gs1.org/api> and by typing in your company name or the UPC of one of your products. You can also call the GS1 member organization that issued it. A list of member offices can be found at www.gs1.org/contact/worldwide.php.

Do I need a GTIN (Global Trade Item Number) for enrollment in the marketing pool?

GTINs are not required for initial enrollment. However, GTINs must be entered for data onboarding as items are added to marketing data pool. You will need a GTIN version based on the following structures: GTIN 12 (U.P.C.), GTIN 14, or GTIN 8 (for international use only).

CONTRACTS & PRICING

What is my cost for the marketing pool?

The annual subscription fee to Big Hammer's Hardlines Marketing Data Pool (HMDP) is based on the number of product items you publish to the pool. You will be able to view pricing for both HMDP and GDSN by clicking on the "Fast Track, Enroll Now" button. Upon creating your contact profile, you can review subscription costs prior to enrollment.

How are data pool fees calculated?

In contrast to other data providers, Big Hammer's subscription fee coincides directly with the number of items you synchronize.

What is considered an item in determining the number of items that I should sign up for?

An item, for enrollment purposes, refers to any product that has a specific UPC or product-level GTIN.

Will I be able to change plans at any time?

While the data service agreement remains in effect for three years, suppliers will only be able to change plans on an annual basis. Any usage above the subscribed plan item count levels within a given plan year will be billed quarterly and based on the number of product items exceeding the selected plan.

Can I cancel my contract?

Services agreements remain in effect for an initial term of three (3) years from the effective date, and shall renew for subsequent three (3) year periods unless terminated by written notice.

ONBOARDING YOUR DATA

What information will I need to onboard my data?

Suppliers will need to provide a wide range of item data, including product images, attributes, specifications, marketing copy, bullet points, size and logistical information. A full list of the required attributes for GDSN and Hardlines Marketing Data Pool can be found at www.bighammer.com/library/attributes.aspx

How do I input and maintain my product data?

The Big Hammer Product Registry is a web-based data management solution. The Product Registry offers a simple, self-service mechanism for inputting, updating and managing your product data for synchronization. Using the Product Registry, you can make changes to your data anytime. Your retail trading partners will have the option to accept or reject these changes.

How long will the data onboarding process take?

The time frame for onboarding data is dependent on many factors, including number of items, availability, and location and quantity of your item data. Having your data in a single location with easy access will expedite the process of gathering the values for all of the required attributes.

How is the data validated?

We currently offer the following verification services at this time:

- **Barcode verification** - We verify a Barcode can be effectively read by POS scanning systems. This is achieved by grading the overall print quality of the barcodes against a set of ANSI barcode standards and ITF-14 specifications for case barcodes
- **Weights and Dimensional Measurement verification** - We verify a Product, Inner Pack, and Case cubic measurements as well as its weight

If you would like to learn more about our product verification services, please contact Gene Gallo (ggallo@edgenet.com)

How often should I update my product data?

At what frequency you update your product data is entirely dependent on how often your products change or how often your retailers adjust their data requirements. Some requests from your retail network may require you to collect additional product data.

DATA SECURITY

What security does Big Hammer offer?

The Big Hammer data pools are both physically and electronically secured. Application security is managed by the Microsoft Active Directory model in thousands of locations around the globe. System and physical security is managed by our data center, or Vericenter, in compliance with all SAS 70 requirements.

Additionally, Big Hammer utilizes a variety of security and authentication protocols and encryption algorithms. These include, but are not limited to: SSL, PGP, AS2, X509v3, WS-Security, WS-SecureConversation and Kerberos V5 Authentication.

How does Big Hammer ensure my data won't be lost?

Big Hammer performs both hourly and daily data backups. Change histories are also archived.

Where will my data be published?

Publication to retailers is dependent upon permissions set by the supplier. For the Hardlines Marketing Data Pool, once you have associated your product item data with a retailer, your data will be ready to publish to that retailer at your discretion.

In the case of GDSN, when you get subscription notices from retailers via the GS1®-GDSN network, simply choose the item or items you wish to publish and click the "publish" button. Your item data will be sent to the retailer's recipient data pool for synchronization.

Who will have access to my data?

Any retailer that subscribes to the Big Hammer Hardlines Marketing Data Pool will be able to subscribe to existing supplier product content, as well as make requests for additional product data. Under this subscription model, the supplier determines which product items are available to each respective retailer.

For GDSN data, suppliers receive subscription requests via the GDSN network from retailers who would like access to product data. Those retailers do not need to be Big Hammer customers.

C O N T A C T I N F O R M A T I O N**Who do I contact for help?**

For enrollment and onboarding questions, please e-mail our customer support group at bighammersupport@bighammer.com or call 1-866-865-6602.