

## The Home Depot Program

### **Why is The Home Depot spearheading the Hardlines Marketing Data Pool and GDSN program?**

The Global Data Synchronization (GDS) program has been one of The Home Depot's key corporate initiatives over the past two years. Jointly with suppliers, The Home Depot has built the largest and richest private data pool in the hardlines industry. They have completed the initial phases of the program, validated its benefits, and now wish to extend the scope and value of the GDS initiative.

In order to align The Home Depot's efforts with overall hardlines industry data synchronization efforts, The Home Depot is requiring supplier participation in the Big Hammer Hardlines Marketing Data Pool (HMDP) and participation in a GDSN pool. This will provide suppliers with the ability to fully synchronize all product content to all of your retail trading partners via a public data pool.

### **Which Home Depot suppliers are required to join the Big Hammer Hardlines Marketing Data Pool?**

The Home Depot is rolling the program out in phases, with the first phase focused on migrating existing suppliers and product data in The Home Depot private pool over to the Big Hammer HMDP. Subsequent phases will focus on additional data collection initiatives and programs across the various selling organizations of The Home Depot.

### **Do I need to subscribe to both the HMDP as well as a GDSN Supplier Data Pool?**

Yes. While GDSN data supports logistical, supply-chain needs of the industry, it fails to meet the marketing needs to promote and sell your products in print, in the store, or online. This marketing data will be resident in Big Hammer's Hardlines Marketing Data Pool.

### **What happens to the existing data that I have submitted into the Big Hammer Product Registry?**

Current Home Depot suppliers should continue to enter and update data in the private pool via the Product Registry. At the end of the enrollment period, the marketing attributes residing in the private data pool will be migrated to the Big Hammer HMDP for all suppliers who have enrolled, completed payment, and authorized the data transfer. This product data will be immediately available for syndication to all of your retail trading partners and suppliers will then be provided a link to the HMDP to enter and update all future product data.

### When do suppliers need to enroll in the marketing pool?

Suppliers should register in the Big Hammer HMDP by November 15, 2006. A detailed calendar with program timelines and milestones follows:

Date	Milestone
Sept. 26, 2006	The Home Depot announces Hardlines Marketing Data Pool initiative via supplier letter
October 4th, 2006	Online kickoff meetings for suppliers currently populating data in The Home Depot private pool via Big Hammer
Now through Nov. 15, 2006	Suppliers enroll in Big Hammer's Hardlines Marketing Data Pool
Nov. 16, 2006	Big Hammer migrates existing supplier data from The Home Depot's private pool to the Big Hammer HMDP <b>At this date, The Home Depot no longer accepts supplier marketing data via the private pool</b>

### Why will I be charged for the marketing pool when I have been utilizing the Product Registry at no charge?

The Big Hammer Hardlines Marketing Data Pool populates and distributes marketing data and product content to any retailer participating in the pool. The Home Depot version of the Big Hammer Product Registry has historically been employed by The Home Depot to collect and populate their private data pool with data proprietary to them.

In a public pool, the suppliers retain complete control over their marketing and selling content and are able to align their private data initiatives with The Home Depot with their overall data synchronization efforts with all of their industry trading partners. This will provide suppliers with the ability to fully synchronize all product content to all of your retail trading partners via a public data pool.

### What are the ramifications for not enrolling in the Big Hammer HMDP?

Suppliers who have not enrolled in the Big Hammer HMDP by the end of the enrollment period, November 15, 2006, will no longer be able to update their marketing data in The Home Depot private pool.