Product Data Requirements

for

Indigo's ecCatalogue

# PRODUCT DATA REQUIREMENTS WHEN USING INTERTRADE'S CATALOGUE

Vendors have the option of providing product data (attributes) and content directly through the use of **ecCatalogue**, that enables the efficient flow of product attributes through direct integration to our PIM system. By **providing Indigo with access** to their respective Catalogues and completing a set of **mandatory attributes**, vendors and merchants can take advantage of **integration and automated workflows** for faster and more accurate product onboarding & updates.

This option will eliminate the need for vendors to load and update product data directly in PIM, as that can all be managed in the Catalogue.

For **new users to ecCatalogue**, please contact **solutions@intertrade.com** for more information on using Catalogue with Indigo.

**To register for ecCatalogue**, please go to: https://indigo.intertrade.com

For **existing users of ecCatalogue**, please contact **catalogue@intertrade.com** for Indigo's requirements.

## CATALOGUE REQUIREMENTS FOR INDIGO

Indigo requires vendors to complete a set of **mandatory attributes.**
Please refer to the **Appendix** for the detailed list of mandatory attributes for ecCatalogue.

**For product data to flow to Indigo's PIM system**, **all mandatory attributes MUST BE COMPLETED**.

Please note, this list may be updated as required and communicated to vendors accordingly.

## TRACKING COMPLIANCE IN ECCATALOGUE

There is a compliance tracking functionality within ecCatalogue that indicates a GTIN's level of compliance with Indigo's data requirements. 100% compliance indicates that a GTIN is ready to be selected by the Indigo merchant and trigger integration with PIM.
Anything less than 100% compliance will require data completion for the integration to occur.

**Indigo Compliance Rules (in ecCatalogue)**

The 29 attributes below are measured in the Catalogue compliance tracker with the severity level below:
- **Error:** data **will NOT flow** into Indigo's PIM system **until all attributes are completed**

| Rule | Issues | GTINs | Severity |
|---|---|---|---|
| Global Product Classification Mandatory | 0 | 0 | Error |
| Package Gross Weight Mandatory | 0 | 0 | Error |
| Consumer Item Length Mandatory for Apparel | 0 | 0 | Error |
| Product has at least one Image | 0 | 0 | Error |
| Consumer Item Length Mandatory for Fashion Accessories | 0 | 0 | Error |
| Consumer Item Height Mandatory for Fashion Accessories | 0 | 0 | Error |
| Consumer Item Width Mandatory for Jewelry | 0 | 0 | Error |
| Selling Channel Mandatory | **5** | **5** | Error |
| Countries of Origin Mandatory | 0 | 0 | Error |
| Consumer Item Height Mandatory for Home | 0 | 0 | Error |
| Consumer Item Length Mandatory for Jewelry | 0 | 0 | Error |
| Extended Description Mandatory | 0 | 0 | Error |
| Consumer Item Width Mandatory for Fashion Accessories | 0 | 0 | Error |
| Consumer Item Width Mandatory for Home | 0 | 0 | Error |
| Consumer Life Stage Mandatory | 0 | 0 | Error |
| Consumer Item Net Weight Mandatory | 0 | 0 | Error |
| Trade Name Mandatory | 0 | 0 | Error |
| Consumer Item Length Mandatory for Home | 0 | 0 | Error |
| Consumer Item Width Mandatory for Apparel | 0 | 0 | Error |
| Package Length Mandatory | 0 | 0 | Error |
| Package Height Mandatory | 0 | 0 | Error |
| Package Width Mandatory | 0 | 0 | Error |
| Brand or Label Mandatory | 0 | 0 | Error |
| UnitListCost | **10** | **10** | Error |
| UnitListCostCurrency | **10** | **10** | Error |
| SuggestedRetailPrice/ CAD Currency | 0 | 0 | Error |
| Short Marketing Messages/Lang Cd | 0 | 0 | Error |
| Long Marketing Messages/Lang Cd | **20** | **20** | Error |

**Compliance Dashboard**

There is also a **Compliance dashboard** within ecCatalogue that indicates the vendor's level of compliance with each Retailer's Rules.

1. **ecCatalogue**:
   Please contact catalogue@intertrade.com for the following:

   - Information on setting up your electronic product catalogue or providing access to Indigo.

   - The complete list of all product attributes (including mandatory attributes).

   For more information on Product Catalogue, please go to:
   https://intertrade.com/indigo/

2. **Indigo Product Style Guide:** please refer to this document for more information on **product image guidelines** and **product copy guidelines**:

   **Link:** please access these at **Learning Centre/PIM Training & Documents** on our Compliance Portal (https://indigo.traversesystems.com)

3. **Writing Guide for French Products**: please refer to this document for guidelines on **use of proper French language** for product names and descriptions (required for all online and OMNI channel SKUs)

   **Link:** please access these at **Learning Centre/PIM Training & Documents** on our Compliance Portal (https://indigo.traversesystems.com)

FRENCH TRANSLATION

Vendors are expected to provide complete and quality **French descriptions** for all articles.

For vendors requiring a **French translation resource**, please reach out to either of Indigo's preferred partners (3rd party translation service provider):

**TRANSPERFECT:**
   Website: www.transperfect.com
   Email: indigo@transperfect.com
   Phone: 416-703-0050

**TRSB:**
   www.trsb.com
   Email: TRSB-Traductions@trsb.com

Phone: (514) 844-4682

To access **TRSB's customized services for Indigo vendors**, please follow the instructions below to submit your translation request via the designated portal https://indigo.trsb.com/

To submit a translation request to TRSB:

| Regular hours (8am-6pm EST) | Outside of Business Hours |
|---|---|
| Submit your request via the Portal: https://indigo.trsb.com/<br><br>Note that a User Guide is available at the bottom of the Home page. | For any unexpected urgent requests, please follow these steps:<br>Step 1: Submit your request via the portal: https://indigo.trsb.com/<br>Select country and create your account by clicking on sign-up. Then enter **registration code: 552021**<br><br>Step 2: Call the following number: **514-844-4682, ext. 454**<br>This number will be transferred to the Project Manager on duty.<br><br>Wherever possible, please advise your TRSB Project Manager by 5 PM (ET) at TRSB-Traductions@trsb.com for any potential after-hours requirements (nights, weekends or holidays). |

Escalation process for TRSB (to escalate a request outside of business hours):

| Level 1 | Level 2 | Level 3 |
|---|---|---|
| Gaby Gamarra<br>Team Leader<br>Work: 514-844-4682, ext. 361 | Amanda Clément<br>Associate Director<br>Work: 514-844-4682, ext. 226<br>Cell: 514-707-0167 | Esther Légaré<br>Director, Operations<br>Work: 514-844-4682, ext. 294<br>Cell: 514-208-2757 |

Please contact these partners directly for translation services and mention that you are an Indigo vendor. Please note: **translation service costs are the vendor's responsibility.**

Alternatively, if vendors are unable to provide French content, Indigo will complete the translation for the respective vendors and **will charge the total fee of the translation service** (charged by the 3rd party translation service provider) **in addition to** the **Missing Item Description (French) chargeback fee** (per UPC) to the respective vendor (see data compliance table below).

**French language requirements:**

To further clarify what we consider proper French and to comply with our naming structure, please see the **Scoring Table** and the **Writing Guide for French Products.**

**SCORING TABLE**

Here is the scoring table that we would also like to send to the vendor (you will also find that table in the auditing template, in the second tab).

| | |
|---|---|
| **Great** | Text flows very well<br>No errors (spelling, grammar, syntax, translation, language)<br>Idiomatic French |
| **Good** | Non-localized French<br>Some sentences could be formulated better<br>Readability is good |
| **Fair** | Spelling: Fewer than 3 typos or error<br>English terms more accepted (cool, fun, etc.)<br>Punctuation errors |
| **Bad** | Machine translated or similar quality (unreadable)<br>Translation errors (incorrect transfer)<br>Spelling errors<br>Syntax errors<br>Grammar errors<br>Language errors (Anglicism, wrong term) |
| **No French** | No FR whatsoever<br>FR title and EN description<br>EN title and FR description |

## APPENDIX - INDIGO'S MANDATORY PRODUCT ATTRIBUTES

This list may be updated as required and communicated to vendors accordingly.

| ITT Catalogue Attribute | ITT Catalogue Location | Source System | Recommended ITT Compliance | INDIGO ATTRIBUTE | Notes |
|---|---|---|---|---|---|
| GlobalProductClassification (GPC) | Product > 'Show More' area | ITT Catalogue | Mandatory | GPC (NEW) | Taxonomy category BRICK Code |
| SellingChannelCd | UPC > Description | ITT Catalogue | Mandatory | Vendor Dropship Indicator | |
| GTIN (Core)/ GTIN Type | UPC Level | ITT Catalogue | Mandatory | UPC/EAN | |
| Product Description (Core) | Selection Code Details Level | ITT Catalogue | Mandatory | Vendor Article Name | |
| UnitListCost | UPC > Prices & Terms | ITT Catalogue | Mandatory | Vendor Cost Price | |
| UnitListCostCurrency | UPC > Prices & Terms | ITT Catalogue | Mandatory | Cost Price Currency | |
| SuggestedRetailPrice/ CAD Currency | UPC > Prices & Terms | ITT Catalogue | Mandatory | Vendor MSRP (CAD) | |
| ConsumerLifeStageCd | UPC > Description | ITT Catalogue | Mandatory | Consumer Lifestage Code | |
| TradeNameBrand/LangCd? | Product > 'Show More' area | ITT Catalogue | Mandatory | Brand | |
| CountryOfOrigin | UPC > Ordering, Shipment & Origins | ITT Catalogue | Mandatory | Country of Origin | |
| ConsumerItemLength/UOM | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article Length | |
| ConsumerItemWidth/UOM | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article Width | |
| ConsumerItemHeight/UOM | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article Height | |
| Length | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Consumer Package Length | |
| Width | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Consumer Package Width | |
| Height | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Consumer Package Height | |
| Length/Width/Height UOM attributes | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article & Package Measurement Unit | |
| ConsumerItemNetWeight/UOM | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article Weight | |
| GrossWeight/UOM | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Consumer Package Weight | |
| Weight UOM attributes | UPC > Packaging & Measurements | ITT Catalogue | Mandatory | Article/Package Weight Unit | |
| ExtProductIDDescEnglish | Product > 'Show More' area | ITT Catalogue | Mandatory | Core Online Product Name | |
| ExtProductIDDescOther/LangCd | Product > 'Show More' area | ITT Catalogue | Mandatory | Online French Item Name | This must include the **FRENCH** item name and FR Language Code |
| **Short Marketing Messages/Lang Cd** | Product > Additional Information | ITT Catalogue | Mandatory | **Online Product Description English - CA** | This must include the **ENGLISH** item description and EN Language Code |
| **Long Marketing Messages/Lang Cd** | Product > Additional Information | ITT Catalogue | Mandatory | **Online Product Description FRENCH - CA** | This must include the **FRENCH** item description and FR Language Code |
| Item Image URL (link) | Product - Image | ITT Catalogue | Mandatory | Item Image | |