



SHOP SIMON™

**Implementation Guide:
Rithum**

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.

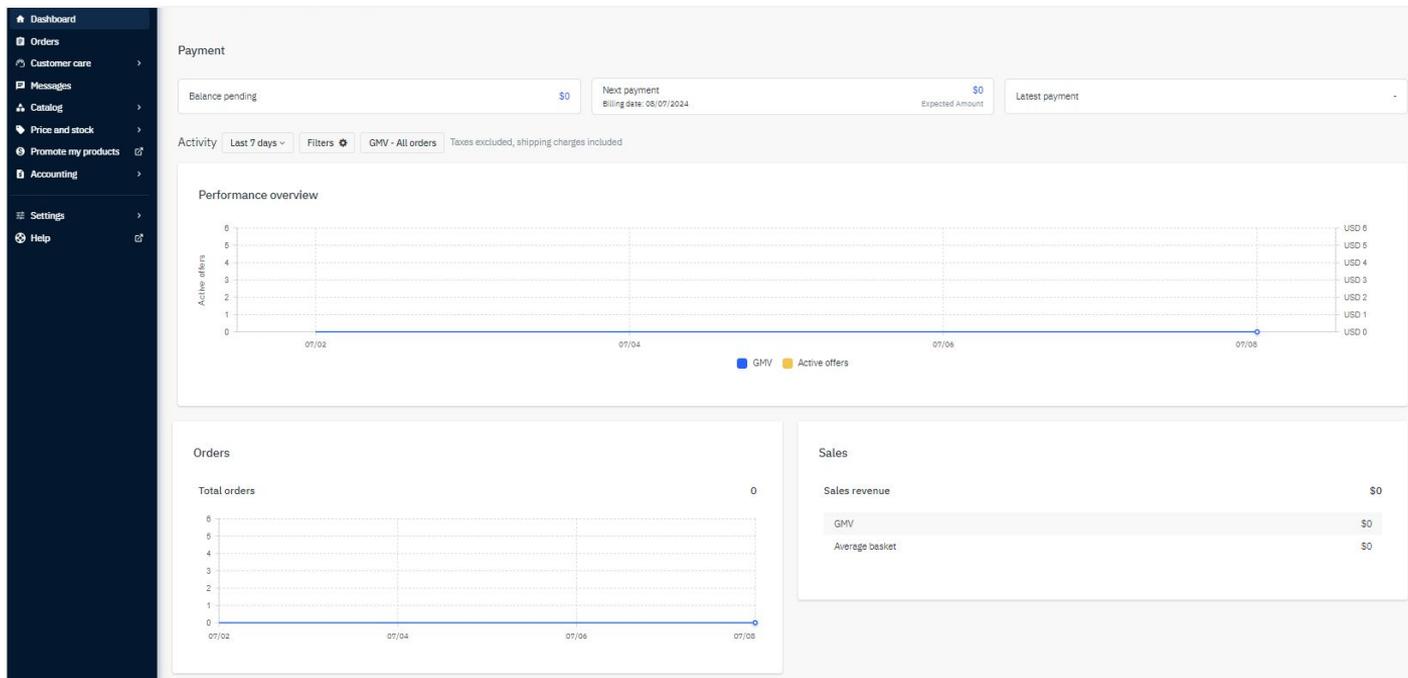
REFUNDS & RETURNS

- 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.

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

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		
Address	<input type="text"/>	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	<input type="text"/>	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	<input type="text"/>	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 9:30-5:00 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.

RITHUM

- Add Channel, Search “ShopSimon™”, set up connection.
- Under settings, complete channel authorization with Mirakl.
- [Create label](#) to identify ShopSimon™ products in your catalog.
- [Configure your ShopSimon™ marketplace settings](#) in Rithum.
- [Assign label](#) for set of key test products and [map catalog to the ShopSimon™ template](#).
- [Activate product integration](#) with the ShopSimon™ marketplace.
- In the ShopSimon™ portal, review initial import data and [resolve errors](#) as needed.
- Repeat steps until full assortment is loaded and product integration is complete.
- [Activate order integration](#) and place test order on ShopSimon™ to validate configuration.
- Conduct final review & confirm ready to go live.

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 Rithum cron job schedule.
 - Orders synchronize every 15 minutes > Price and stock synchronize every 45 minutes
- The connector supports [full order cancellations and refunds](#).
- Review [common connector FAQ](#) and troubleshooting topics.
- For additional support you can consult with the ShopSimon™ [onboarding team](#) or [contact Rithum Support](#).

Connecting Rithum To Your ShopSimon™ Account

Rithum: Sell > Find A Channel

To add ShopSimon™ marketplace:

- Search
- Click 'Connect'
- Complete setup and add connection

The screenshot displays the 'Find a Channel' interface within the Rithum platform. The top navigation bar includes 'Home', 'Add-on', 'Products', 'Sell', 'Full', 'Marketing', and 'Tools'. Below the navigation, there are tabs for 'Commerce Network', 'Find a Channel', and 'Seller Profile'. A search bar is located at the top left of the main content area, and a 'Suggest a New Channel' link is on the right. The main content area is a grid of marketplace cards, each representing an available opportunity. Each card includes the marketplace logo, a brief description, and buttons for 'View Profile', 'Connect', and a heart icon. The cards shown include:

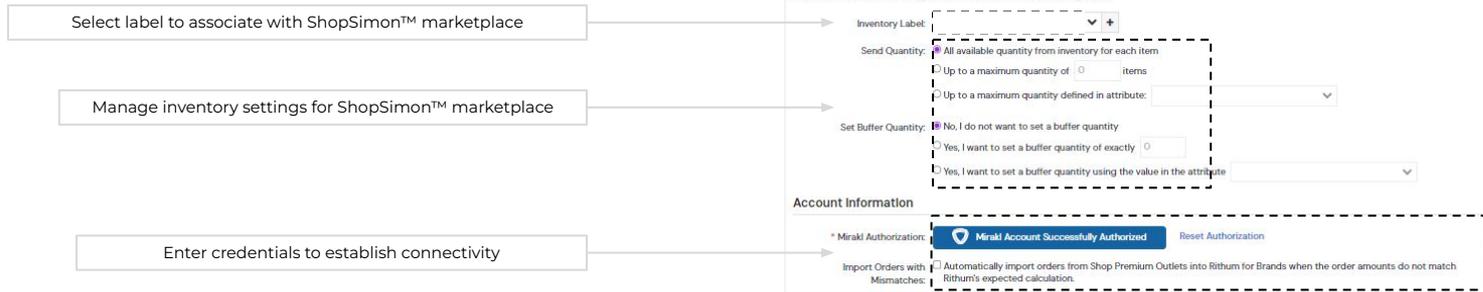
- AFOUND**: A marketplace part of H&M Group offering great deals on hundreds of top fashion and lifestyle brands.
- AHLÉNS**: A chain of over 1,000 fashion stores with over 2.1 million members.
- AliExpress**: An online marketplace for buying and selling goods and services.
- allegro**: One of the most popular shopping platforms in Poland and one of the largest e-commerce websites in Europe.
- altitude sports**: Canada's premier outdoor sports and recreation retailer.
- amazon**: A leading e-commerce and cloud services company.
- ASOS**: A fashion and lifestyle retailer with over 100 countries.
- atlasformen**: A fitness and outdoor apparel marketplace.
- Auto Parts 4 Less**: An automotive parts retailer.
- AVENUE51**: A leading online marketplace for electronics and accessories.
- B&Q**: A leading home improvement and garden center.
- Back Market**: A leading online marketplace for refurbished and used electronics.
- Bed Bath & Beyond**: A leading chain of home goods and bedding retailers.
- BEST BUY**: A leading electronics and technology retailer.
- BestSecret**: A leading online marketplace for premium and luxury products.
- BigCommerce**: A leading e-commerce platform for businesses.

Configure Product Catalog Settings

Rithum: Sell > By Channel > ShopSimon™ > Settings

Key task to complete:

- [Create label](#) to identify ShopSimon™ products in your catalog.
- Enter quantity settings for ShopSimon™ assortment.
- Enter account information for ShopSimon™ channel.



Home | Adviser | Products | **Sell** | Fulfill | Marketing | Tools

Listings | Deals | Template | Settings

Site Account Name

Please provide a Name for the new account.

*Name:

Product Mapping Template

Active Template: Shop Premium Outlets Template

Status

Manage your integration status with Shop Premium Outlets.

Your Shop Premium Outlets Integration Status: **Setup** **Active**

The Rithum for Brands Integration with Shop Premium Outlets assumes that Rithum for Brands is the "system of record". All updates should be made via the Rithum for Brands platform and never directly with Shop Premium Outlets. Updating any information directly with Shop Premium Outlets may result in unanticipated results, such as overselling, and is not recommended.

Product Management: Products: Create and update products on Shop Premium Outlets
 Reconciler : Check this option if you only list Shop Premium Outlets products through Rithum for Brands. This will withdraw any Shop Premium Outlets listings that are not currently managed by the Rithum for Brands platform.

Order Management: Orders: Import orders placed on Shop Premium Outlets
 Fulfillment: Send shipment, cancellation and refund information to Shop Premium Outlets

Should you need to pause, change or disable your integration, please contact the Rithum for Brands support team.

Products

Select the products and configure quantity behavior for your integration.

Inventory Label:

Send Quantity: All available quantity from inventory for each item
 Up to a maximum quantity of items
 Up to a maximum quantity defined in attribute:

Set Buffer Quantity: No, I do not want to set a buffer quantity
 Yes, I want to set a buffer quantity of exactly
 Yes, I want to set a buffer quantity using the value in the attribute

Account Information

* Miraki Authorization: **Miraki Account Successfully Authorized** [Reset Authorization](#)

Import Orders with Mismatches: Automatically import orders from Shop Premium Outlets into Rithum for Brands when the order amounts do not match Rithum's expected calculation.

Map Catalog to ShopSimon™ template

Rithum: Sell > By Channel > ShopSimon™ > Template

Mapping your template allows you to define and normalize the exact data sent to ShopSimon™ when a listing is created or updated. The template contains all fields required and accepted by ShopSimon™.

The more work you put into preparing your product data, the easier the mapping process will be. There are four tools to assist with mapping your template - see below:

- **Text Value** - allows you to enter a text value that is applied to all items in feed.
- **Product Field Value** - enables you to select an attribute from feed to send unique values for your products
- **Lookup List** - Use a lookup list to manipulate your data by referring to a list of product values and transforming those values into acceptable data.
- **Business Rules** - Business rules enable you to manipulate your data into another value that is accepted by ShopSimon™.

Priority	Channel Field	Mapping from Your Data	Status
All	Contains	Search text...	All
Common			
Category	Category	PRODUCTTYPEOVERRIDE	Mapped
Price Optimization	Minimum Price		Unmapped
	Maximum Price		Unmapped
	Shipping Price for Multi-Channel Pricing		Unmapped
01_Core Information			
Condition	Condition	'New'	Mapped
Description	Description	DESCRIPTIONOVERRIDE	Mapped
Designer	Designer	Brand	Mapped
Title	Title	proper\${titleoverride}	Mapped

Product Management

For initial mapping/export, please assign label to only 5-10 styles from all product categories that will be included in your assortment. This will allow us to review data from each of your key categories prior to full import.



Activate Product Integration with ShopSimon™

Rithum: Sell > By Channel > ShopSimon™ > Settings

Key task to complete:

- Activate integration with ShopSimon™: Click 'Save and Activate' button to start Setup
- Product Management > Select Products
- Products Section: Ensure Inventory Label and Quantity settings are correct from previous step.
- Account Information Section: Ensure Account Information is correct from previous step.
- Click Save - This will change status of integration to ACTIVE.

Your Shop Premium Outlets Integration Status: **Setup** **Active**

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Product Management: **Products:** Create and update products on Shop Premium Outlets

Reconciler ⓘ: Check this option if you only list Shop Premium Outlets products through Rithum for Brands. This will withdraw any Shop Premium Outlets listings that are not currently managed by the Rithum for Brands platform.

Order Management: **Orders:** Import orders placed on Shop Premium Outlets

Fulfillment: Send shipment, cancellation and refund information to Shop Premium Outlets

Should you need to pause, change or disable your integration, please contact the [Rithum for Brands support team](#).

Activate Order Integration with ShopSimon™

Rithum: Sell > By Channel > ShopSimon™> Settings

Key task to complete:

- Order Management > Select Orders
- Order Management > Keep Fulfillment Selected
- Click Save - This will change status of integration to ACTIVE.

Your Shop Premium Outlets

Integration Status: **Setup** **Active**

The Rithum for Brands Integration with Shop Premium Outlets assumes that Rithum for Brands is the "system of record". All updates should be made via the Rithum for Brands platform and never directly with Shop Premium Outlets. Updating any information directly with Shop Premium Outlets may result in unanticipated results, such as overselling, and is not recommended.

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Order Management

Activate orders once you have completed your product catalog integration.



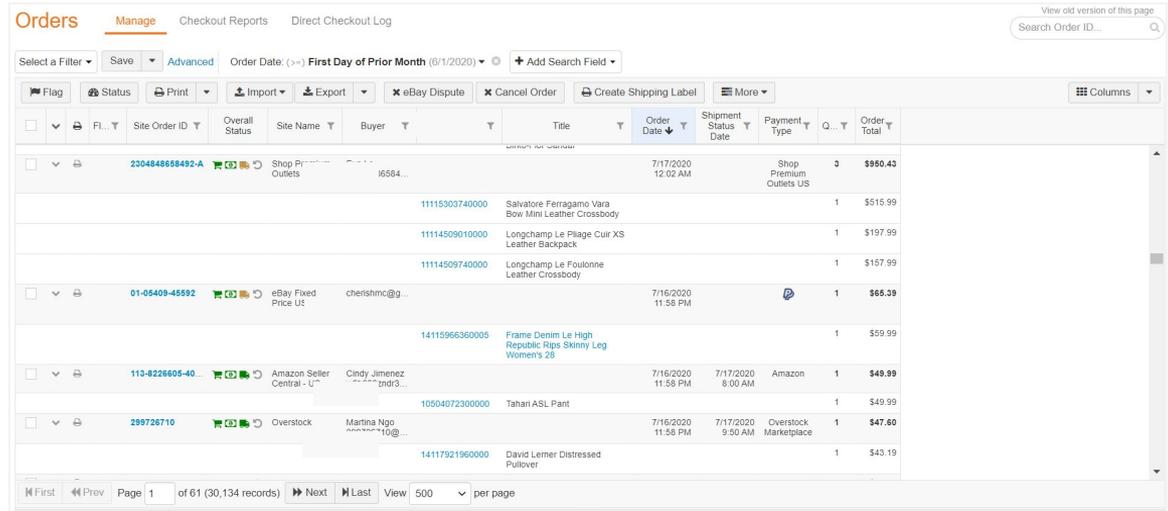
Orders & Fulfillment

ChannelAdvisor: Fulfill > Orders

Manage the fulfillment process for all ShopSimon™ orders in your Rithum account. The connector allows you to import all relevant order details, update shipping and tracking info, and if needed [cancel or refund orders](#).

Using the Rithum connector, a usual order workflow will look like this:

1. Customer places order on ShopSimon™, the order is created in your vendor portal.
2. Order details will be automatically imported from ShopSimon™ into your Rithum account.
3. The seller reviews and manages the order in **Fulfill > Orders**.
4. After a product/order is shipped, the seller updates Rithum with the [shipping and tracking information](#).
5. Once your tracking numbers are provided and order status updated to 'Shipping,' Rithum will send data to ShopSimon™.



The screenshot displays the 'Orders' management interface in Rithum. The page title is 'Orders' and it includes navigation tabs for 'Manage', 'Checkout Reports', and 'Direct Checkout Log'. A search bar at the top right allows for searching by Order ID. The main content area features a table of orders with various columns and a toolbar with actions like 'Flag', 'Status', 'Print', 'Import', 'Export', 'eBay Dispute', 'Cancel Order', and 'Create Shipping Label'. The table lists several orders, including those from Shop Premium Outlets, eBay Fixed Price US, Amazon Seller Central, and Overstock. Each row shows order details such as ID, site name, buyer, title, order date, shipment status, payment type, quantity, and total amount.

Order ID	Site Name	Buyer	Title	Order Date	Shipment Status	Payment Type	QTY	Order Total
2304848658492-A	Shop Premium Outlets	6584...	Salvatore Ferragamo Vara Bow Mill Leather Crossbody	7/17/2020 12:02 AM		Shop Premium Outlets US	3	\$950.43
11115303740000			Salvatore Ferragamo Vara Bow Mill Leather Crossbody				1	\$515.99
11114509010000			Longchamp Le Pliage Cuir XS Leather Backpack				1	\$197.99
11114509740000			Longchamp Le Foulonne Leather Crossbody				1	\$157.99
01-05409-45592	eBay Fixed Price US	cheristmc@g...	Frame Denim Le High Republic Rips Skinny Leg Women's 28	7/16/2020 11:58 PM			1	\$65.39
14115966360005			Frame Denim Le High Republic Rips Skinny Leg Women's 28				1	\$59.99
113-8226605-40	Amazon Seller Central - U...	Cindy Jimenez	Tahari ASL Pant	7/16/2020 11:58 PM	7/17/2020 9:00 AM	Amazon	1	\$49.99
10504072300000			Tahari ASL Pant				1	\$49.99
299729710	Overstock	Martina Ngo	David Lerner Distressed Pullover	7/16/2020 11:58 PM	7/17/2020 9:50 AM	Overstock Marketplace	1	\$47.80
14117921960000			David Lerner Distressed Pullover				1	\$43.19

Roadmap To Live

RITHUM

TARGET GO LIVE DATE:

DISCOVERY

- ❑ Execute ShopSimon™ contract
- ❑ Determine onboarding kick-off call date

WEEK 1:

- ❑ ShopSimon™ Portal account setup completed
- ❑ W9 & bank verification letter submitted to ShopSimon™
- ❑ Identify ShopSimon™ assortment

WEEK 2:

- ❑ Establish connection with ShopSimon™ channel
- ❑ Create ShopSimon™ label and build assortment
- ❑ Configure marketplace settings
- ❑ Send ShopSimon™ required creative assets and brand bio
- ❑ Brand Manager introduction

WEEK 3:

- ❑ Map catalog to ShopSimon™ template
- ❑ Activate product integration
- ❑ Ingestion errors resolved from initial imports
- ❑ Activate order integration
- ❑ Complete test order
- ❑ 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

- As needed

Week 3: Brand Manager Intro

- Brand manager Intro
- Promotions management

Week 4: Go Live Discussion

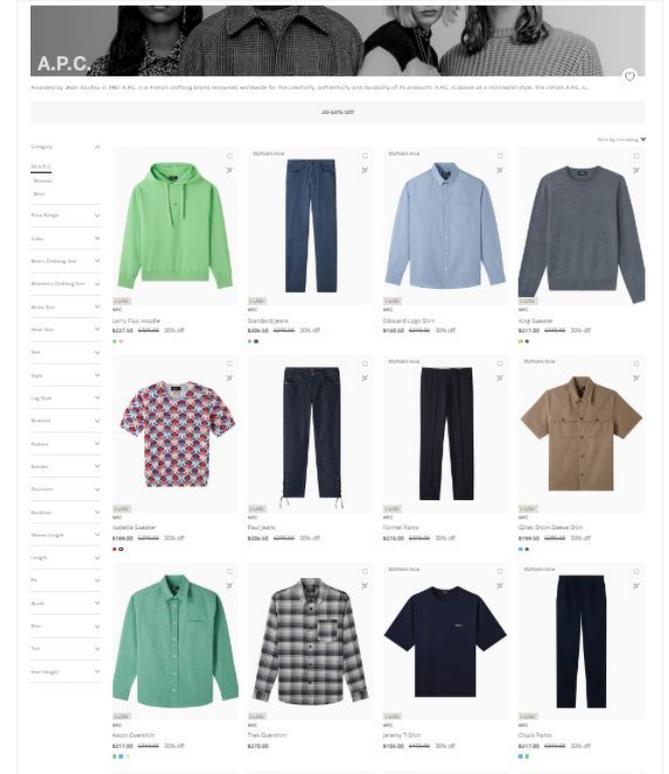
- Prepare to launch ShopSimon™ storefront
-

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](#)



Thank you for your partnership!

Please contact the ShopSimon™
Operations team for additional support.

sellersupport@shopsimon.com