SHOP SIMON™

**Implementation Guide:
API Integration**

Marketplace Overview

The ShopSimon™ marketplace brings the Simon experience online. We deliver an elevated, brand-safe environment for premium and luxury brands like yours to sell full-price, on-sale, clearance, and/or outlet inventory direct to a targeted customer. Retailers will integrate onto the platform to provide automated catalog feeds, accept orders, and to communicate order related information. Retailers are responsible for managing their own products, pricing, inventory, and promotions on ShopSimon™.

FULFILLMENT & SHIPPING
- Retailers are responsible for all aspects of each customer order. This includes acceptance, fulfillment, packaging, labeling, shipping, return acceptance/processing, cancellations and fulfillment-related chargebacks.
- **Retailers will need to offer free standard ground shipping for customers in the continental United States.**

CUSTOMER SERVICE
- **ShopSimon™ is responsible for general customer service inquiries, including initiating returns.**
- ShopSimon™ will provide first contact customer support. ShopSimon™ Customer Service will escalate issues to retailers directly using the 'Messages" tool in the ShopSimon™ portal. It is expected that retailers will handle these customer direct inquiries to the same standards it does its own customer service.

REFUNDS & RETURNS
- ShopSimon™ will provide the customer with a pre-paid return label and a return packing slip.
- Retailers will process refunds and adjustments for orders that are cancelled and returned in ShopSimon™ Retailer Portal.

FINANCIAL RECONCILIATION
- ShopSimon™ will collect all amounts due from customer for products ordered on platform.
- **ShopSimon™ will issue payment to retailers based on net sales less commissions, return shipping and service-related chargebacks. Payment will be directed to bank account listed in the ShopSimon™ portal.**
- ShopSimon™ will collect and remit to applicable tax agency any sales taxes on the sale of retailer's products.
- Retailers may provide ShopSimon™ their internal order number. This will be featured on return labels and financial reports.

ShopSimon™ Portal

As a seller, you will have your own designated ShopSimon™ portal account that will serve as a home base for business reporting, reviewing your product data and inventory position, managing customer service escalations, and financial reconciliation. The portal's main dashboard is where you can access business reporting tools.
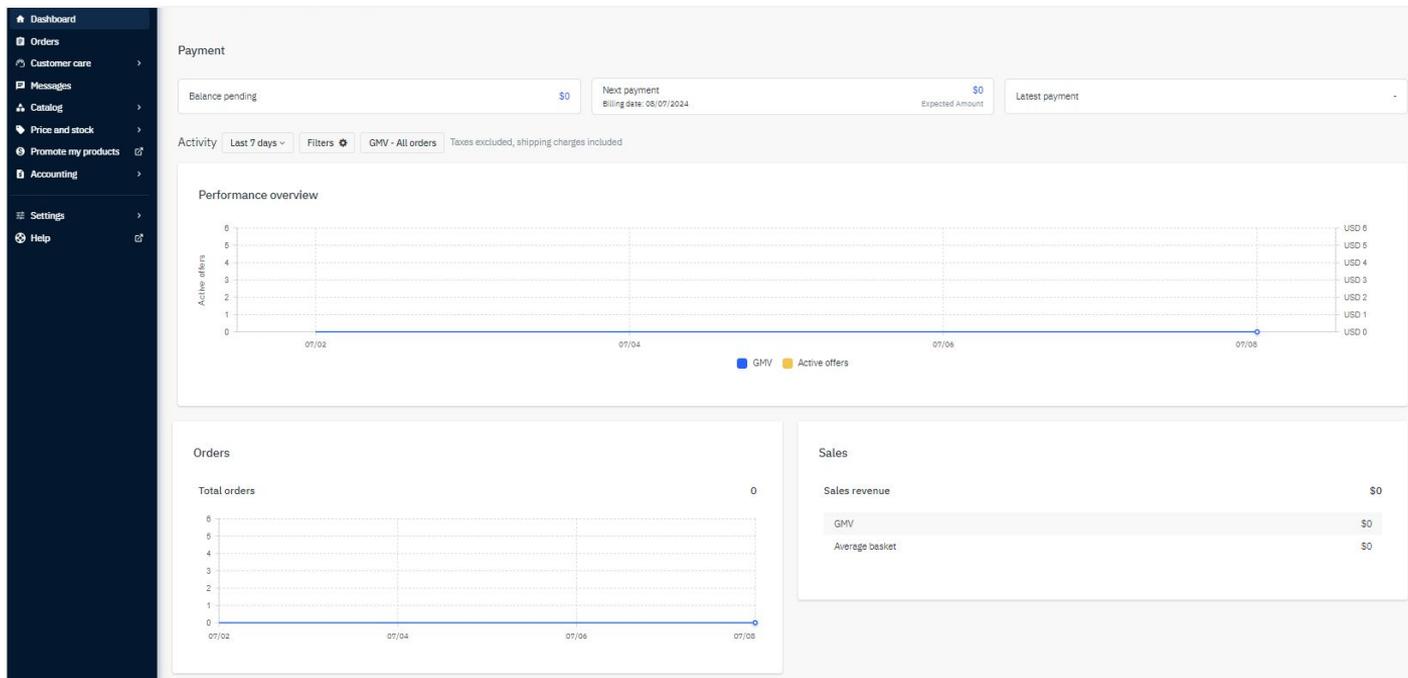
Main Dashboard

ShopSimon™ Portal

To complete account setup in the ShopSimon™ portal, there is required business information we need from each brand partner.

Key Sections to complete in ShopSimon™ portal:

- **Returns Information** - the address input in this section will be listed on return labels and ultimately where returns will be shipped.

Returns Information		
Addressee		The addressee for returns (if different than your shop name)
Return Address Line 1	20 Channel Center	1st line of return location address
Return Address Line 2		2nd return address line (if necessary)
Return City	Boston	City name for return address
Returns State	MA	State abbreviation for return address (i.e. AL = Alabama, KY = Kentucky, etc.)
Returns Zip Code	02110	Postal code for returns location
Returns Contact Email		The Returns contact within your business that the Shop PO Operations team can contact with any outstanding returns related questions.

- **Your Team** - Key contact information by department
- **Customer Service** - Used for customer service escalations

Customer Service		
This information will be used by Shop PO to support Shop PO customers with any issues with your products		
Customer Service Contact Email	info@spotest.com	The Customer Service contact within your business that the Shop PO Customer Service team can contact with any customer service related questions.
Customer Service Phone	+1-888-445-4532	The Customer Service phone number that Shop PO Customer Service team can call for any customer service related questions.
Operating Hours	M-F 9:00-5:00 MST	Hours and time zone that your Customer Service is typically available. For example, M-F 8:30-5:00 EST

- **Contact Details** (separate tab) - Business details, including Tax ID # and Business Registration Number
- **Payment Details** (separate tab) - Enter bank account where ShopSimon™ payment will be sent

We will also need a copy of your W9 and a bank verification letter to complete setup with our finance team.

Onboarding Overview

ADMINISTRATIVE
- Execute contract.
- Complete account profile in portal.
- W9 and bank verification letter submitted.

DISCOVERY
- Review onboarding requirements/timeline.
- Review API documentation.
- Determine launch assortment and prepare systems for integration.

DATA INTEGRATION
- Define integration approach with the ShopSimon™ team.
- Build integration against the ShopSimon™ test environment.
- Validate end to end integration with ShopSimon™ team in their test environment.
- Migrate integration configuration to the ShopSimon™ production environment.
- Import Product and Offer data in the production environment.
- Review products and offers created in the production environment.
- Complete end to end order testing scenarios.
- Validate order configuration is complete.
- Automate product, inventory and order status files.
- ShopSimon™ activates product catalog for customers.
- ShopSimon™/Retailer approval to go live.

STOREFRONT
- Send ShopSimon™ team required creative assets.
- ShopSimon™ team completes brand storefront build.

Data Requirements

Products vs Offers

To sell on the ShopSimon™ marketplace, it is essential to know what differentiates an offer from a product.

What Are Products?

A product contains the details of the item being sold.

All products are made up of the below criteria:
- Product Name
- Images
- Description
- Product ID / EAN / UPC / ISBN
- Size / Color
- Retailer SKU

Mapping your catalog data using the Product Configuration Wizard is the first step of importing your product data.

What Are Offers?

An offer attaches your price and inventory to an available product.

All offers are made up of the below criteria:
- Condition (new, used, etc)
- Price
- Available Inventory
- Discount Price
- Retailer SKU

After the mapping is complete, and your products are approved by ShopSimon™ team, you will then upload your offers.

Click here for additional information

Data Requirements

Preparing your 'product' data prior to starting integration is a fundamental step to listing successfully on the ShopSimon™ Marketplace. See below for a list of required 'product' attributes.

Field Name	Description
Category	Category value with gender as part of the categorization - Ex. Mens Polos, Womens Rings
Sku	Retailer product sku identifier. It must be a unique value.
Title	Title for the product. Will be viewable on the PDP & PLP. *Title should not include SKU, Color, or Size.*
Description	Detailed description for the product. HTML format is strongly recommended.
Variant ID	Parent product code used to group skus together. Please use same code on all skus you want to appear on same PDP.
Designer	This is the designer/brand of the product.
Image Link 1-4	Valid URL which links to a product image. At least 800 x 800 pixels to enable zoom. 2 images are required. Max = 4000x4000
MSRP	Compare at price, will be slashed out on ShopSimon™ site.
Weight	Weight of shipped product in lbs. Will be used to help estimate return shipping charges. Round to 1 decimal.
Normalized Color	The color closest to 'Designer Color' from standard color list.
Size	A size value is required for most products. Each category will have a specific size attribute along with specific values
Designer Color	Designer color description for the particular sku. This will be a variant value displayed on the PDP.
Final Sale	Use this field to identify whether the product can be returned. If final sale = true, if returnable = false.

Notes:
- Click here to download a product file template.
- The file will be in .xls format.
- A header row with the column names ("Field Name") listed is required in the file. Column names are case-sensitive.
- Titles and variant groupings cannot be modified once published. Product data must be deleted and reimported to update.
- Size guides will be requested during onboarding to enhance our customer experience.
- Click here for a list of 'Restricted Products.'

Click here for additional information

Data Requirements

Preparing your 'offer' data prior to starting integration is a fundamental step to listing successfully on the ShopSimon™ Marketplace. See below for a list of required (and highly recommended) offer attributes for offers.

Field Name	Description
Offer Sku	Retailer product sku identifier. It must be a unique value.
Product ID	Retailer product sku identifier. The sku value is repeated in this field.
Product ID Type	Code that must be set to "SHOP_SKU" for all offers.
Offer Price	Actual retail price for the sku, what the customer will pay. Must not include shipping or tax charges.
Offer Quantity	Available quantity for the sku.
Offer State	State of the product - "New"
Discount Price	Short-term promotional price, must be lower than 'offer price' field.
Discount Start Date	Start date of short term promotion, tied to 'discount price' field.
Discount End Date	End date of short term promotion, tied to 'discount price' field.

Notes:
- Click here to download an offer file template.
- The file will be in .csv format.
- A header row with the column names ("Field Name") listed is required in the file. Column names are case-sensitive.

Click here for additional information

API Integration

API Integration Overview

There is a robust set of APIs to enable full integration between the seller and ShopSimon™. A basic integration consists of **8** API integrations.

API requirements:
- Generate API key
- API URL= https://marketplace.sspo.com/api
- API documentation

The key integration points are:
1. Product Catalog (Product Content) = 2 APIs
2. Offers (Price and Quantity) = 2 APIs
3. Orders (Order Status) = 4 APIs

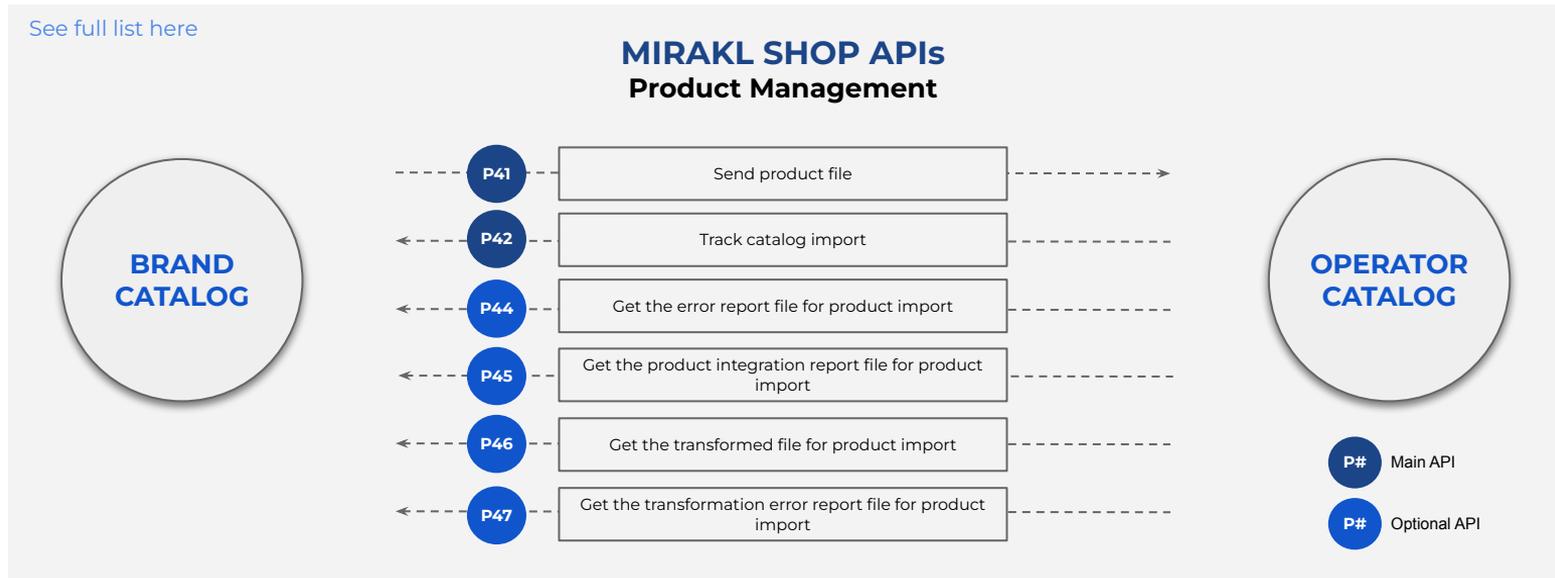**To integrate via API, the steps involved include:**
1. Review API documentation (detailed specs, Postman collections, etc.)
2. Define API integration approach with the ShopSimon™ Team
3. Build integration against the ShopSimon™ TEST environment
4. Validate end to end integration with ShopSimon™ Team in the TEST environment
5. Migrate integration configuration to the ShopSimon™ PROD environment
6. Activate Product and Offer integration in the PROD environment
7. Review products and offers created in PROD environment with the ShopSimon™ team
8. ShopSimon™ activates products for customers

API Integration

Product Management

To sell a product on ShopSimon™, you need to have a Product with an Offer. A product contains characteristics that rarely change such as: images, descriptions, product titles & attributes. An offer contains frequently changing characteristics such as: pricing, quantity and promotional pricing.

Basic integration requires 2 API calls with a full integration consisting of 6 API calls.

See full list here

MIRAKL SHOP APIs
Product Management

BRAND CATALOG

P41	Send product file
P42	Track catalog import
P44	Get the error report file for product import
P45	Get the product integration report file for product import
P46	Get the transformed file for product import
P47	Get the transformation error report file for product import

OPERATOR CATALOG

P# Main API

P# Optional API

API Integration

Offer Management

An offer determines whether or not your product is available to purchase on ShopSimon™. Offers determine what your selling price is as well as indicate whether or not you have available inventory to fulfill an order. An offer is always linked to a product within the ShopSimon™ catalog.

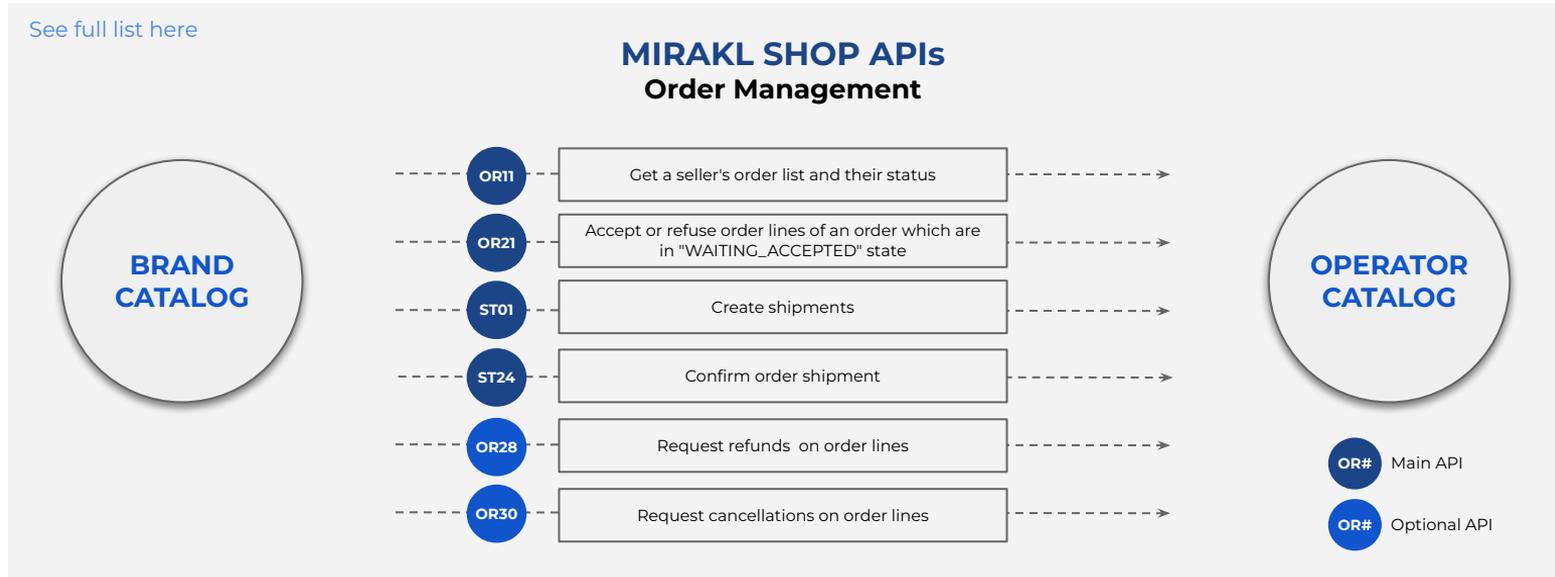Like 'products', basic offer integration requires 2 API calls with a full integration consisting of 6 API calls.

See full list here

MIRAKL SHOP APIs
Offer Management

BRAND CATALOG

OF01	Import offers (create, update, delete)
OF02	Get the offer integration status
OF03	Get the offer integration error report
OF21	List all offers of a shop
OF22	Get information about an offer
OF24	Create, update or delete offers

OPERATOR CATALOG
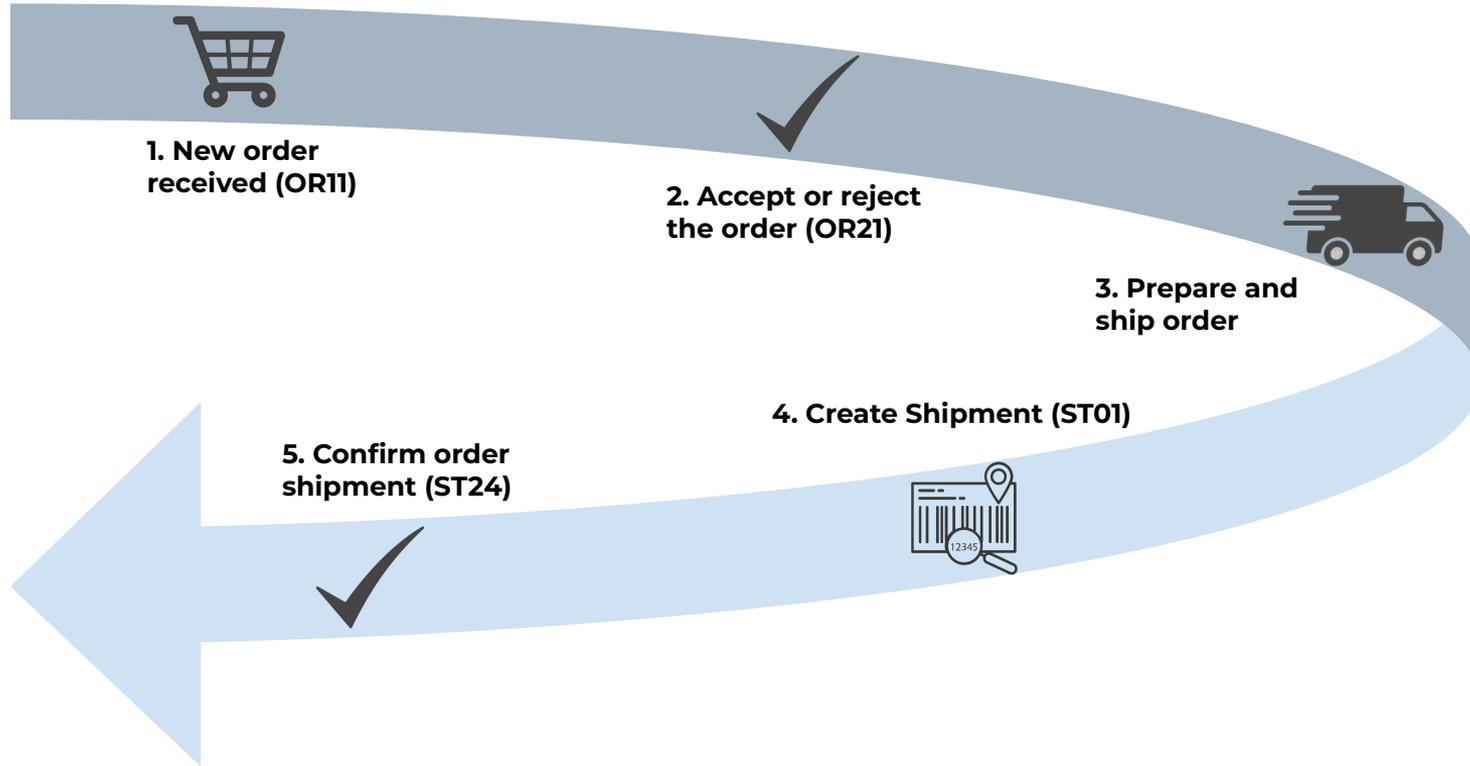
OF# Main API

OF# Optional API

API Integration

Order Management

Orders are made available for fulfillment as they clear processing. Orders must be retrieved and accepted/rejected (e.g. item not available) before they can be fulfilled. Once accepted, an order is considered fulfilled once shipment tracking is updated.

Basic offer integration requires 4 API calls with a full integration (automating Cancels/Refunds) consisting of 6 API calls.

See full list here

MIRAKL SHOP APIs
Order Management

BRAND CATALOG

OR11	Get a seller's order list and their status
OR21	Accept or refuse order lines of an order which are in "WAITING_ACCEPTED" state
ST01	Create shipments
ST24	Confirm order shipment
OR28	Request refunds on order lines
OR30	Request cancellations on order lines

OPERATOR CATALOG

OR# Main API

OR# Optional API

API Order Cycle on the ShopSimon™ Marketplace

1. New order received (OR11)

2. Accept or reject the order (OR21)

3. Prepare and ship order

4. Create Shipment (ST01)

5. Confirm order shipment (ST24)

API Integration

Postman is an HTTP client to help test web services easily and efficiently. You can use Postman to craft both simple and complex HTTP requests. It also saves requests for future use. To use Postman, you need to use Google Chrome as your web browser.

Installing Postman
1. In chrome, follow this link.
2. Click download and follow the installation instructions.
3. Start Postman

Importing The Mirakl Library
1. In the Postman toolbar, **click Import**
2. From the **Import File** tab, click **Choose Files** to import the JSON file from Mirakl collectio
The Mirkal collection appears in the Collections list.

Configuring Postman - You must use Postman together with a live test environment
1. In the top right corner of Postman click
The "manage environments" window appears.
2. Click **Add.**
3. Enter a name for the environment.
4. Click the **Variable** field to add:
  a. SHOP_KEY (generated for each store account)
  b. URL (URL for the Mirakl environment)
5. For each key, enter a value in the **Initial value** field.
6. Click **Add**.
7. Close the "Manage Environments" window.
8. Click the **No Environments** dropdown list and select your environment.
9. **You are now ready to test Mirakl API calls.**
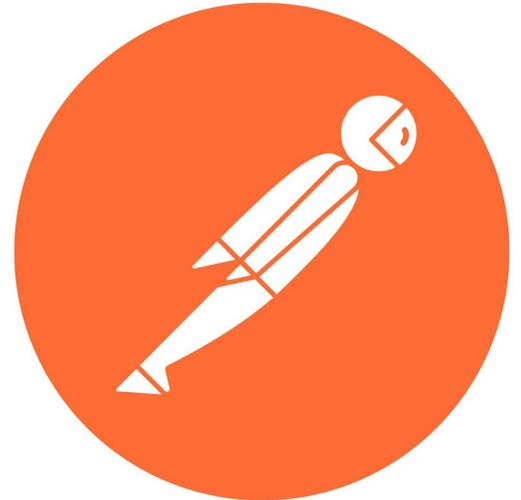
Roadmap To Live

API INTEGRATION
TARGET GO LIVE DATE:

DISCOVERY
- ❏ Execute contract
- ❏ Determine onboarding kick-off call date

WEEK 1:
- ❏ Complete account profile in portal
- ❏ W9 & bank verification letter submitted
- ❏ Define integration approach with the ShopSimon™ team.

WEEK 2:
- ❏ Build integration against the ShopSimon™ test environment.
- ❏ Validate end to end integration in ShopSimon™ test environment.
- ❏ Send ShopSimon™ required creative assets and brand bio.
- ❏ Brand manager introduction.

WEEK 3:
- ❏ Migrate configuration to the ShopSimon™ production environment.
- ❏ Import Product and Offer data in the production environment.
- ❏ Review products and offers created in the production environment.
- ❏ Complete end to end order testing scenarios.
- ❏ ShopSimon™ team completes brand storefront build.

WEEK 4:
- ❏ Validate order configuration.
- ❏ Automate product, inventory and order status files.
- ❏ ShopSimon™ activates product catalog for customers.
- ❏ ShopSimon™/Retailer approval to go live.

SAMPLE ONBOARDING MEETING SCHEDULE:

Week 1: Onboarding Kick-Off Call
- ● Onboarding timeline
- ● Requirements
- ● Next steps

Weeks 2 - 4: Status Updates x Q&A
- ● As needed

Week 3: Brand Manager Intro
- ● Brand manager Intro
- ● Promotions management

Week 4: Go Live Discussion
- ● Prepare to launch ShopSimon™ storefront

Store Launch

Live! Now What?

Congratulations! **You have successfully completed onboarding and indicated your approval and readiness to go live on ShopSimon™.**

Next steps are:

- ShopSimon™ will accept and activate your brand into our front end according to the mutually agreed upon go live date.
- You will be introduced to your dedicated Brand Manager and establish optimal method for your business to communicate about ShopSimon™ performance, marketing opportunities, and operational details.
- You will need to continue to monitor the ShopSimon™ site to ensure your product catalog is displaying as you intended.
- ShopSimon™ will issue a month-end financial statement followed by a direct payment within 30 days following the end of each month.
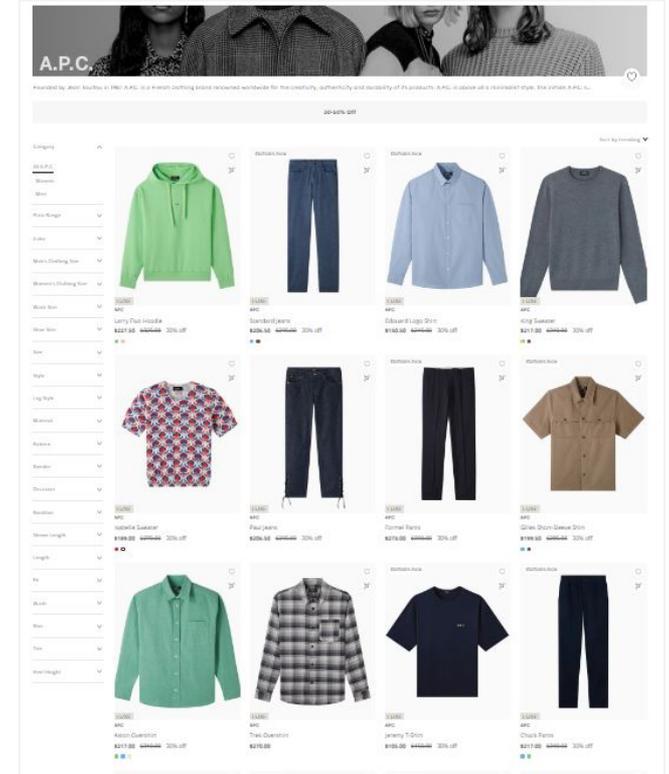
Retailer Hub

[Click here to access the ShopSimon™ Retailer Hub.](#) This self-service knowledge base provides merchants instant access to information about the marketplace and best practices for common tasks you will encounter managing your ShopSimon™ store.

Getting Started	Product Listing Requirements	Orders & Fulfillment
Live Operations	Shopify Connector	Other Connectors & Aggregators
Managing Your Account	Frequently Asked Questions	Internal Procedures

Common Questions

Managing Final Sale Products	How To Activate Expedited Shipping	Download Portal Templates
Adding New Products	Building An Offer File	Monitoring Import Files and Error Reports
Common Shipping Errors	Returns Process	How To Add/Remove Users
Manage Portal Notifications	Update Bank Account Information	Operational Tips & Tricks

SHOP SIMON™

Thank you for your partnership!

Please contact the ShopSimon™
Operations team for additional support.

sellersupport@shopsimon.com