

## GDSN - EU Vendors Get started guide

Dear Vendor,

Amazon is excited to announce joining the Global Data Synchronization Network (GDSN) in order to receive enriched, standardized product information from Brand owners and Manufacturers, through the data synchronization process under GS1 Global Standards authority. Get started today!

To synchronize your product information with Amazon, please review following steps:

- I. Implementation guide
- II. Amazon attributes guide
- III. Amazon FAQs

### I. IMPLEMENTATION GUIDE

#### 1. Amazon's data synchronization information

1.1 Primary Data Synchronization Contact Name: [Florian Rieger, [frieger@amazon.de](mailto:frieger@amazon.de)]

1.2 Amazon's GLN - Publish To Production: 5450534000017

#### 2. Steps to begin syncing your data with Amazon

##### 2.1. Publish your content to Amazon via your home data pool

- a. If not already a member, join the GDSN data pool of your choice.
- b. Have your accurate item data loaded into your home data pool and insure it is ready for publication.
  - ⇒ Contact your data pool for any education you might require to complete this step.
  - ⇒ Please review the Amazon Attribute Guide and ensure you're meeting the attribute requirements.

##### 2.2. Connect to Amazon GDSN through your Vendor Central account

Step 1: Login into Vendor Central and select 'Manage Catalog feeds' under 'Items'.

The screenshot displays the Amazon Vendor Central dashboard. At the top, the navigation bar includes the Amazon logo, 'vendor central', and links for 'Home', 'Support', 'US', 'Switch accounts', and 'Sign out'. Below the navigation bar, a table shows key performance indicators: ASN ACCURACY (9%), PREP ISSUES (0%), REJECTED PO RATE (28%), and OPERATIONAL PERFORMANCE (Poor). A dropdown menu for 'Items' is open, highlighting 'Manage catalog feeds'. A 'Your business advisor' section is visible, containing 'Required actions' (Update past due PO items) and 'Recommendations'. A 'Quick links' section on the right lists various actions like 'Add Products', 'Add Images', and 'Purchase Orders'. The URL at the bottom is [https://vendorcentral.amazon.com/hz/vendor/members/catalogfeeds/home?ref\\_ven-ven-home\\_subNav](https://vendorcentral.amazon.com/hz/vendor/members/catalogfeeds/home?ref_ven-ven-home_subNav).

## GDSN EU Vendor Guide – Nov'19

**Step 2:** Select 'GDSN Subscription' as shown below.

The screenshot shows the Amazon Vendor Central interface. At the top, there's a navigation bar with links like Home, Support, US, Switch accounts, and Sign out. Below this is a secondary navigation bar with links like Orders, Items, Advertising, Merchandising, Reports, Payments, EDI, and Settings. A yellow banner below the navigation bar says 'Welcome to the new and improved Catalog Feed Management!' and includes a 'Switch to Old View' button. Below the banner is a horizontal menu with links: Setup New Feed, Track Submitted Feeds, Authorize CSP to Submit Feed, Retrieve Authorized Tokens, GDSN Subscription (circled in red), View GDSN Subscriptions, and FAQ.

### Catalog Feeds

Catalog feeds are automated solutions that allow vendors to add new products and send catalog updates to existing products without any manual involvement in the submission process. This application enables vendors to do a one-time setup to onboard onto feeds and subsequently to monitor and manage ongoing feed submissions

Step 1: Setup Feed	Step 2: Validate Feed	Step 3: Submit Catalog Data
<ul style="list-style-type: none"><li>* Choose feed format</li><li>* Setup feed drop point</li></ul>	<ul style="list-style-type: none"><li>* Drop feed for validation</li><li>* Check for feedback on Vendor Central and resolve issues</li><li>* Drop updated feed</li><li>* Launch feed</li></ul>	<ul style="list-style-type: none"><li>* Drop feed for submission</li><li>* Check for feedback on Vendor Central and resolve issues</li><li>* Drop updated feed</li></ul>

We support the following specifications for receiving automated catalog feeds: ONIX v2.1, ONIX v3.0, ACFF and PIES.

[Add another feed](#)

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**Step 3:** Enter your Global Location Number (GLN) in highlighted box and click validate GLN Id.

The screenshot shows the 'GDSN Subscription' page. At the top, there's a navigation bar with links like Home, Support, US, Switch accounts, and Sign out. Below this is a secondary navigation bar with links like Orders, Items, Advertising, Merchandising, Reports, Payments, EDI, and Settings. A yellow banner below the navigation bar says 'Welcome to the new and improved Catalog Feed Management!' and includes a 'Switch to Old View' button. Below the banner is a horizontal menu with links: Setup New Feed, Track Submitted Feeds, Authorize CSP to Submit Feed, Retrieve Authorized Tokens, GDSN Subscription (highlighted), View GDSN Subscriptions, and FAQ. The main content area is titled 'GDSN Subscription' and includes a sub-header 'What is GLN? GLN is an identification key used in GS1 specification to identify a legal entity, a physical location or a function or digital entity.' Below this is a form with a 'Global Location Number (GLN)' input field (highlighted with a red circle) and a 'Validate GLN ID' button.

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**Step 4:** Post successful validation of GLN, you can choose appropriate vendor code(s) against which your GDSN product content will be submitted.

Our recommendation is to choose the vendor code:

- 1) Choose the vendor code(s) against which you submit content using Vendor Central NIS (New Item Setup = item creation) Excel templates so that your GDSN submission is applied.
- 2) On the right side of the screen, you will see the business groups corresponding to vendor codes as additional information.

- 3) You can choose up to 3 vendor codes maximum. This means your GDSN submission will be applied to all the 3 selected vendor codes. If you have more than 3 vendor codes, please create a Vendor Central case (cf. part 2.3. "How to report a problem")

**GDSN Subscription**

What is GLN? GLN is an identification key used in GS1 specification to identify a legal entity, a physical location or a function or digital entity.

1234567891234 [Validate GLN ID](#)

✓ GLN ID validation successful. Please choose vendor codes to subscribe to this GLN, up to a maximum of 3

**Vendor code**

**Available Vendor Codes (16)**

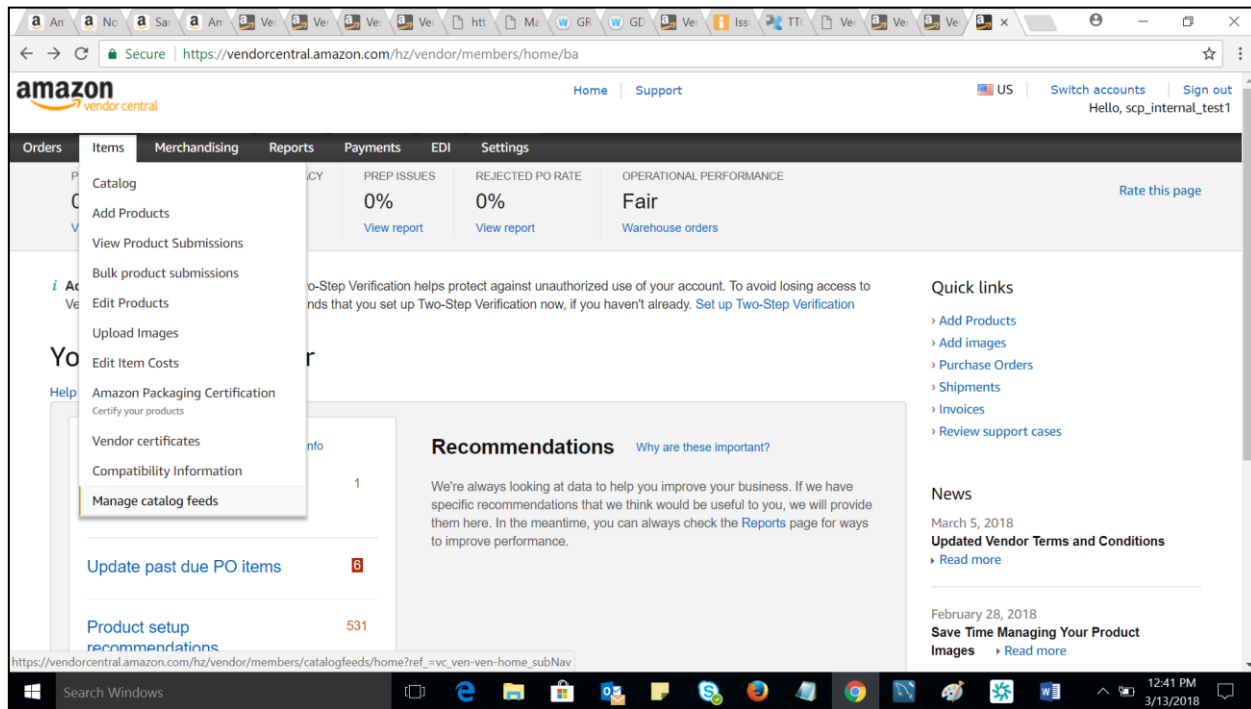
Vendor Code	Business Group
<input type="checkbox"/> MERDG	Available Business Group:SPORTING GOODS
<input type="checkbox"/> LASK9	Available Business Group:HOME
<input type="checkbox"/> ASSPG	Available Business Group:BOOKS
<input type="checkbox"/> NEGHW	Available Business Group:PETS
<input type="checkbox"/> XEOX1	Available Business Group:SPORTING GOODS
<input type="checkbox"/> JLAH9	Available Business Group:HOME
<input type="checkbox"/> GALZV	Available Business Group:TOYS
<input type="checkbox"/> BADDM	Available Business Group:TOYS
<input type="checkbox"/> TWAP9	Available Business Group:GROCERY
<input type="checkbox"/> TESL9	Available Business Group:GROCERY
<input type="checkbox"/> BEXAY	Available Business Group:LAWN AND GARDEN

**Step 5:** Post successful mapping of GLN to vendor codes, you can choose 'View GDSN Subscription' to see the mapped vendors as needed.

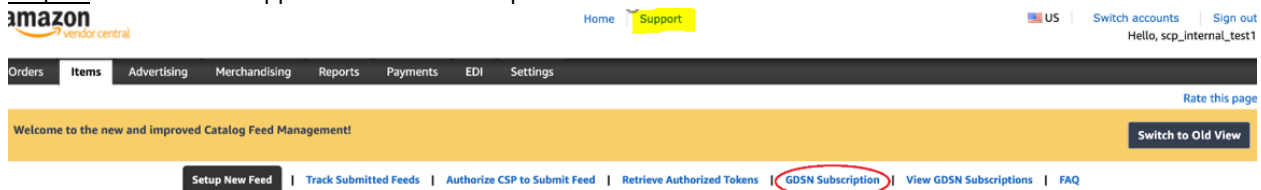
**GDSN Subscriptions**

## 2.3. How to report a problem?

**Step 1:** Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.



**Step 2:** Choose link “Support” at the center top shown in below screen



### Catalog Feeds

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We support the following specifications for receiving automated catalog feeds: ONIX v2.1, ONIX v3.0, ACFF and PIES.

[Add another feed](#)

**Step 3:** Choose the link “Contact Us” at the center bottom shown in below screen

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**Help** [View all help](#)

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[Vendor Orientation](#)  
[Vendor Setup](#)  
[Account Management](#)  
[Business Advisor](#)  
[Product Management](#)  
[Images](#)  
[Cost Management](#)

[Purchase Orders](#)  
[Invoices](#)  
[Direct Fulfillment](#)  
[Shipping](#)  
[Dispute Management](#)  
[Vendor Operational Performance \(Chargebacks\)](#)  
[Amazon Retail Analytics \(ARA\)](#)

[Electronic Data Interchange \(EDI\)](#)  
[Returns](#)  
[Marketing and Promotions](#)  
[Amazon Vine](#)  
[Amazon Packaging Certification](#)  
[Product Preparation Requirements](#)  
[A+ Detail Pages](#)

[CoOp](#)  
[Current Balance](#)  
[Import Policy and Process](#)  
[CPSIA](#)  
[Contact Us](#)


**Support sections**

**Training topics**  
Contains videos, walkthroughs, and tours of popular sections of Vendor Central.  
[View training](#)

**Forms and other downloads**  
Contains vendor manuals, guides, templates, codes and other notes for everyday operations.  
[View forms and downloads](#)


**Case log**  
Contains any on-going correspondence between vendor account and Amazon.  
[View case log](#)

**Still need help?**

 Let us know how we can assist you.

[Contact Us](#)

**Step 4:** Choose Issue “Manage My Catalog” and then “Catalog Feeds Management”.

← → ↻  Secure | <https://vendorcentral.amazon.com/hz/vendor/members/contact>

[← Back to Support](#)

## Contact Amazon support

### What can we help you with?

Accounting

Advance Shipment Notification

Amazon Business

Images and Video

**Manage My Catalog** ^

ACFF Feeds

Amazon Feeds (AFS)

Amazon Packaging Certification

Availability change

[Catalog Feeds Management](#)

Cost correction due to item setup error

Cost Decrease

Step 5: Choose Request “Send Email” and describe your problem and submit.

[← Back to Support](#)

## Contact Amazon support

**Manage My Catalog**
[Change issue](#)

Catalog Feeds Management

**Subject (required)**

**Describe your issue (required)**

**Attachments**

Browse
No file is selected.

You will receive a copy of this case at palanich@amazon.com  
[Include additional email addresses](#)

Submit

or [Request a call instead](#)

## 2. ATTRIBUTE REQUIREMENTS

Please see Amazon GDSN Attribute Mapping Guide for Supply Chain attributes used for GTIN Receive (Excel file).

Ref #	Amazon Catalog Attribute Name	GDSN Name
1	Vendor Name	informationProviderOfTradeItem/partyName
2	GLN	informationProviderOfTradeItem/gln
3	Trade Item Description	tradeItemDescription
4	GTIN	tradeItem/gtin
5	Trade Item Weight (gr)	tradeItemWeight/grossWeight
6	Trade Item Length (mm)	tradeItemMeasurements/depth
7	Trade Item Width (mm)	tradeItemMeasurements/width
8	Trade Item Height (mm)	tradeItemMeasurements/height
9	Carton Quantity (Items in lower level)	quantityOfNextLowerLevelTradeItem

### 3. SUPPLIER FAQs

1. **What type of Amazon Selling Partners are in scope?**  
✓ Currently only Amazon Retail Vendors are in scope for the GDSN process.
2. **Is the initiative still in the evaluation/testing phase?**  
✓ No. Testing and pilot phases have been completed in Sept'19. Today, Amazon is live with multiple vendors in GDSN and is ready to receive product content and updates from all Consumables Retail vendors.
3. **Does this impact new item set up via Vendor Central?**  
✓ No. New item set up through Vendor Central remains unchanged. Item data published via GDSN will be used for changes and enhancements to items already in Vendor Central.
4. **When a vendor submits content through GDSN, can that be seen in Vendor Central to confirm if the submission is successfully synched with Amazon?**  
✓ Currently, you will not be able to see your submissions through GDSN in Vendor Central. We are working to make it happen. By H1'20 end, we will enable GDSN feedback mechanism (CIC) directly in Vendor Central and you can check if the product is synchronized or not.
5. **Do data poolers have access to Vendor Central?**  
✓ No.
6. **The data from GDSN is not as high quality as the one submitted via Vendor Central Excel sheets (NIS). What should I do?**  
✓ We expect the data you provide through GDSN to be high quality and similar to the one you submit through Vendor Central. If you are unsure, we recommend **not** to subscribe and submit content through GDSN for the attributes you are unsure of.
7. **Does the GDSN information used for GTIN Receive flow directly to Amazon?**  
✓ At the moment, it will take up to 5 business days for GDSN data to be updated and used for efficient receive during inbound of your goods after updating in GDSN.
8. **What information is Amazon taking through the GDSN?**  
✓ Primarily Regulatory and Supply Chain attributes (Amazon requirements) are currently ingested. Next to Supply Chain attributes used for GTIN Receive, we are using GDSN data for 52 Regulatory and Supply Chain attributes. We will be extending this list in 2020.
9. **Current requirements do not ask for the Amazon Specific Item Number (ASIN). How is Amazon mapping UPC/GTIN with ASIN?**  
✓ Every product set up with Amazon has an associated GTIN. The Amazon feed system will be able to look up the GTIN and synchronize product details automatically to an ASIN.
10. **GTINs we share are for pallets. How do you map these GTINs with the unit UPC of the item setup?**  
Vendors should share all GTINs from a same underlying item package hierarchy (e.g. pallet, master pack, inner pack, each). This will be mapped to Amazons existing catalog.

**11. When will Amazon be taking all attributes required for item maintenance?**

- ✓ We are prioritizing Regulatory and Supply Chain attributes. We will extend this list in 2020 but will not extend to all item attributes.

**12. After Vendor Central attributes are ingested, will full item update and maintenance be performed via the GDSN, eliminating the need to update attributes through Vendor Central or spreadsheets?**

- ✓ That is correct. Today, once you publish your item to Amazon via the GDSN, you will no longer need to send item maintenance updates via the previously used manual spreadsheet process. Vendors are free in their decision to still make use of manual spreadsheet process.

**13. Does Amazon support product creation through GDSN?**

- ✓ No. We expect vendors to create product through Vendor Central NIS and then enrich the product through GDSN.

**14. Will Amazon use GDSN for item creation at some point?**

Amazon doesn't have plans to create item from GDSN now and near future. We will prioritize on this in upcoming years based on need.

**15. What if the vendor submits content for a GTIN through GS1 data pooler before he creates the product through NIS? Will the GTIN data submitted through GS1 data pooler get lost?**

- ✓ No. We persist the GTIN content from you in our side if we are not able match your GDSN product content against your existing product content in our side. Whenever you create product content for the same GTIN through NIS, we use it and combine both feeds.

**16. Our products are already listed on Amazon. What do we have to do next?**

- ✓ Your next step is to syndicate product content for the items currently sold on Amazon via the GDSN.
- ✓ Publish your GDSN product content for the items currently sold on Amazon in EU to the Amazon GLN 5450534000017, through your data pooler.
- ✓ Connect to Amazon GDSN via Vendor Central (follow steps from part 2.2 Vendor guide)

**17. How is Amazon prohibiting other GDSN attributes (outside of the ones being requested by Amazon as part of this initiative) from being synced?**

- ✓ The integration between the GDSN and Amazon will happen at an attribute level. If suppliers send data outside of the attributes, we ignore them.

**18. How will GDSN information work with sellers who sell the same product and the product information is sync'd?**

- ✓ The synchronization helps manufacturers' accurate product info to be available on the website.
- ✓ Amazon's backend reconciliation process will ensure that a Retailer's data is given precedence against the 3P seller who sells the same product.

**19. We are a manufacturer and our products appear on Amazon through other sellers. Will the GDSN carry-over to our product sold by others?**

- ✓ The integration is only available for Retail vendors for now.
- ✓ 3P sellers will not be able to leverage the product data from GDSN.

**20. How does Amazon determine items that are sold & shipped by Amazon as opposed to a 3rd party seller/provider?**

- ✓ Amazon's internal systems recognize Retail Vendors through a Vendor Code and the flag set up during the vendor onboarding process.