

# 1WorldSync

## Training on Digital Asset Management (DAM) for VIP



WORLD  
SYNC

# Training Agenda

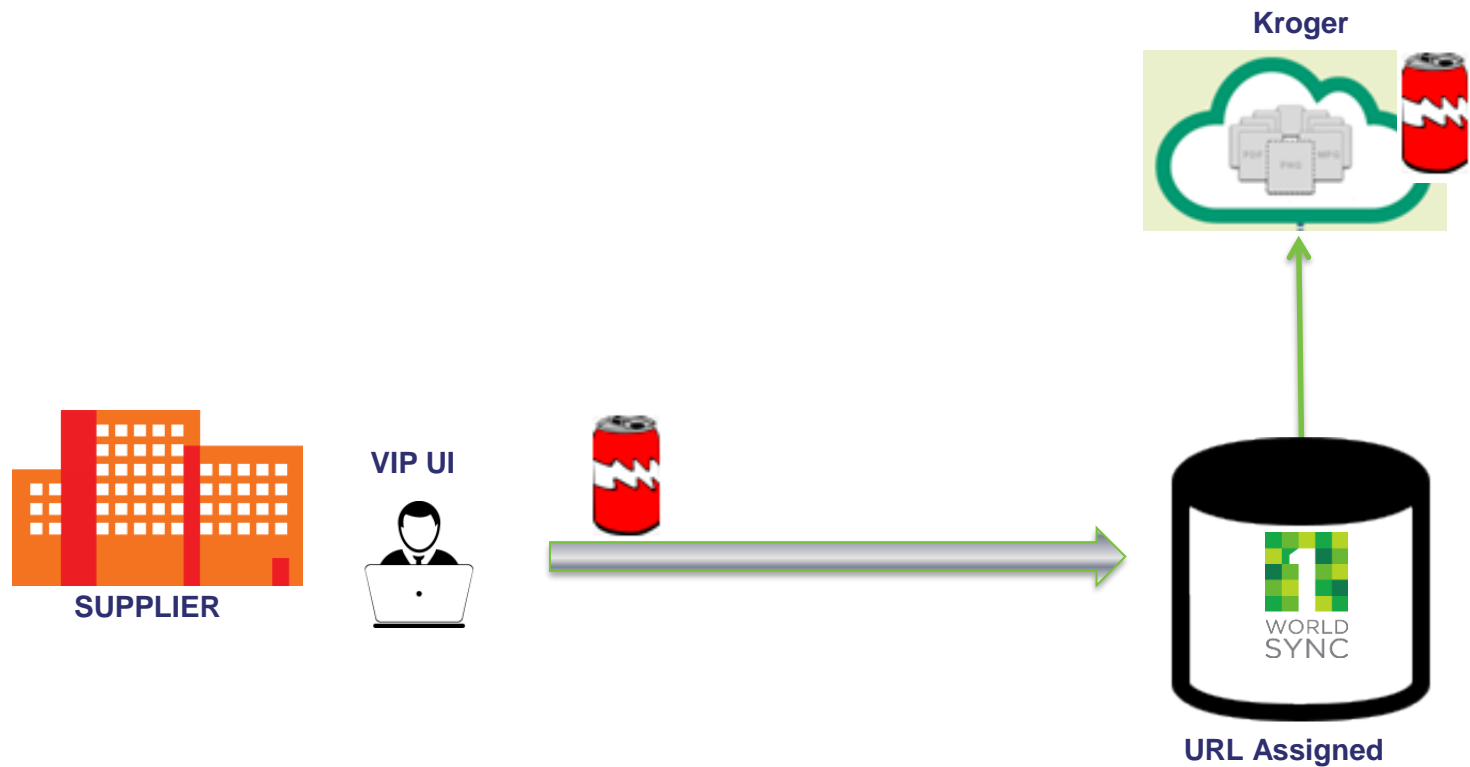


- VIP Digital Asset Management (DAM) Background
- VIP Digital Asset Management (DAM) Demo
- Contacts for VIP Questions

# VIP / Digital Asset Management Background



# Digital Asset Management Offering



# Digital Asset Management Features



## ■ Kroger Suppliers

- Manage all your digital assets in VIP with all your other product information
- Associate product images with your sellable items
- Send images to Kroger that meet Kroger's image requirements
- VIP will host your images for no additional cost if you are a current VIP subscriber

## ■ Kroger

- Receive accurate, up-to-date images assigned in conjunction with product data

# VIP / Digital Asset Management Demo



# VIP DAM Not Enabled for Non-GDSN



Welcome 1WS Dev new GLN | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) |



Product Introduc

Home	Products	Spreadsheet	Message Center	Reports	My Account	GTIN Quick Search: <input type="text"/>		
	Product Type Each	eCommerce Description Brand Name Kroger Pancake Mix Maple Flavored TestBrand	GTIN(Global Trade Item Number)/Item Identifier 00641212414355	Target Market US	Supplier Item Number	Number Cont 1		

### Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit Yes      \* Ordering Unit Yes  
\* Base Unit Yes      \* Dispatch Unit Yes  
[Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

### Digital Assets



To enable Digital Asset Management (DAM) capabilities, complete the Addendum for DAM located on the [VIP landing page](#). Please contact [businesssupport@1worldsync.com](mailto:businesssupport@1worldsync.com) with any questions.



[Add Digital Assets](#)

[Add External File Link](#)

# VIP DAM Addendum



← → ↻ <https://www.1worldsync.com/community/customers/kroger/> 🔍 ☆ 🌐 | 👤 ⋮

📄 Apps 📄 RD Web Access - Tim 📄 TDCAT DevTest 📄 TDCAT DevInt 📄 1WorldSync Bamboo 📄 PI DevTest 📄 PI DevInt 📄 IM Environments 📄 1WorldSync WebEx 📄 1WorldSync Product

image specs. The same images can be effectively used for other retailers and for your own purposes.

- **Hosting of Images** – 1WorldSync will host images on your behalf, enabling electronic delivery of these images to Kroger.
- **Loading your complete Product Data** including images – 1WorldSync will quickly format, load and deliver your complete product information to Kroger.

Click on [Kroger Fast Track Program](#) to get more details.

**UPCOMING SUPPLIER WEBINAR:** A great way to learn about upcoming VIP changes and additional information about Kroger product information initiatives

**February 12 at 1 PM Eastern. Register Today!**

**February 14 at 2 PM Eastern. Register Today!**

## Kroger Initiatives

The Kroger Company has deployed a data synchronization initiative called Item MDM/VIP. **Item MDM/VIP** is a multi-year project that has completed roll-out by Kroger classes. Suppliers are responsible for providing the data we need about the items we sell. The **Kroger Vendor Item Portal (VIP)** will facilitate the workflow process required to maintain items by storing characteristics or “attributes” of items we sell.

Some of the **benefits** from this process are the ability to:

- Leverage the value of GDSN by adopting global data standards
- Instantly update the Kroger team of item modifications
- Improve data accuracy, as all item information will originate with and be owned by the supplier
- Enhance communication of relevant item data to our suppliers
- Help us look at items like our customers do so we can both sell more product

## • Kroger Corporate Brands

[Kroger Corporate Brand List](#)

## • Key Documents

[10-Steps to Supplier Success with Kroger](#)

[Kroger Fast Track Program Brochure](#)

[Kroger Attribute Guide](#)

[Kroger Fast Track Program Website](#)

[Addendum for DAM](#)

[Kroger Item MDM/VIP Brochure](#)

[The Kroger Data Advantage](#)

[Newsletter Archive](#)

[The Kroger Data Advantage](#)

[Newsletter Vol 7](#)

[Kroger Image Capture Flyer](#)

## • Training & Education

[Kroger Item MDM/VIP Training & Education Workshops](#)

[How to Load Digital Assets in DAM](#)

[VIP DAM Training Video](#)

## • Quick Links

[Log into VIP](#)

[Register for VIP](#)



# Electronically sign DAM Addendum



← → ↻ https://secure.na1.echosign.com/public/esignWidget?wid=CBFCIBAA3AAABLbqZhBJKP9oK7jXww7UjPAq6drV9eA\_XFd7Hn5y3OpRK\_fuKwPjenDY3SoMRysrF... ☆ ○ | L ⋮

Apps RD Web Access - Tim TDCAT DevTest TDCAT DevInt 1WorldSync Bamboo PI DevTest PI DevInt IM Environments 1WorldSync WebEx 1WorldSync Product »



Alternative actions ▾

Please sign: Third Party Image and DAM Template - ...

Next required field 6

## **ADDENDUM FOR DAM FUNCTIONALITY AND DISPLAY OF IMAGES, INCLUDING THIRD-PARTY IMAGES**

1WorldSync is pleased to offer your company (Company) Digital Asset Management (DAM) functionality for image storage, as well as the ability to display images from DAM and third-party providers, as additional features under Company's current subscription for data sync platform services. This Addendum includes additional terms for use of such features, and is a supplement to Company's underlying data sync services/data pool agreement with 1WorldSync. The remaining terms of the data sync services/data pool agreement will remain in effect, and are incorporated into this Addendum by reference. Notwithstanding the foregoing, the functionality provided under this Addendum shall be limited to ninety (90) images per individual GTIN and is only available for use by existing PI and VIP customers for Kroger.

Please enter the information requested below and sign the document using the digital signature



# VIP DAM Enabled for Non-GDSN



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

**Home** | **Products** | **Spreadsheet** | **Message Center** | **Reports** | **My Account** | GTIN Quick Search:  **Search**

Product Type	eCommerce Description	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
Each	Brand Name PROD DESC TestBrand	22221333670117	US		1

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

* Product Type	EA	* Consumer Unit	Yes	* Ordering Unit	Yes
		* Base Unit	Yes	* Dispatch Unit	Yes

[Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

**Digital Assets**

< No Digital Assets have been uploaded. >

[Add Digital Assets](#)

[Add External File Link](#)

Identifiers & Descriptors:

# Add Digital Assets



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out

**WORLD SYNC** **Product Introduction**

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:  Search

Product Type: Each

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit  
\* Base Unit [Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

**Digital Assets**

← No Digital Assets have been added

**Identifiers & Descriptors:**

\* Product Type: Each

\* Brand Name:

Sub Brand:

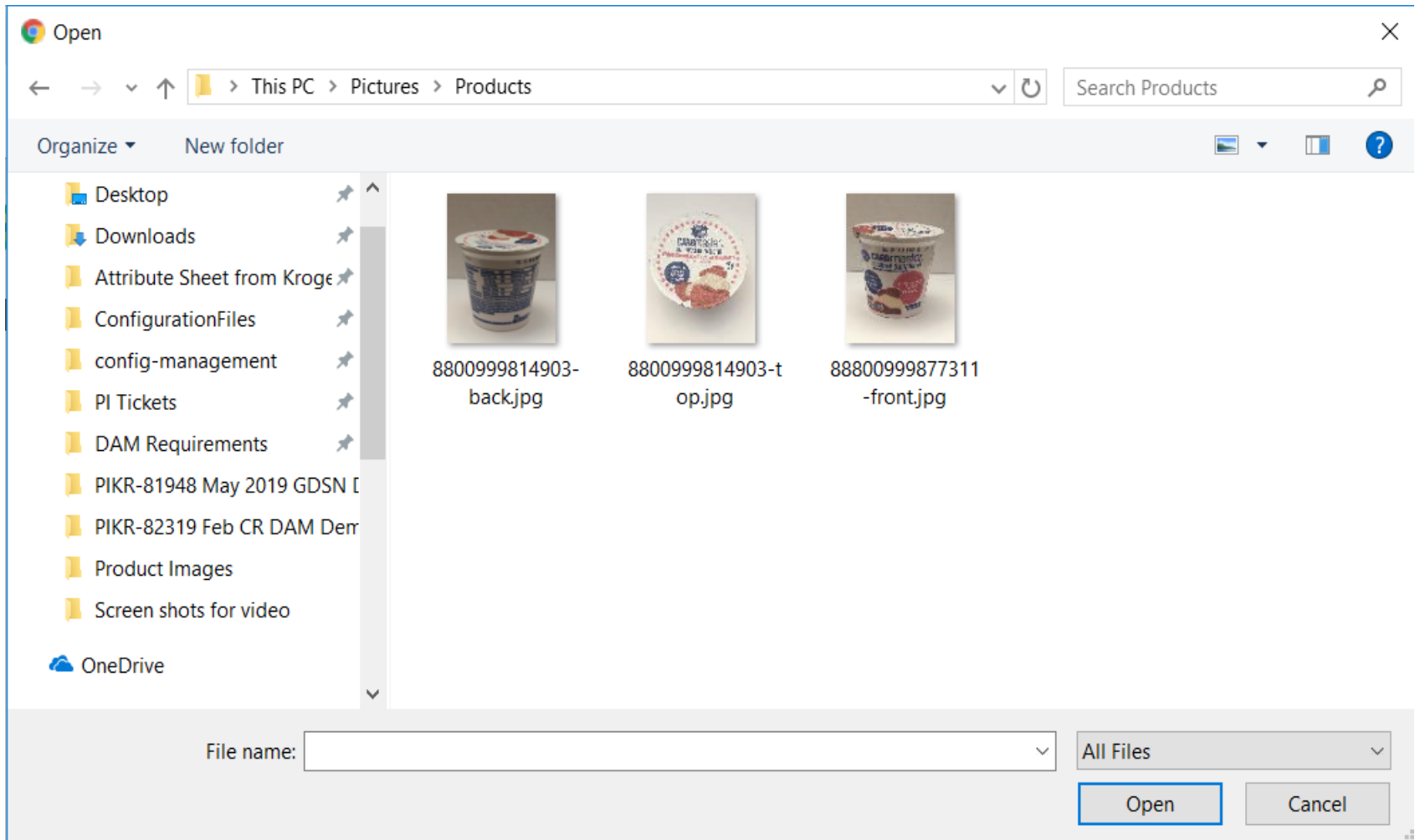
\* eCommerce Description:

**Add Digital Assets**

[Select Files](#) [Upload Assets](#) [Close](#)

Supplier Item Number	Number Contained
	1

# Add Digital Assets



# Add Digital Assets



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out

**WORLD SYNC** **Product Introduction**

**Home** | **Products** | **Spreadsheet** | **Message Center** | **Reports** | **My Account** GTIN Quick Search:  **Search**

Product Type  
Each

Attribute Display Preference & Item type Attributes  
 Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit  
\* Base Unit [Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

**Digital Assets**

← No Digital Assets have been added

**Identifiers & Descriptors:**

\* Product Type: Each


\* Brand Name: TestBrand


Sub Brand: TestSubBrand


\* eCommerce Description: Kroger Pancake Mix Maple Flavored [E...]


Trade Item Key Words: Pancake Mix, Maple [English]

**Add Digital Assets**

  
[Select Files](#)

  
[Select Files](#)

  
[Select Files](#)

  
[Select Files](#)

[Upload Assets](#) [Close](#)

Supplier Item Number:

Number Contained: 1

13

# Add Digital Assets



Welcome PI dev Vendor Kroger | Username: lvheatland@1worldsync.com Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out

**WORLD SYNC** **Product Introduction**

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:  **Search**

Product Type:  Each

Attribute Display Preference & Item type Attributes  
 Display Attribute By Item Type  View All Attributes


\* Product Type EA      \* Consumer Unit Base Unit [Edit](#)

**Save Draft** **Validate** **Save & Return** **Cancel & Return**


**Digital Assets**  
No Digital Assets have been added.

**Identifiers & Descriptors:**  
\* Product Type: Each  
\* Brand Name:   
Sub Brand:   
\* eCommerce Description:

**Add Digital Assets**



[Loading...]



[Loading...]

**Select Files** **Upload Assets** **Close**

# Add Digital Assets



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out

**WORLD SYNC** **Product Introduction**

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:  Search

Product Type: Each

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA \* Consumer Unit \* Base Unit [Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)


**Digital Assets**

← No Digital Assets have been added


**Identifiers & Descriptors:**

\* Product Type: Each  
\* Brand Name: TestBrand  
Sub Brand: TestSubBrand  
\* eCommerce Description: Kroger Pancake Mix Maple Flavored [E...]

### Add Digital Assets



Upload Complete



Upload Complete

[Select Files](#) [Upload Assets](#) [Close](#)

# Add Digital Assets



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:  Search

Product Type	eCommerce Description	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
Each	Kroger Pancake Mix Maple Flavored TestBrand	00096655644577	US		1

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit Yes      \* Ordering Unit Yes  
\* Base Unit Yes      \* Dispatch Unit Yes

[Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

Digital Assets

[Add Digital Assets](#)  
[Add External File Link](#)

### Identifiers & Descriptors:



# Images available on Product Search Page



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com



Home **Products** Spreadsheet Message Center Reports My Account

- Filters**
- My Favorite Queues
    - [FILTER](#)
  - My Work Queues
    - [Ready To List](#)
    - [Assigned To Me \(20\)](#)
    - [In Process - Supplier](#)
    - [In Process - Retailer](#)
    - [In Process - All](#)
  - Other Queues
  - Portal Items (Non-GDSN)
    - [Create Item](#)
    - [Entered Items](#)

**Products**

Refine Search Results

PI2001-1 The results have been limited to 500 hierarchies. Please refine your search.  
1 to 50 of 500 Products - Click a Product to edit OR choose Product(s) and select an action below.

Select Action... [Take Action](#)

	Product Type [Click to get started]	eCommerce Description	Brand Name	GS1 Trade Item ID Value	GTIN(Global Trade Item Number)/Item Identifier	Supplier Item Number
<p>Status: <b>In Process - Supplier</b> Assigned To: <b>Lisa Wheatland</b> Date Last Updated: <b>02/07/2019 14:43:50</b></p>						
N	Each	PROD DESC	TestBrand		00989898989904	
<p>Status: <b>In Process - Supplier</b> Assigned To: <b>Jayesh Chheda</b> Date Last Updated: <b>02/06/2019 15:14:27</b></p>						
N	Display	Kroger Pancake Mix Maple Flavored	TestBrand		00614141460007	
	Each	Kroger Pancake Mix Maple Flavored	TestBrand1		00614141460021	
	Case	Kroger Pancake Mix Maple Flavored	TestBrand		00614141460014	
	Each	Kroger Pancake Mix Maple Flavored	TestBrandTestBrand		00614141460038	
	Each	Kroger Pancake Mix Maple Flavored	TestBrand1		00614141460021	
<p>Status: <b>In Process - Supplier</b> Assigned To: <b>Jayesh Chheda</b> Date Last Updated: <b>02/05/2019 15:03:40</b></p>						
N	Each	Kroger Pancake Mix Maple Flavored	TestBrand		00096655644577	
<p>Status: <b>In Process - Retailer</b> Assigned To: Date Last Updated: <b>02/04/2019 17:03:21</b></p>						
G	Each	Product Description Updated	Brand Name with Net Content	00925145645650	00925145645650	
<p>Status: <b>In Process - Supplier</b> Assigned To: <b>Lisa Wheatland</b> Date Last Updated: <b>02/04/2019 16:21:16</b></p>						
G	Each	ProdDesc	Lisa Wheatland - Brand Name		00213313700004	

# Images available on Hierarchy Page



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com Select Organization | Select Retailer | Select Role | Help | C

**WORLD SYNC** **Kroger** Product Int

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:

**Product Configuration**

Information Provider: **PI dev Vendor Kroger** Status: **In Process - Supplier** Assigned To: **Jayesh Chheda** Kroger CIC State:  Publication Type: **New**

Product Type	eCommerce Description Brand Name	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
<a href="#">Edit</a> Display	Kroger Pancake Mix Maple Flavored TestBrand	00614141460007	US		1
<a href="#">Edit</a> Each	Kroger Pancake Mix Maple Flavored TestBrand1	00614141460021	US		1
<a href="#">Edit</a> Case	Kroger Pancake Mix Maple Flavored TestBrand	00614141460014	US		1
<a href="#">Edit</a> Each	Kroger Pancake Mix Maple Flavored TestBrandTestBrand	00614141460038	US		1
<a href="#">Edit</a> Each	Kroger Pancake Mix Maple Flavored TestBrand1	00614141460021	US		1

[Save Draft](#) [Submit](#) [Validate](#) [Assign](#) [Delist](#)

**Kroger Hierarchy Data**

\* Primary Contact Name:

\* Primary Contact Email:

\* Primary Contact Phone:  +  
-

DUNS Number:

# Images available on Item Page



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

Home	Products	Spreadsheet	Message Center	Reports	My Account	GTIN Quick Search: <input type="text"/>			Search
Product Type	Each	eCommerce Description	Brand Name	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained		
		Kroger Pancake Mix Maple Flavored	TestBrandTestBrand	00614141460038	US		1		

### Attribute Display Preference & Item type Attributes


Display Attribute By Item Type  View All Attributes


\* Product Type EA      \* Consumer Unit Yes      \* Ordering Unit Yes  
 \* Base Unit Yes      \* Dispatch Unit Yes  
[Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

### Digital Assets

<









>

[Add Digital Assets](#)  
[Add External File Link](#)

### Identifiers & Descriptors:

# Edit Digital Asset



Welcome PI dev Vendor Kroger | Username: lvheatland@1worldsync.com

Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out



## Product Introduction

Home Products Spreadsheet Message Center Reports My Account GTIN Quick Search:  Search

Product Type	eCommerce Description	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
Each	Kroger Pancake Mix Maple Flavored TestBrand	00096655644577	US		1

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

* Product Type	EA	* Consumer Unit	Yes	* Ordering Unit	Yes
		* Base Unit	Yes	* Dispatch Unit	Yes

[Edit](#)

[Save Draft](#) [Validate](#) [Save & Return](#) [Cancel & Return](#)

Digital Assets

[Add Digital Assets](#)  
[Add External File Link](#)

Product Image  
<https://dam.dev.catalog.1worldsync.com/im/dwn/DA-226701478-88800999877311-front.jpg>

### Identifiers & Descriptions

\* Product Type: Each

\* Brand Name:



# Replace Digital Asset



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

**WORLD SYNC**

Home Products Spreadsheet Message Center Rep

Product Type  
Each

Attribute Display Preference & Item type Attributes  
Display Attribute By Item Type View All Attributes

\* Product Type EA \* Consumer Unit \* Base Unit Edit

Save Draft Validate Save & Return Cancel & Return


Digital Assets

Identifiers & Descriptors:

- \* Product Type Each
- \* Brand Name TestBrand
- Sub Brand TestSubBrand
- \* eCommerce Description Kroger Pancake Mix, Maple Flavored [E
- Trade Item Key Words Pancake Mix, Maple [English]
- Feature Benefit Yes [English]

**Edit Digital Asset**

✓ Asset Saved Successfully!

 Edit your Image

File Name : 8800999814903-back.jpg

Primary Image

\* Type of Information Product Image

Uniform Resource Identifier https://dam.dev.catalog.

Image Source 1WorldSync

Image Facing [Dropdown]

Image Background [Dropdown]

File Name 8800999814903-back.jpg

File Format Name JPG

File Version 1

Save Close

Open

« Pictures > Products Search Products

Organize New folder

- OneDrive
- This PC
  - 3D Objects
  - Desktop
  - Documents
  - Downloads

8800999814903-back.jpg 8800999814903-top.jpg 8800999877311-front.jpg

File name: [Input] All Files


Open Cancel

# Replace Digital Asset



**Edit Digital Asset**

✓ Asset Saved Successfully!



**Replace Digital Asset**

Version Number will be incremented but the existing Uniform Resource Identifier (URL) and File Name will not change.

Would you like to replace this asset, using the existing URL and File Name?

**Replace Asset** **Cancel**

**Edit**

File Name : 8800999814903-back.jpg

Pr

**\* Type of I**

Uniform Res

Image Source: IWorldsync

Image Facing: [Dropdown]

Image Background: [Dropdown]

File Name: 8800999814903-back.jpg

File Format Name: JPG

File Version: 1


**Save** **Close**

# Replace Digital Asset



### Edit Digital Asset

✓ Asset Saved Successfully!



[Edit your Image](#)

File Name : 8800999814903-back.jpg

Primary Image

---

**\* Type of Information**

Uniform Resource Identifier <https://dam.dev.catalog.1worldsync.com/im/dwn/DA-821250546>

Image Source 1WorldSync

Image Facing

Image Background

File Name 8800999814903.jpg

File Format Name JPG

File Version 2



# Replace Digital Asset




productintro.dev.1worldsync.com says

When replacing an asset, the file format cannot change. Please provide a replacement asset with file format: (.jpg)

OK

### Edit Digital Asset



[Edit your Image](#)

File Name : 8800999814903-back.jpg

Primary Image

---

**\* Type of Information** Product Image ▼

Uniform Resource Identifier https://dam.dev.catalog.1worldsync.com/im/dwn/DA-821250546

Image Source 1WorldSync

Image Facing ▼

Image Background ▼

File Name 8800999814903-back.jpg

File Format Name JPG

File Version 2

File Effective Start Date (MM/DD/YYYY) 📅

[Save](#) [Close](#)


# Delete Digital Asset



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com Select Org

**WORLD SYNC**

**Home** | **Products** | **Spreadsheet** | **Message Center** | **Reports** | **My Account**

Product Type	eCommerce Description	GTIN(Global Trade Item Number)/Item Identifier	Target Market
 Each	<i>Brand Name</i> Kroger Pancake Mix Maple Flavored <i>TestBrand</i>	00096655644577	US

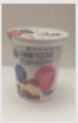
**Attribute Display Preference & Item type Attributes**

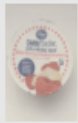
Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Cor

**Save Draft** **Validate** **Save & Return** **Cancel**

**Digital Assets**





**Add Digital Assets**  
**Add External File Link**

**Delete Digital Asset**

Are you sure you would like to delete this digital asset?

Delete AssetCancel

**Identifiers & Descriptors:**

# Non-GDSN Users Can Add External File Links



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com



**Home** | **Products** | **Spreadsheet** | **Message Center** | **Reports** | **My Account**

Product Type	eCommerce Description	GTIN(Global Trade Item Number)/Item Identifier
Each	Brand Name Kroger Pancake Mix Maple Flavored TestBrand	00096655644577

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

* Product Type	EA	* Consumer Unit	Yes	* Ordering Unit	Yes
		* Base Unit	Yes	* Dispatch Unit	Yes

[Edit](#)

[Save Draft](#) | [Validate](#) | [Save & Return](#) | [Cancel & Return](#)

Digital Assets



[Add Digital Assets](#)  
[Add External File Link](#)

Identifiers & Descriptors:

# Non-GDSN Users Can Add External File Links



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

**WORLD SYNC**

Home Products Spreadsheet Message Center Rep


Product Type  
Each

Attribute Display Preference & Item type Attributes  
 Display Attribute By Item Type  View All Attributes

\* Product Type EA \* Consumer Unit \* Base Unit  
[Edit](#)

Save Draft Validate Save & Return Cancel & Return


Digital Assets



Identifiers & Descriptors:

\* Product Type Each  
\* Brand Name TestBrand  
Sub Brand TestSubBrand  
\* eCommerce Description Kroger Pancake Mix Maple Flavored [E

### Add External File Link



Primary Image

\* Type of Information

Uniform Resource Identifier

Image Source


Image Facing


Image Background

File Name

File Format Name

File Version

File Effective Start Date (MM/DD/YYYY)  

File Effective End Date (MM/DD/YYYY)  

File Size

Save Close

# Non-GDSN Users Can Edit External File Links



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com



- Home
- Products
- Spreadsheet
- Message Center
- Reports
- My Account

	Product Type	eCommerce Description	GTIN(Global Tr Number)/Item
	Each	Brand Name Kroger Pancake Mix Maple Flavored TestBrand	000966556445

### Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA

\* Consumer Unit Yes

\* Ordering Unit Yes

\* Base Unit Yes

\* Dispatch Unit Yes

[Edit](#)

Save Draft

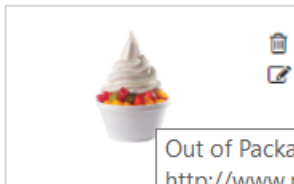
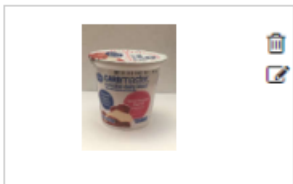
Validate

Save & Return

Cancel & Return



### Digital Assets



Out of Package Image  
<http://www.pngmart.com/files/5/Yogurt-Transparent-PNG.png>  
[Yogurt-Transparent-PNG.png](#)

Add Digital Assets

Add External File Link

### Identifiers & Descriptors:

Identifiers & Descriptors:

# Non-GDSN Users Can Edit External File Links



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

Home | **Products** | Spreadsheet | Message Center | Reports | My Account | GTIN Quick Search:

- Filters**
- My Favorite Queues
    - [FILTER](#)
  - My Work Queues
    - [Ready To List](#)
    - [Assigned To Me \(20\)](#)
    - [In Process - Supplier](#)
    - [In Process - Retailer](#)
    - [In Process - All](#)
  - Other Queues
    - [Complete](#)
    - [Exceptions](#)
    - [Supplier Delist](#)
    - [Rejected - Retailer System](#)
    - [Withdrawn](#)
    - [Converted](#)
    - [Incomplete Registration](#)
    - [Staged](#)
  - All Products
  - Portal Items (Non-GDSN)
    - [Create Item](#)
    - [Entered Items](#)

**Products** Hide - Refine Search Results Clear Fields | Search Tips

eCommerce Description	<input type="text"/>	Kroger Class	<input type="text"/>
Brand Name	<input type="text"/>	Kroger Class Description	<input type="text"/>
Sub Brand	<input type="text"/>	Supplier Item Number	<input type="text"/>
Information Provider/Supplier Name	PI dev Vendor Kroger	Target Market	<input type="text"/>
Information Provider/Supplier GLN	0614141479993	- Date Created (DD-MON-YYYY)	from <input type="text"/> to <input type="text"/>
GTIN(Global Trade Item Number)/Item Identifier	<input type="text"/>	- Date Last Updated (DD-MON-YYYY)	from <input type="text"/> to <input type="text"/>
Product Type	<input type="text"/>	- Item Initiated As	<input checked="" type="checkbox"/> All <input checked="" type="checkbox"/> GDSN <input checked="" type="checkbox"/> Portal Items <input checked="" type="checkbox"/> eComm
GS1 Trade Item ID Value	<input type="text"/>	<input type="button" value="Save As Favorite"/>	
GPC Category	<input type="text"/>		
Code	<input type="text"/>		
Desc	<input type="text"/>		
Assigned	<input checked="" type="radio"/> All <input type="radio"/> Assigned To <input type="radio"/> Unassigned		
<input type="button" value="Search"/> Use double quotes(") for exact search			

1 to 1 of 1 Products - Click a Product to edit OR choose Product(s) and select an action below.

Select Action...

	Product Type [Click to get started]	eCommerce Description	Brand Name	GS1 Trade Item ID Value	GTIN(Global Trade Item Number)/Item Identifier	Supplier Item Number	Information Provider/Supplier Name	Target Market	Date Created
<input type="checkbox"/>	Status: <b>In Process - Supplier</b>	Assigned To: <b>Jayesh Chheda</b>		Date Last Updated: <b>02/05/2019 15:03:40</b>					
N	Each	Kroger Pancake Mix Maple Flavored	TestBrand	00096655644577			PI dev Vendor Kroger	US	12/19/2017 09:40:32

Show


# Delete External File Link



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com



- Home
- Products
- Spreadsheet
- Message Center
- Reports
- My Account

Product Type	eCommerce Description	GTIN(Global Trade It
 Each	<i>Brand Name</i> Kroger Pancake Mix Maple Flavored <i>TestBrand</i>	Number)/Item Ident 00096655644577




### Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit Yes      \* Ordering Un  
\* Base Unit Yes      \* Dispatch Un  
[Edit](#)

- Save Draft
- Validate
- Save & Return
- Cancel & Return

### Digital Assets



[Add Digital Assets](#)  
[Add External File Link](#)

### Delete External File Link

Are you sure you would like to delete this external file link?


[Delete External File Link](#) [Cancel](#)

# Edit External File Link



### Edit Digital Asset

- KR16327 Type of Information is Required. Digital Asset (88800999877311-front.jpg). Item (00096655644577)



[Edit your Image](#)

File Name : 88800999877311-front.jpg

Primary Image

---

**\* Type of Information**

Uniform Resource Identifier

Image Source

Image Facing

Image Background

File Name

File Format Name

File Version

File Effective Start



# VIP DAM Validations



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

Select Organization | Select Retailer | Select Role | Help | Contact Us | Log Out



## Product Introduction

Home	Products	Spreadsheet	Message Center	Reports	My Account	GTIN Quick Search: <input type="text"/>		Search
	Product Type Each	eCommerce Description Brand Name Kroger Pancake Mix Maple Flavored TestBrand			GTIN(Global Trade Item Number)/Item Identifier 00096655644577	Target Market US	Supplier Item Number	Number Contained 1

### Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit Yes      \* Ordering Unit Yes  
 \* Base Unit Yes      \* Dispatch Unit Yes

[Edit](#)

Save Draft   Validate   Save & Return   Cancel & Return



- KR16328 One Digital Asset or External File Link with Type of Information = "Product Image", Image Source = "1WorldSync", "Gladson", "Kwikie" or "SMSB", Image Facing = "Front", and Image Background populated is required. If there is no image because packaging is not final, add an External File Link with Type of Information = "Product Image" and Image Source = "Product Final Packaging Not Available Yet". For GDSN items, you may need to correct data in the data pool. Item (00096655644577).

### Digital Assets



No Digital Assets have been uploaded.



Add Digital Assets

Add External File Link

### Identifiers & Descriptors:

# VIP DAM Validations



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

Home	Products	Spreadsheet	Message Center	Reports	My Account	GTIN Quick Search: <input type="text"/>		Search
	Product Type Each	eCommerce Description Brand Name Kroger Pancake Mix Maple Flavored TestBrand		GTIN(Global Trade Item Number)/Item Identifier 00096655644577	Target Market US	Supplier Item Number	Number Contained 1	

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type
  View All Attributes

\* Product Type EA     
 \* Consumer Unit Yes     
 \* Ordering Unit Yes  
 \* Base Unit Yes     
 \* Dispatch Unit Yes

[Edit](#)

[Save Draft](#)
[Validate](#)
[Save & Return](#)
[Cancel & Return](#)

- KR16329 One Digital Asset or External File Link with Type of Information = "Product Image", Image Source = "1WorldSync", "Gladson", "Kwikiee" or "SMSB", Image Facing = "Front", and Image Background populated is required OR one External File Link with Type of Information = "Product Image" and Image Source = "Product Final Packaging Not Available Yet" is required. However, you cannot provide both. For GDSN items, you may need to correct data in the data pool. Digital Assets (88800999877311-front.jpg). Item (00096655644577)

**Digital Assets**

Add Digital Assets

Add External File Link

### Identifiers & Descriptors:

# VIP DAM Validations



Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

[Select Organization](#) | [Select Retailer](#) | [Select Role](#) | [Help](#) | [Contact Us](#) | [Log Out](#)



## Product Introduction

Home	Products	Spreadsheet	Message Center	Reports	My Account	GTIN Quick Search: <input type="text"/>		Search
	Product Type Each	eCommerce Description Brand Name Kroger Pancake Mix Maple Flavored TestBrand	GTIN(Global Trade Item Number)/Item Identifier 00096655644577	Target Market US	Supplier Item Number	Number Contained 1		

### Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA

\* Consumer Unit Yes

\* Ordering Unit Yes

\* Base Unit Yes

\* Dispatch Unit Yes

[Edit](#)

Save Draft

Validate

Save & Return

Cancel & Return



- KR16330 Multiple Digital Assets or External File Links with Type of Information equal to "Product Image" and Image Facing equal to "Front" are not allowed. For GDSN items, you may need to correct data in the data pool. Digital Assets (88800999877311-front.jpg , 88800999877311-front.jpg). Item (00096655644577)

### Digital Assets





Add Digital Assets

Add External File Link

### Identifiers & Descriptors:

# Up to 20 DAM Assets can be loaded



productintro.dev.1worldsync.com says

The number of digital assets selected will put you over the (20) asset limit. Please reduce the number of items you are uploading.

OK

**Add Digital Assets**

Save Draft Validate Save & Return

Digital Assets

Identifiers & Descriptors:

- \* Product Type Each
- \* Brand Name TestBrand
- Sub Brand TestSubBrand

Product Introduction

Supplier Item Number	Number Contained
	1

Select Files Upload Assets Close

# Additional Error Messages



productintro.dev.1worldsync.com says

The maximum limit of digital assets per item is 20. This item currently has 20 digital assets.

OK

Welcome PI dev Vendor Kroger | Username: lwheatland@1worldsync.com

1 WORLD SYNC

Home Products Spreadsheet Message Center Reports

GTIN Quick Search:  Search

Product Type	eCommerce Description	Brand Name	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
Each	PROD DESC TestBrand		00614141111589	US		1

Attribute Display Preference & Item type Attributes

Display Attribute By Item Type  View All Attributes

\* Product Type EA      \* Consumer Unit Yes      \* Ordering Unit Yes  
\* Base Unit Yes      \* Dispatch Unit Yes

[Edit](#)

Save Draft Validate Save & Return Cancel & Return

Digital Assets

← →

Add Digital Assets

Add External File Link

Identifiers & Descriptors:

# SDL - DAM and External File Link Attributes



Kroger\_GDSN\_1549391649048 (1).xlsx - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

CF24

	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ
1	External File Link																	
2	Primary Image	Type of Information	Uniform Resource Identifier	Image Source	Image Facing	Image Background	File Name	File Format Name	File Version	File Effective Start Date	File Effective End Date	File Size	File Size UOM	File Pixel Height	File Pixel Width	Content Description	Content Description Language	
3	FALSE	PRODUCT_IMAGE	<a href="https://imagehostingservice.com/myProduct.jpg">https://imagehostingservice.com/myProduct.jpg</a>	SMSB	FRONT	TRANSPARENT	myProduct.jpg	JPG	1	2018-12-31	2019-12-31	90544	AD	288	432	File Link Content Description	en	

# VIP / Digital Asset Management Contacts



# Contact Information



- Need Help?
  - For Kroger **business questions** contact the Kroger Supplier Engagement Group:
    - Phone: 1-844-277-6165, option 1
    - Email: [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com)
    - Hours: 8:00AM to 6:00PM ET Mon-Fri
  - For Vendor Item Portal or 1Worldsync **technical questions** contact the 1WorldSync Service Desk:
    - Phone: 1-866-280-4013, option 8
    - Email: [KrogerSupport@1worldsync.com](mailto:KrogerSupport@1worldsync.com)
    - Hours: 8:00AM to 8:00PM ET Mon-Fri
  - For Vendor Item Portal or 1Worldsync **registration questions** contact the 1WorldSync Business Support Services:
    - Phone: 1-866-280-4013, option 8
    - Email: [BusinessDevelopment@1worldsync.com](mailto:BusinessDevelopment@1worldsync.com)
    - Hours: 8:00AM to 8:00PM ET Mon-Fri



# Fast Track Program



## Provide Your Product Information and Sell Your Product Through Kroger's Digital Channels

Providing information about your products via Vendor Item Portal (VIP) is required for Kroger to purchase your product and ensure its placement on Kroger's digital sites.

Here are the steps to get your products on Kroger's digital sites:

1. Gain access to Kroger's Vendor Item Portal
2. Capture images of your product, meeting Kroger's requirements
3. Provide your product information through VIP, including the hosting location of your images

## Kroger Fast Track

Kroger's recommended Fast Track option will expedite the VIP process, ensuring you meet Kroger's requirements the first time.

### Increase Your Sales

75% of online shoppers are more likely to switch to a brand that provides more in-depth product information<sup>1</sup>

On average, in-store items see a 7% increase in sales via placement on Kroger's Pickup

<sup>1</sup>Food Marketing Institute (FMI) 2018



### Image Capturing

1WorldSync captures images of your products, meeting Kroger's image requirements as well as the requirements of other retailers, even those looking to **enable 360° Imagery**. You retain ownership of these images.



### Image Hosting

Images are hosted on your behalf, enabling electronic delivery to Kroger (and other retailers with 1WorldSync data pool membership).



### Information Loading

1WorldSync quickly formats, loads, and delivers your product information, including images, saving you time and effort.



Image rotates in product preview

Kroger Recommended Fast Track Package, includes image capture, image hosting and information loading (Best Value): **Pricing starting at \$85/Item**



# Fast Track Program






## Individual pricing

Image capture only:

Pricing starting at \$65/item

Data loading and maintenance:

Pricing starting at \$25/item (annual fee)

Step	Activity	Fast Track (Kroger recommended)	1WorldSync Individual Pricing	Do It Yourself Option
 <b>STEP 1</b> Gain Access to VIP	Register for VIP	Same price regardless of option		
	 <b>STEP 2</b> Capture images of your product	<b>\$85/Item*</b>  <b>No training needed - 1WorldSync does the work!</b>	Image Capture \$65/item* 360 rotation/ retain ownership of images	Select an approved image capture service
Image Loading/Hosting	Host images with a Kroger approved service and associate the image with the item			
 <b>STEP 3</b> Provide product information through VIP	Training	<b>No training needed - 1WorldSync does the work!</b>	\$25/item*  No training needed - 1WorldSync does the work!	Select a training option: \$350/person + travel; \$250/person WebEx session; on demand videos/training materials
	Data Loading		Collect, load and maintain your product information in VIP yourself	

\*Pricing starting at