



SHOP SIMON™

**Implementation Guide:
Flat File / SFTP 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.

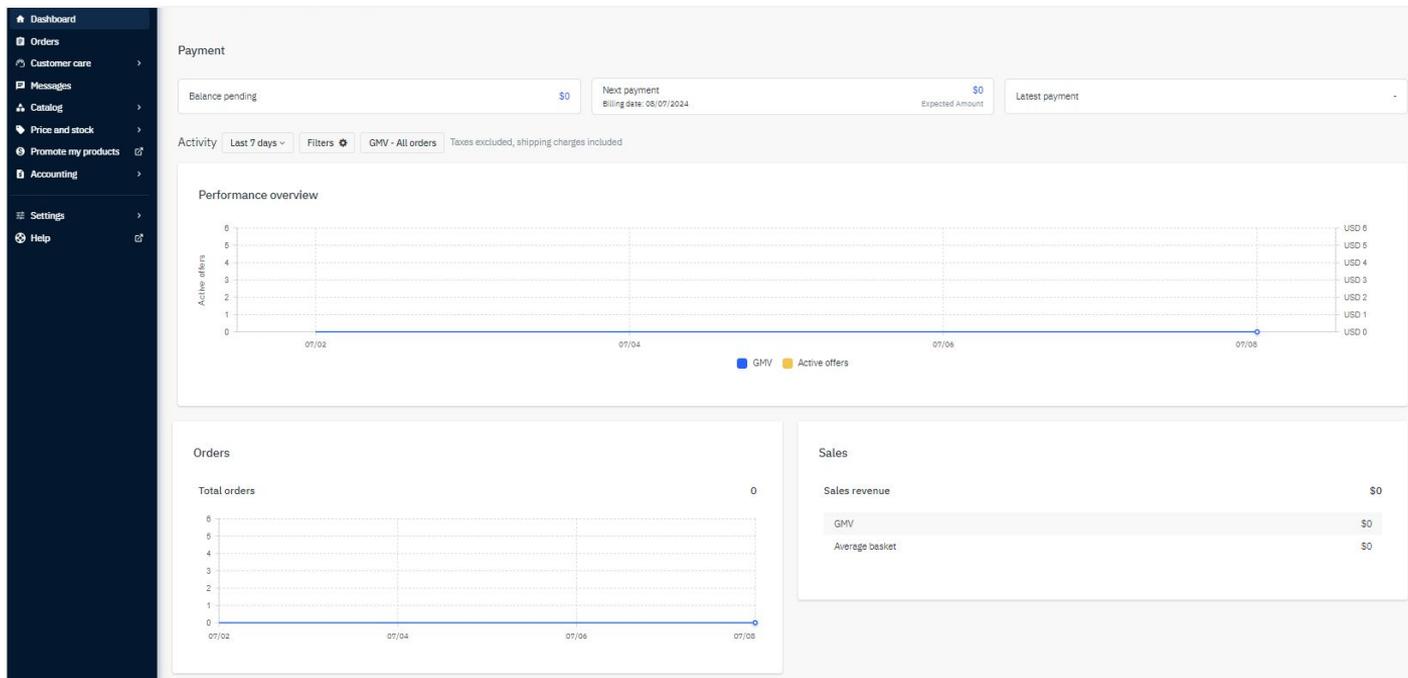
REFUNDS & RETURNS

- 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.

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.
- ShopSimon™ provides required data templates to be used to execute flat file process.
- Establish connection with ShopSimon™ SFTP server.
- Align on daily delivery cadence for product, offer, and order files to SFTP.

DATA INTEGRATION

- Send ShopSimon™ team initial product and offer data files to review.
- Import product template into portal (manually or via SFTP).
- ShopSimon™ reviews and publishes initial launch assortment.
- Import offer template into portal (via SFTP).
- ShopSimon™ activates select skus to be used for testing.
- Complete end to end order test using SFTP server and corresponding order files.
- Validate order configuration is complete.
- Automate product, inventory and order status files.
- ShopSimon™/Retailer approval to go live.

STOREFRONT

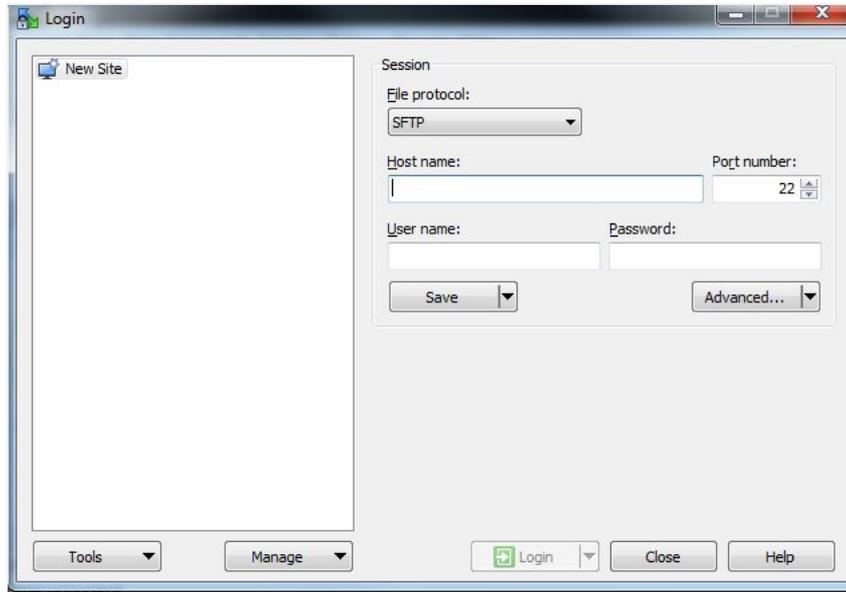
- Send ShopSimon™ team required creative assets.
- ShopSimon™ team completes brand storefront build.

SFTP Configuration

Connecting To SFTP Server

Login credentials will be sent once you have completed your account setup in the ShopSimon™ portal. This will be used to send your daily offer (price/inventory) file, product file (optional), as well as the order files back and forth between our two systems. Connect to our SFTP server with any FTP client - two common FTP solutions are [Filezilla](#) and [WinSCP](#).

Once opened you will see a screen like this to login:



Login Details:

Host Name = sftp.sspo.com

Port Number = 22

*Username and Password will be provided by ShopSimon™ team during onboarding

Save your credentials

Click Login

[Click here for additional information](#)

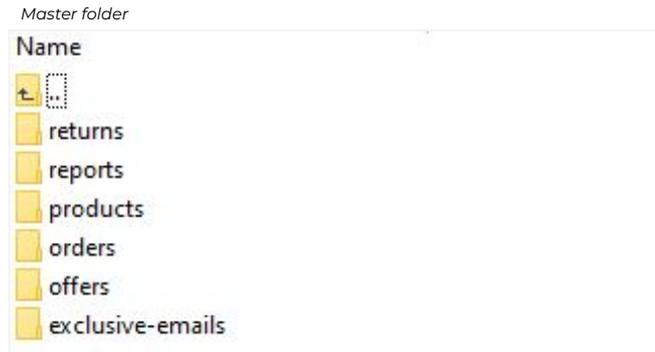
SFTP Configuration

File Name & Placement

Each retailer will have their own specific folder and sub-folders. Once logged in, you will be directed to your retailer folder. Once ready, please drop files into the coordinating sub-folder name. See below list of where each file is placed:

- (Retailer) Product File: *products > import*
- (Retailer) Offer File: *offers > import*
- (ShopSimon™) Order Export File: *orders > order > export*
- (Retailer) Shipment Confirmation File: *orders > shipment > import*

See below images for how the SFTP file drive is organized:



[Click here for additional information](#)

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.

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. <u><i>Title should not include SKU, Color, or Size.</i></u>
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

'Product' Template

ShopSimon™
Category

The Variant ID field is used to group child skus together. Use the same value to group skus together

MSRP is used as a compare at price. This value is what the discount % shown on site is calculated from.

Category category	SKU sku	Title title	Description description	Variant ID variantId	Designer designer	Image Link 1 image-link-1	Image Link 2 image-link-2	MSRP msrp	Weight weight	Designer Color color	Normalized Color normalized-color	Mens Clothing Bottoms Size mens-clothing-bottoms-size
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_M	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	Medium
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_L	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	Large
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_XL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	XXLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLK_XXL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Black	Black	XXLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_M	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	Medium
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_L	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	Large
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_XL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	XXLarge
Marketplace Categories/Mens/Mens Clothing/Mens Shorts	SS371_BLU_XXL	Simon Mens Shorts	The Skyward Plat	SS371	Shop Simon	https://images.m	https://images.m	95.	0.5	Blue	Blue	XXLarge

HTML format is strongly recommended, particularly if you are using bullet points. Please include fabric content in your description wherever possible.

Designer color will be displayed on the PDP and is used as a checkout variant for color.

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](#)

Data Requirements

'Offer' Template

'Offer SKU' and 'Product ID' will always be the same value

The 'Offer Price' must be lower than the MSRP. The Offer Price is your everyday sale price and is what the ShopSimon™ customer will pay on site.

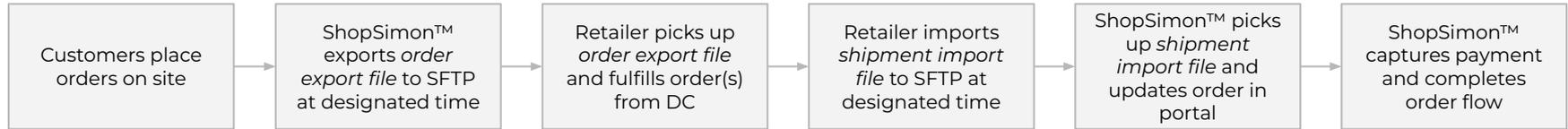
Offer SKU sku	Product ID product-id	Product ID Type product-id-type	Offer Price price	Offer Quantity quantity	Offer State state
SS371_BLK_M	SS371_BLK_M	SHOP_SKU	\$29.00	32	New
SS371_BLK_L	SS371_BLK_L	SHOP_SKU	\$29.00	22	New
SS371_BLK_XL	SS371_BLK_XL	SHOP_SKU	\$29.00	5	New
SS371_BLK_XXL	SS371_BLK_XXL	SHOP_SKU	\$29.00	14	New
SS371_BLU_M	SS371_BLU_M	SHOP_SKU	\$29.00	6	New
SS371_BLU_L	SS371_BLU_L	SHOP_SKU	\$29.00	4	New
SS371_BLU_XL	SS371_BLU_XL	SHOP_SKU	\$29.00	2	New
SS371_BLU_XXL	SS371_BLU_XXL	SHOP_SKU	\$29.00	6	New

Product ID Type always equals SHOP_SKU

Data Requirements

Order Configuration

To automate the order fulfilment process, we will be using a series of CSV files to manage orders and shipping updates. We will use the shared SFTP server to transfer these files between our systems. See below for a usual order workflow:



Notes on order files:

Order Export File (ShopSimon™ export)

- ShopSimon™ will place file in SFTP folder: *orders > order > export*
- File used to notify retailer of new orders on ShopSimon™ that need fulfilled, it will include customer information.
- A sample file will be provided during onboarding.
- We will need to align on a time(s) for this file to be dropped into the SFTP each day.

Shipment Import File (Retailer export)

- Retailer will place file in SFTP folder: *orders > shipment > import*
- File used to update shipment status and complete order process.
- A sample file will be provided during onboarding.
- Naming convention: *shipment-import-2022-11-01-1244.csv*
- We will need to align on a time(s) for this file to be dropped into the SFTP each day.

In the case of a cancellation or return, retailers will have the option to manage directly in the ShopSimon™ portal, or to submit a file via the SFTP. A sample file will be provided during onboarding for each if requested.

Data Requirements

'Shipment Import' File Template:

order_id	order_line_id	quantity	carrier_code	tracking_number
4768878657596-A	4768878657596-A-1	1	UPS	1Z9XV641YW53951841
4768878657596-A	4768878657596-A-2	1	UPS	1Z9XV641YW53951841
4767967903804-A	4767967903804-A-1	1	USPS	9400131206207510000000
4767920160828-A	4767920160828-A-1	1	USPS	9400111204207510000000
4767898665020-B	4767898665020-B-1	1	USPS	9400111208207510000000
E125326856632-A	E125326856632-A-1	1	USPS	9400111206217510000000
4767803244604-A	4767803244604-A-1	1	UPS	1Z9XV641YN93237388
4767803244604-A	4767803244604-A-2	1	UPS	1Z9XV641YN93237388

Valid carrier codes:
ups
fedex
usps
lasership
dhl

EDI Translation

See below for a list of EDI Transactions that translate to our Flat File process.

EDI TRANSACTIONS	FLAT FILE TRANSLATION
850 - Purchase Order	Order Export File ShopSimon™ Sends List of Orders
855 - PO Acknowledgement	Order Status File Seller Accept/Reject Orders (Optional)
870 - Order Status Report	Order Line Cancel File Seller Sends Cancellation Update
856 - Ship Notice	Order Shipment File Seller Sends Order Tracking Data to ShopSimon™
810 - Invoice Transaction Contains Seller Internal Invoice #	ShopSimon™ Places Invoice # On Transaction Log
820 - Payment Order	SPO Transaction Log SShopSimon™ Sends Remittance File

Roadmap To Live

FLAT FILE 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
- Establish connection with ShopSimon™ SFTP server
- Review data specs and send ShopSimon™ sample product and offer file

WEEK 2:

- Complete initial data import and mapping
- Send ShopSimon™ required creative assets and brand bio
- Brand manager introduction

WEEK 3:

- Submit initial data files to ShopSimon™ team via SFTP
- Complete end to end order test
- ShopSimon™ team completes brand storefront build

WEEK 4:

- Validate order configuration
- Automate product, inventory and order status files
- 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

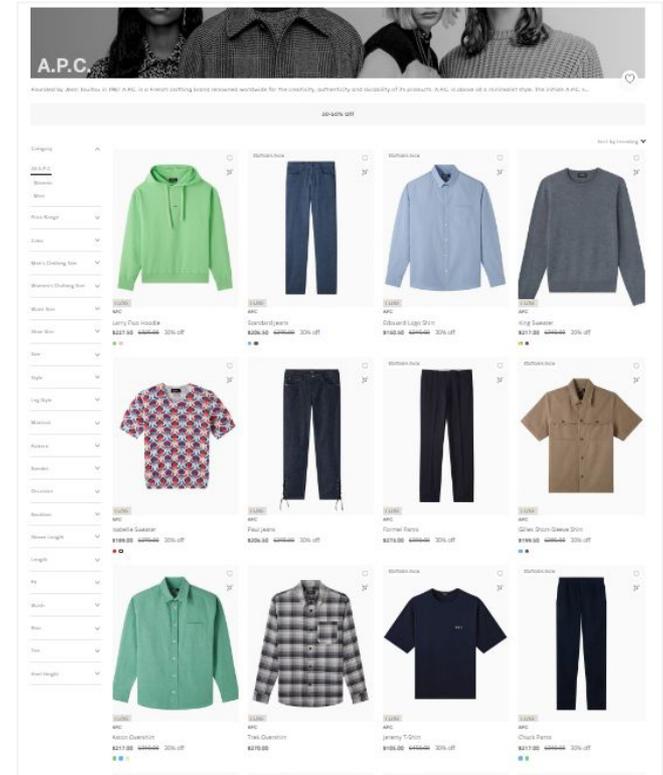
- Prepare to launch ShopSimon™ storefront

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](#)

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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