SHOP SIMON™

**Implementation Guide:
Magento Connector**

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.
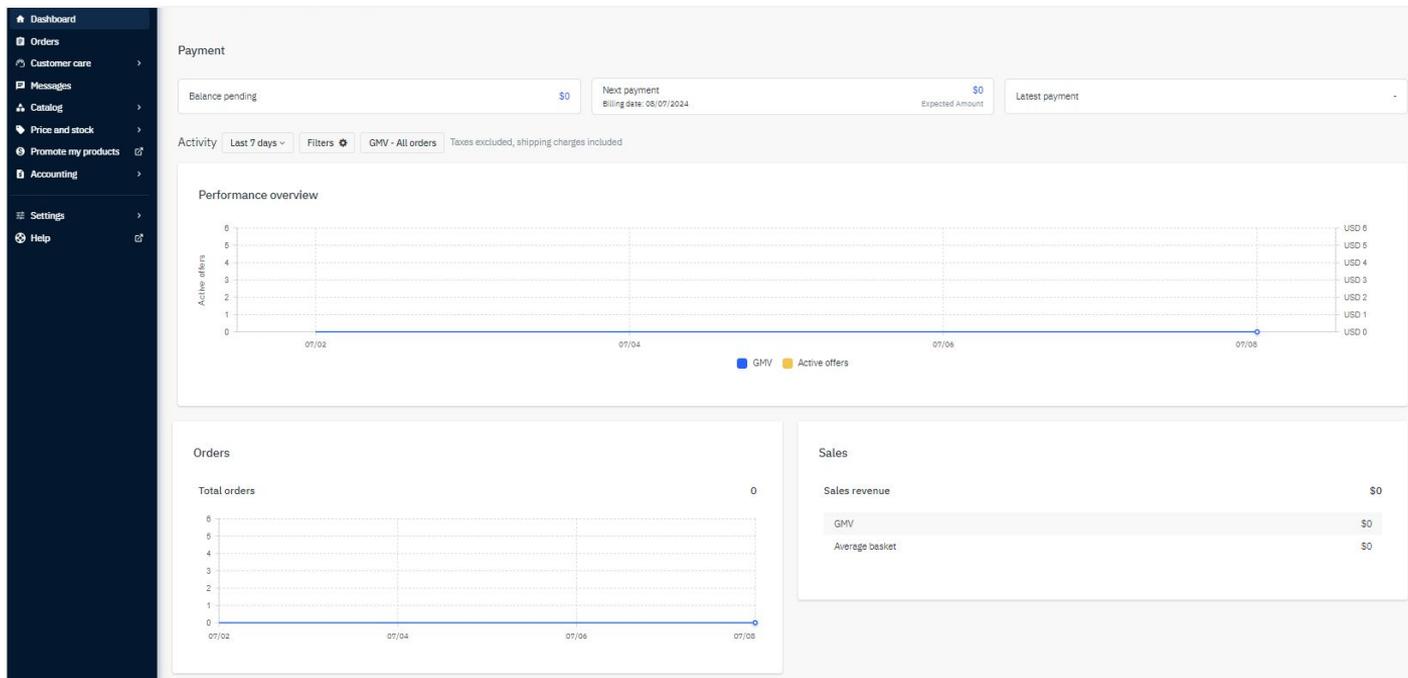
Main Dashboard

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.
- Determine launch assortment and prepare systems for integration.

MAGENTO CONNECTOR
- Download Magento Seller Connector.
- Establish connection between your Magento store and ShopSimon™ Portal.
- Create ShopSimon™ Listing in your Magento store.
- Export product file from your listing by selecting "Download Products For Mapping."
- Map your catalog using our Mapping Configuration Wizard.
- Review initial import data and resolve any errors.
- Conduct final review & activate listing to start automation.

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

LIVE OPERATIONS
- The following tasks are executed automatically based on the default Magento cron job schedule:
  - Price, stock, and orders synchronize: every 15 minutes
- The connector allows you to review and manage the orders you are receiving on the ShopSimon™ marketplace in your Magento store.
- Cancels must be manually processed in Magento and the ShopSimon™ portal.
- Refunds must be manually processed in the ShopSimon™ portal.
- Review common connector FAQ and troubleshooting topics. For additional support you can consult with the ShopSimon™ onboarding team.

Magento Connector

Connecting To Your Magento Store

Download connector to connect your Magento store with the ShopSimon™ Portal. There are multiple options for Magento.

Adding Connections
A connection is a way to connect your Magento to a store in ShopSimon™ Portal. Retailers will need information from the portal to configure a connection:
- URL of your ShopSimon™ Portal Back Office (ex. https://marketplace.sspo.com/api)
- API Key: My User Settings > API Key > Generate a new key
- ShopSimon™ Portal Shop ID: My Account > Settings > ID XXXX

To get started, in the menu bar of Magento, select **Seller > Connections > Add New.** Fill in the requested information and click "Save Connection."

Connection Information

Name *	https://marketplace.sspo.com/api
API URL *	https://marketplace-test.sspo.com/api

For example: https://<your_mirakl>/api. Replace <your_mirakl> with the URL you are using to log in to your Mirakl back office for this connection. This URL should have been provided by the marketplace.

Unique value specific for your store →

API Key *	d1cd12d1-7426-4493-9b06-3627725a8daa

A shop API key looks like this: xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx

Store View	All Store Views

Store view to use for catalog product translation during products export and for the currency (associated to the website) used during prices & stocks export. Selected store view will also be used to create Magento orders when importing Mirakl orders.

Shop Id	2014

If you use multi-stores, you can link this connection to a specific shop Id. Leave blank to use your default shop for this connection.

Export Settings

Magento Tier Prices Apply On	Volume Pricing

Mirakl offers two variations to manage tier prices: "Volume pricing" and "Volume discounts". Marketplaces can choose to activate each of the variation. Depending on the marketplace configuration, choose how you would like Magento tier prices to be exported.

Exportable Attributes (associated products)

Allow Gift Message [gift_message_available]
Allow Gift Wrapping [gift_wrapping_available]
Bazaarvoice Category [bv_category_id]
Card Type [giftcard_type]
Color [color]
Color Group [color_group]

Sales price sent to Mirakl via connector.

Select the attributes for which you want to export the values of the configurable product instead of the values of the associated product.

Exported Prices Attribute	Special Price [special_price]

By default exported prices are computed by the Magento pricing engine. To export a specific price for the current marketplace, you can create a product attribute with the type "price" and select it in this dropdown. In this scenario, discount prices cannot be exported. If the price attribute cannot be found or is empty for a specific product, the price exported will be the default price.

Click here for additional information

Connecting To Your Magento Store

Adding Listings

A listing is a subset of your Magento Catalog, it is usually made up of entire categories of products, or a selection of products. Listings is how you will define the list of products you want to send to the ShopSimon™ marketplace.

To create a listing please follow the below steps:

1. In the Magento menu bar:
   Seller > Listings > Add New
2. Select the ShopSimon™ connection to export your listing of products and hit "Continue."
3. Configure your listing.
4. Define conditions and filter products to export.
   You will need to assign category values at the simple product level or select individual skus to generate catalog/listing export.
5. If additional fields, define their value.
6. Click Save.

Magento Connector

Connecting To Your Magento Store

Export Your ShopSimon™ Listing

Once you have successfully created your ShopSimon™ listing within the seller connector, the next step is to export your product file for mapping in the ShopSimon™ portal. You must map your catalog structure (attributes, value lists, catalog categories) with the ShopSimon™ catalog structure to be able to automatically export your products to the marketplace.

To export your product file, please follow the below steps:

1. In the Magento menu bar, select **Seller > Listings**.
2. Click a listing.
3. Click the Products / Prices & Stocks tab.
4. Click the 'Download Products for Mapping' button to download the CSV file containing your products.

Data Integration

ShopSimon™ Mapping Wizard

ShopSimon™ Portal: Settings > Catalog Mapping

The final step to integrate your product catalog into the portal is to define a correlation table between your product information and the required attributes on ShopSimon™. You will need to follow these same steps any time you add new products to the portal.

Steps To Map Your Product Catalog:

1. Export file from Mirakl Connect
2. Import Product File
3. Categorization
4. Category Mapping
5. Attribute Mapping
6. Value Mapping
7. Define Rules
8. Summary and Validation

If you select "Access your store on ShopSimon™" from Mirakl Connect you will automatically skip to step 5 - Attribute Mapping. The category mapping was completed when 'Rules' were set up during configuration.

Click here for additional information

Click and drag Categories, Attributes, and Values from Seller to ShopSimon™

ShopSimon™ Attributes

Seller Attributes

Click 'Next Step' to save all updates and move forward.

Prerequisite To Mapping
Prior to starting the mapping process, make sure all mandatory attributes for each category you wish to add are present in your product file.

Data Integration

Orders, Fulfillment, & Refunds

Magento: Mirakl Seller > Mirakl Orders

The Magento connector allows retailers to review and manage orders they are receiving through the ShopSimon™ vendor portal.

Key functionalities include:
- View all ShopSimon™ orders and details in real-time
- Accept or reject orders fully or partially
- Import ShopSimon™ orders as a Magento order
- Synchronize order status and send basic shipping tracking information

Using the Magento connector, a usual order workflow will look like this:
1. Customer places order on ShopSimon™, the order is created in your ShopSimon™ vendor portal.
2. *A Magento order is then created and will have "ShopSimon" as the source.*
3. In Magento, the seller goes go **Mirakl Seller > Mirakl Orders** to review Mirakl order with the "Pending Acceptance" status.
4. You will need to accept or reject the order. You can configure orders to be accepted automatically.
5. The order then has the status "Shipping In Progress" and is automatically (cron job must be enabled) imported in Magento.
6. The seller reviews and manages the order in **Magento > Sales > Orders > Order detail.**
7. Once a product is shipped, the seller creates a shipment in Magento for this order which will update the status in Mirakl to "Shipped."

Refunds
1. ShopSimon™ will initiate all refunds and provide the customer with a prepaid return label to retailer's distribution center.
2. Once return is received, the retailer will need to complete the refund in the ShopSimon™ portal.

Click here for additional information

Roadmap To Live

MAGENTO CONNECTOR
TARGET GO LIVE DATE:

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

WEEK 1:
- ❏ ShopSimon™ Portal account setup completed
- ❏ W9 & bank verification letter submitted

WEEK 2:
- ❏ Download Magento connector & establish connection
- ❏ Send ShopSimon™ required creative assets and brand bio
- ❏ Brand Manager introduction

WEEK 3:
- ❏ Create 'Listings' for ShopSimon™ in Magento
- ❏ Initial data mapping completed in ShopSimon™ Portal
- ❏ Ingestion errors resolved from initial imports
- ❏ Activate feed synchronization
- ❏ ShopSimon™ team completes brand storefront build

WEEK 4:
- ❏ ShopSimon™/Retailer approval to go live

SAMPLE MEETING SCHEDULE:

Week 1 - Onboarding Kick-Off Call
- ● Onboarding Timeline
- ● Requirements
- ● Next Steps

Weeks 2 - 4: Status Updates x Q&A
- ● Connector configuration
- ● 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.
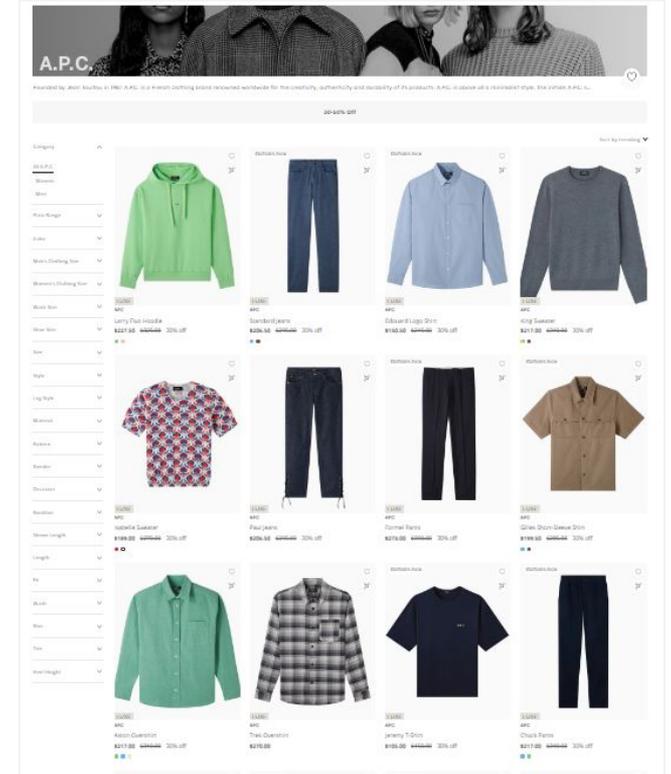
Retailer Hub

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.

Search

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