

# SHOP PREMIUM OUTLETS

Implementation Guide



# Implementation Guide

This document provides information about the steps required to integrate and maintain your brand storefront on the Shop Premium Outlets Marketplace.

Thank you for your partnership. We look forward to launching your brand on SPO.com!

## IMPLEMENTATION GUIDE INDEX

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## MARKETPLACE OVERVIEW

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Shop Premium Outlets (SPO) is a channel for retailers to sell their products to a highly engaged audience. 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 SPO.

### 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

- SPO is responsible for general customer service inquiries, including initiating returns.
- SPO will provide first contact customer support. SPO Customer Service will escalate issues to retailers directly. It is expected that retailers will handle these customer direct inquiries to the same standards it does its own customer service.

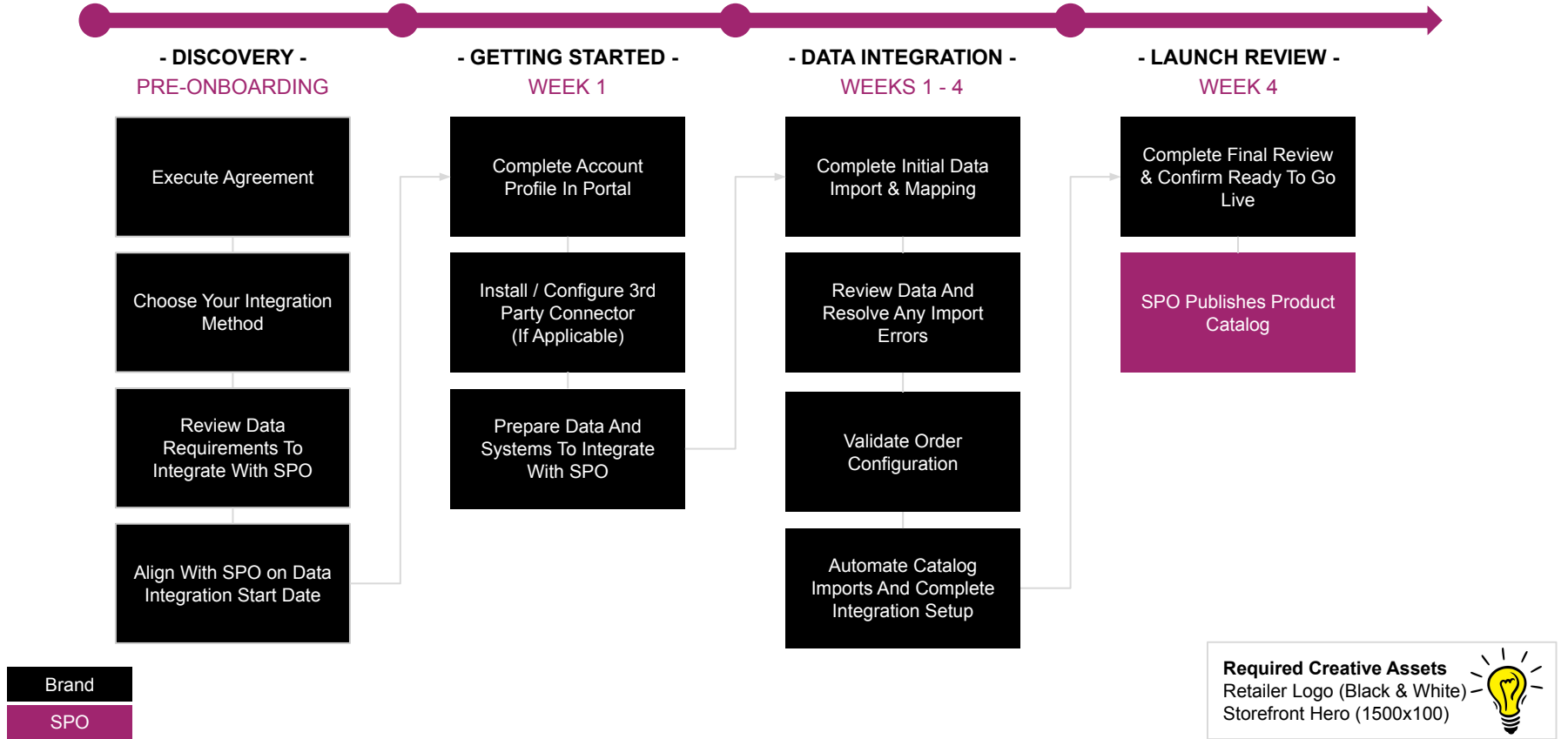
### REFUNDS & RETURNS

- Retailers will need to offer free returns for customers in the continental United States.
- SPO will process all refunds and adjustments for orders that are cancelled and returned.
- SPO will provide the customer with a pre-paid return label with a carrier of SPO's choice and a return packing slip.

### FINANCIAL RECONCILIATION

- SPO will collect all amounts due from customer for products ordered on platform.
- SPO will issue payment to retailers based on net sales less commissions, return shipping and service-related chargebacks
- SPO will calculate, collect, and remit to applicable tax agency any sales taxes on the sale of retailer's products on the SPO platform.

# ONBOARDING OVERVIEW



### Products vs Offers

To sell on the SPO 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 data into SPO.

#### 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 SPO, your offers will be activated.

## DATA REQUIREMENTS

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### Product Attributes

Preparing your “product” feed prior to starting integration is a fundamental step to listing successfully on the Shop Premium Outlets Marketplace. See below for a list of required attributes for products. See ‘SPO Data Requirements’ for full list of attributes.

Field Name	Description
<b>Category</b>	Value from the category taxonomy with gender as part of the categorization.
<b>Sku</b>	Retailer product sku identifier. It must be a unique value.
<b>Title</b>	Title for the product. Will be viewable on the PDP and PLP.
<b>Description</b>	Detailed description for the product. Input required notices in this section (Prop 65). HTML format is strongly recommended.
<b>Variant ID</b>	Parent product reference for a group of skus.
<b>Designer</b>	This is the designer/brand of the product.
<b>Image Link 1</b>	Valid URL which links to a product image. At least 1000x1000 pixels to allow zoom capabilities. Maximum size = 4000x4000.
<b>MSRP</b>	The price a product’s manufacturer recommends it be sold for in retail stores.
<b>Weight</b>	Weight of shipped product in lbs. Will be used to help estimate return shipping charges.
<b>Normalized Color</b>	The color closest to ‘Designer Color’ from standard color list.
<b>Size</b>	A size value is required for most products. Each category will have a specific size attribute along with specific values (ex. Mens Clothing Size)

#### Notes:

- The file will be in .csv format.
- The file will be need to be imported at least 2x per day.
- A header row with the column names (“Field Name”) listed is required in the file. Column names are case-sensitive.
- If using Trademark or Registered Trademark symbol in feed, in order for these to display properly UTF encoded characters must be used.

## DATA REQUIREMENTS

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### Offer Attributes

Preparing your “offer” feed prior to starting integration is a fundamental step to listing successfully on the Shop Premium Outlets Marketplace. See below for a list of required (and highly recommended) attributes for offers. See ‘SPO Data Requirements’ for full list of required attributes.

Field Name	Description
<b>Offer Sku</b>	Retailer product sku identifier. It must be a unique value.
<b>Product ID</b>	Retailer product sku identifier. The sku value is repeated in this field.
<b>Product ID Type</b>	Code that must be set to “SHOP_SKU” for all offers.
<b>Offer Price</b>	Actual retail price for the sku. Must not include shipping or tax charges.
<b>Offer Quantity</b>	Available quantity for the sku.
<b>Offer State</b>	State of the product. The value must be “11” which indicates new condition.

#### Notes:

- The file will be in .csv format.
- The file will be need to be imported at least 2x per day as inventory and price changes occur most often.
- A header row with the column names (“Field Name”) listed is required in the file. Column names are case-sensitive.
- If using Trademark or Registered Trademark symbol in feed, in order for these to display properly UTF encoded characters must be used.



- ❑ Complete account profile in SPO Portal
- ❑ Enter customer service contact information
- ❑ Set up shipping configuration
- ❑ Submit creative assets
- ❑ Download & connect Magento connector to your SPO account
- ❑ Create 'Listings' in your Magento store for SPO
- ❑ Notify SPO once you have completed these steps

# COMPLETE ACCOUNT PROFILE IN SPO PORTAL

## Brand Registration

To get started, a member of the SPO onboarding team will send a registration email containing a link, which is valid for 48 hours, to activate your SPO Retailer account. Your SPO portal is where you will conduct your SPO activities.

Please follow that link to be directed to a “Store Account Creation Form” where you will set up account credentials and input information about your company including the following required fields:

- Login Credentials
- Company Information
- Contact Details
- Merchandising Profile
- Customer Service Information

Make sure you check the “General terms and conditions” checkbox listed at the bottom of the page.

Click “Confirm” once you have completed the form.

**\*Please make note, the link will only be valid for 48 hours.**

After completion of the initial registration form, retailers will be taken to the SPO Marketplace login page, please enter your email and password created during registration to view your portal.

The screenshot shows a 'Shop Account Creation' form with the following sections:

- User Information:** Language (English - UK), Email (E.g. username@shop.co.uk), Password (8 characters minimum, with one letter and one digit), Confirm password.
- General Information:** Shop account name, Website, Professional (All), Company name, Company Registration Number (E.g. 44388422000015), Confirm your Company Registration Number, VAT Number (E.g. GB999 9999 15), Confirm your VAT Number.
- Contact:** These details will be displayed on your profile. Title (Mr.), Last Name, First Name, Shop Email (E.g. username@shop.co.uk), Phone (E.g. 02000 000000), Secondary Phone.
- Address:** Address, Address (optional) (E.g. Building & apartment code), Postcode (E.g. SW10 000), City (E.g. London), County (E.g. London), Country (United Kingdom).
- General terms and conditions:** A checkbox labeled '(I acknowledge that I have read and accept the general terms and conditions)' is checked.

# COMPLETE ACCOUNT PROFILE IN SPO PORTAL

## My Account

To continue setup please go to:  
**My Account > Settings > My Account**

Please enter requested information in each of the sections listed here:

Self help reference links have been provided below for each step.

- [My Account](#)
- [Contact Details](#)
- [Bank Account Details](#)
- [Shipping Charges & Options](#)
- [Channels](#)
- [Imports](#)
- [CSV Delimiter](#)

Contact information will be used for ongoing site operations and customer service escalations.

All creative assets will be managed via a shared shared folder URL located in the "Brand Identity" section.

Submit your W9 here.

The screenshot shows the 'My Account' settings page in the SPO Portal. The page is titled 'My retailer account' and contains several sections: 'Retailer', 'Shipping & Returns', 'Additional Information', 'Your Team', 'Our Team', 'Brand Identity', 'Customer Service', 'Documents', and 'Retailer Visual Identity'. Blue dashed boxes highlight the 'Your Team', 'Brand Identity', and 'Documents' sections. Blue arrows point from text boxes on the left to these highlighted sections. A 'Save' button is visible at the bottom of the form.

# COMPLETE ACCOUNT PROFILE IN SPO PORTAL

## Configuring Shipping Charges

### My Account > Settings > Shipping Charges

In order to sell on SPO, a retailer must offer free standard shipping for all orders in the continental United States, this will be set up by default in your SPO account. A retailer may also offer expedited or overnight shipping at checkout, this is where brands will configure these additional options. *If no shipping method is selected, your offers are not active.*

My retailer account ● Suspended | ID : 2005

My Account Contact Details Bank Account Details **Shipping Charges** Shipping Options Channels Imports CSV Delimiter

Shipping zone: Continental US

Continental US 2 results

Free Shipping				
	Free	Standard	Expedited	Overnight
Rule	Mandatory	Disabled	Enabled	Disabled
Initial price	\$0.00	\$5.00	\$10.00	\$20.00
Add. price	\$0.00	\$5.00	\$10.00	\$20.00

Large Item

	Free	Standard	Expedited	Overnight
Rule	Not available	Disabled	Not available	Not available
Initial price		\$20.00		
Add. price		\$20.00		

✔ Save 2 results

# COMPLETE ACCOUNT PROFILE IN SPO PORTAL

## User Roles and Permissions

### My Account > Settings > User Management

You can add additional user accounts and grant them specific roles within your SPO workspace.

Click here to add a new user on your platform.

The screenshot displays the 'User Management' page in the SPO Portal. The top navigation bar includes 'My Orders', 'My Inventory', 'My Messages', 'My Account', and 'Information'. A dropdown menu is open under 'My Account', listing 'My Statements', 'Transaction History', 'Mapping Configuration', 'User Management', and 'Settings'. The main content area features a 'Filter' section on the left with input fields for 'Username' and 'Enabled', and buttons for 'Clear' and 'Refresh'. Below the filter is a table with columns for 'Username', 'Enabled', 'Shop Administration', 'Inventory Management', 'Order Management', 'Accounting', and 'Support'. Two users are listed in the table. A '+ Add a new user' button is located in the top right corner of the table area. An inset window shows the 'Add a new user' form, which includes fields for 'Email', 'Password', and 'Confirm password', a 'Language' dropdown set to 'English - UK', and a list of roles with checkboxes: 'Shop Administration', 'Inventory Management', 'Order Management', 'Accounting', and 'Support'. A 'Save' button is at the bottom of the form.

Username	Enabled	Shop Administration	Inventory Management	Order Management	Accounting	Support
alban.roger@miraki.com	✓	✓	✓	✓	✓	✓
ricardo.ghanem@secre...	✓	✓	✓	✓	✓	✓

Choose the preferred role you want to assign to each of your employees.

# COMPLETE ACCOUNT PROFILE IN SPO PORTAL

## Notifications

### Username > Notifications Preferences

SPO Portal sends automatic email notifications about important events that occur on the Marketplace. You will want to define the notifications you want to receive.

**My User Settings**

Notification Preferences

Select the notifications you want to receive by email.

Notification	Checkbox
<b>Order notifications</b>	<input type="checkbox"/>
Order canceled An order for which the customer was not yet debited has been canceled.	<input checked="" type="checkbox"/>
Order pending acceptance There are one or more orders awaiting your acceptance.	<input checked="" type="checkbox"/>
Order acceptance pending reminder An order acceptance deadline is about to expire.	<input checked="" type="checkbox"/>
Order acceptance timeout An order acceptance deadline has expired.	<input type="checkbox"/>
Debit refused An order was canceled due to payment problems.	<input checked="" type="checkbox"/>
Order to ship An order is ready to be shipped.	<input checked="" type="checkbox"/>
Order shipment reminder A shipping deadline is about to expire.	<input checked="" type="checkbox"/>

**Your changes are automatically saved.**

**Select the checkbox of a notifications group or of a specific notification to activate it.**

**Remove the check mark to deactivate the notification(s).**

## RETAILER CREATIVE ASSETS

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### Asset Management

Creative assets and other operational information will be managed and stored in a designated shared folder. A member of the SPO team will provide a link during the early phases of onboarding. The link will also be stored in your SPO Portal account workspace shown below.

*Please use this folder to upload all creative assets no later than 2 weeks before your target go live date.*

### My Account > Settings > My Account > Brand Identity > Creative Asset Repository

#### Brand Identity

This information will be used by Shop PO to manage your storefront look/feel

Creative Asset Repository <https://drive.google.com/drive/my-drive>

Store Description

Provide a store summary that customers will read to understand your brand values, brand mission, or any other branding or store information.

#### Required Creative:

- Black logo (png) - high resolution, transparent background
- White logo (png) - high resolution, transparent background
- Storefront Hero Banner (jpg) - 1392 x 460 - Lifestyle image

## MAGENTO CONNECTOR

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The Magento Seller Connector is a plug-in that enables you to sell your products from Magento on Shop Premium Outlets. The connector allows you to seamlessly integrate your products and offers into SPO Portal. It also facilitates the management of marketplace orders that are placed to your store. This is available for [Magento 1](#) & [Magento 2](#).

### The Magento connector includes the following capabilities:

- Create listings and export products to the SPO catalog.
- Update product price & inventory (offers) in the SPO catalog.
- Manage and import your SPO orders.
- Automate your workflow with cron jobs.

### Getting Started:

1. [Download](#) Magento Seller Connector.
2. [Establish connection](#) between your Magento store and SPO Portal.
3. [Create SPO Listing](#) in your Magento store.
4. [Export product file](#) from your SPO Listing in Magento by selecting “Download Products For Mapping.”
5. Map your catalog in our [Mapping Configuration Wizard](#).
6. Review initial import data and [resolve any errors](#).
7. Conduct final review & complete integration setup.
8. Go Live - SPO will publish your product catalog to our live site.





## Connecting To Your Magento Store

**Download connector** to connect your Magento store with SPO Portal. There are multiple options for [Magento 1](#) and [Magento 2](#).

### Adding Connections

A [connection](#) is a way to connect your Magento to a store in SPO Portal. Retailers will need the following information to configure a connection:

- URL of your SPO Portal Back Office (ex. <https://marketplace.sspo.com/api>)
- API Key
- SPO Portal Shop ID

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

There are additional configurations you can set with the [Magento 1](#) & [Magento 2](#) once you have established a connection.

### 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 SPO marketplace. To create a listing please follow the below steps:

1. **Seller > Listings > Add New**
2. Select the SPO connection to export your listing of products and hit “Continue.”
3. Configure your listing.
4. Define conditions of your listings.
5. If additional fields, define their value.
6. You can export additional offer data to match products already existing in operator catalog, specify ‘Product ID Type’ and ‘Product ID Value.’
7. Click Save.
8. To view export statuses from listings, click Products / Prices & Stocks tab.

- ❑ Export test file from Magento store
- ❑ Use test file to map your catalog with the Mapping Configuration Wizard in SPO Portal
- ❑ Validate your data has been accurately imported
- ❑ Review data and resolve any import errors
- ❑ Complete test order
- ❑ Initiate automation of product catalog into SPO Portal
- ❑ Complete integration setup

## Product Mapping Wizard

### My Account > Mapping Configuration

The first step to integrate your product catalog into SPO is to define a correlation table between your “product” information and the required attributes on Shop Premium Outlets. Once the initial mapping is created, the only other time you will need to use the Configuration Wizard is when new product categories are being added. Do not use the Configuration Wizard for regular imports.

#### Steps To Map Your Product Catalog:

1. Export Test File From Data Source
2. Import Product File
3. Categorization
4. Category Mapping
5. Attribute Mapping
6. Value Mapping
7. Define Rules
8. Summary and Validation

*This step is required for SPO Portal Direct (API, FTP, Manual), and the Shopify/Magento connectors. If you are using ChannelAdvisor, you will work with them directly to coordinate your data and mapping.*

The screenshot displays the 'My product data settings' page. At the top, there are navigation links: 'My Orders', 'My Inventory', 'My Messages', 'My Account', and 'Information'. The main heading is 'My product data settings'. Below this, there are three buttons: 'Manage my Value Lists', 'Use the Configuration Wizard' (highlighted with a dashed box and an arrow), and 'Operator Configuration'. The 'Key' section shows a list of attributes: Category, Attribute, Attribute defining the category, Attribute with rule(s), Attribute with list, Add, Edit, Remove, Automap, and Details and Rules. Below this is a table titled 'My Configuration' with columns for 'Mapping to do' and 'Attributes'. The table lists various product attributes and their corresponding SPO attributes. A 'Use the Configuration Wizard' button is highlighted with a dashed box and an arrow pointing to a callout box that says 'Start the mapping process!'. The interface also includes a 'Operator Configuration' section with instructions to define configuration first.

#### Prerequisite To Mapping

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



## Import Product File

### Mapping Configuration Wizard > Import Product File

Please review our required attributes and make all necessary adjustments to your data before starting the import process. Also, be sure your file is in CSV format and encoded as UTF-8. Once ready, select the file to import and click “Send.”

My Orders - My Inventory - My Messages My Account - Information

### Product flow mapping

- 1. Import product file >
- 2. Categorization >
- 3. Category mapping >
- 4. Attribute mapping >
- 5. Value mapping >
- 6. Define rules >
- 7. Summary and validation >

#### Import your products file

Welcome to the product import wizard. This wizard helps you to:

- Import your product files
- Set up your configuration
- Add your products to the marketplace

First, please import the file containing the products you wish to add to the Marketplace.

Your file must be in CSV format and encoded as UTF-8

File to import:

Upload your product file here and click “Send”

#### Initial Mapping

Brands will want to map a small selection of products from each of their key categories to establish the optimal plumbing for your product data importing into SPO.



## Product Categorization

### Mapping Configuration Wizard > Categorization

Creating a category tree will allow you to add product descriptions by breaking them down into segments. You must place all of your product categories in one column, which also includes the subcategory separator.

Product flow mapping

1. Import product file >

2. **Categorization** >

3. Category mapping >

4. Attribute mapping >

5. Value mapping >

6. Define rules >

7. Summary and validation >

Preview of file Grazia - Girls Night Out Stocklist #2.csv

BRAND	SUPPLIER CODE	COLOUR	Product Name	DESCRIPTION	COMPOSITION
GRAZIA	GR165 P1006	BLACK	GRAZIA Layered sievel...	Layered sleeveless plays...	90% POLYESTER; 10% E...
GRAZIA	GR165 P1006	RED	GRAZIA Layered sievel...	Layered sleeveless plays...	90% POLYESTER; 10% E...
GRAZIA	GR165 P1007	ROYAL BLUE	GRAZIA Layered sievel...	Layered sleeveless plays...	90% POLYESTER; 10% E...
GRAZIA	GR165 P1007	YELLOW	GRAZIA Layered sievel...	Layered sleeveless plays...	90% POLYESTER; 10% E...

4/4 lines

**Categorization**

Column corresponding to the category \*

Subcategory separator (optional)

**Preview of your categories**

- Root
- Playsuits & Jumpsuits

Previous step Next step

At the bottom of the screen, select:  
- Category column's name  
- Define the type of separator

#### Most common "Categorization"

Column corresponding to the category: **CATEGORY**

Subcategory separator: >



## Product Category Mapping

### Mapping Configuration Wizard > Category Mapping

By clicking on the “+” box, you open out each category: the lower level will appear. You must map each leaf level of your categories with SPO’s category. The platform will only allow you to map at the leaf level.

Once a category is mapped, the text becomes a tint gray. To modify the mapping, click on <Mapping To Do> then click on the cross next to the category you want to modify.

**Product flow mapping**

1. Import product file >  
2. Categorization >  
3. Category mapping >  
4. Attribute mapping >  
5. Value mapping >  
6. Define rules >  
7. Summary and validation >

**My categories** (Mapping to do)

- Root 3C
- Root 3C > Instruments 3C
- Root 3C > Instruments 3C > Instruments 3C

**Operator categories**

- Root
- Accessories
- Baby up to 2 years
- Beauty
- Dresses
- Eyewear
- Footwear
- Gift Vouchers
- Homeware
- Intimate Apparel
- Jewels
- Jewellery
- Knitwear
- Outerwear
- Outerwear & Accessories
- Shirts
- Suits
- Tops
- Trousers
- Watches

**Categories to map**

2

To be mapped (2)  
Mapping OK (0)

2

Drag & Drop the remaining categories from your catalog (left) to the corresponding categories of SPO (right).

1

The graph to the right shows you how many categories remain unmapped.

By clicking on the arrows, you will run the auto-mapping of your categories. All categories spelled the same way will be recognized and mapped automatically. A pop-up opens with proposals, simply validate them by clicking on “Confirm.”

**Automap Categories**

The parent category Root > Playuits & Jumpuits is currently not mapped

Your Categories	Operator's Categories
Root > Playuits & Jumpuits > Playuits	Root > Playuits & Jumpuits > Playuits

Categories validated: 1/1

Cancel Confirm

## Product Attribute Mapping

### Mapping Configuration Wizard > Attribute Mapping

Your attributes must match SPO's attributes. *All red SPO attributes are mandatory to import your product feed.* In the same way as the categories, attributes with identical spelling will be mapped automatically using the Automap function. For others you will have to do it manually by dragging the attributes of your catalog (left) to those of SPO (right).

The screenshot shows the 'Product flow mapping' interface. On the left, a sidebar lists steps from '1. Import product file' to '7. Summary and validation', with '4. Attribute mapping' selected. The main area is split into 'My attributes' and 'Operator attributes'. 'My attributes' includes items like BRAND, COLOUR, COMPOSITION, DESCRIPTION, EAN, Essential details, GENDER, Picture, Product Name, Size, and SUPPLIER CODE. 'Operator attributes' includes Root, EAN, Product Name, SKU Reference, Brand, Introduction / Detailed Description, Essential details, and Disclaimer. A '11 Attributes to map' graph is shown at the bottom left. A callout box points to the 'Automap' button, stating: 'By clicking on automap, a pop-up opens, simply validate each step'. Another callout points to the search bar in the Operator attributes section: 'Use the search bar to find your attributes'. A third callout points to the 'Product Name' attribute in the Operator attributes list: 'For more information about the the Operator's requirements, hover over the attribute, an explanatory pop-up will appear.' A fourth callout points to the '11 Attributes to map' graph: 'The graph to the right shows you how many attributes remain unmapped.' A fifth callout points to the 'Automap Attributes' pop-up window, which shows a table of mappings: 'Your Attributes' vs 'Operator's Attributes' with rows for BRAND, EAN, Essential details, and Product Name, all mapped to their respective operator attributes. The pop-up also shows 'Attributes validated: 4/4' and buttons for 'Cancel' and 'Save and Close'.

## Product Value Mapping

### Mapping Configuration Wizard > Value Mapping

In the same way that you have done for the attributes, values with identical spelling will be mapped automatically using the Automap function. For others you will have to do it manually by dragging values of your attributes (left) in those of SPO (right).

The screenshot displays the 'Product flow mapping' interface. The navigation menu at the top includes 'My Orders', 'My Inventory', 'My Messages', 'My Account', and 'Information'. The main content area is titled 'Product flow mapping' and features a progress bar with seven steps: 1. Import product file, 2. Categorization, 3. Category mapping, 4. Attribute mapping, 5. Value mapping (highlighted), 6. Define rules, and 7. Summary and validation. Below the progress bar is a graph showing '1 Values to map'. A callout box points to this graph, stating: 'The graph to the right shows you how many values remain unmapped.' The graph includes a legend: 'To be mapped (1)' and 'Mapping OK (0)'. The main interface is divided into two panels: 'My values' and 'Operator values (Brands)'. The 'My values' panel shows a search bar and a list of values: 'BRAND brand' and 'GRAZIA'. The 'Operator values (Brands)' panel shows a search bar and a list of brands: 'Zu Elements', 'Zoot', 'Zoostorm', 'zoo8', 'Zoo York', 'Zone3', 'Zone', 'Zoladkova', 'Zoggs', 'Zoespritz', 'Zoe Karsen', 'Zoe and Noe', 'Zodiac', 'ZOCA', 'Zizzi', 'Zys', and 'Zim'. At the bottom right, there are buttons for 'Previous step' and 'Next step'.



## Product Rules

### Mapping Configuration Wizard > Define Rules

You can transform or validate the contents of the attributes at this step.

Example: Automatically add a capital letter at the beginning of each sentence for the attribute “Introduction / Long description”: Transformations > Capital at the beginning of every sentence

The screenshot displays the 'Product flow' configuration wizard in the 'Define rules' step. The interface is divided into several sections:

- Sidebar:** A vertical list of steps from 1 to 7. Step 6, 'Define rules', is highlighted in blue.
- My attributes:** A tree view showing a 'Root' node with sub-nodes for 'BRAND (Brand)', 'EAN (EAN)', 'Essential details (Essential details)', and 'Product Name (Product Name)'. The 'EAN (EAN)' node is selected.
- Details and Rules:** A panel for the selected attribute. It shows 'Mapped with Attribute: EAN', 'Code: ean', 'Type: Text', and 'Attribute Qualifier: Required, Variant (E.g.: L45E+15)'. Below this are sections for 'Transformations' and 'Validations', each with an 'Add' button.
- Add a transformation modal:** A small window is open, showing a list of transformation types. The option 'Capital at the beginning of every sentence' is selected and highlighted in blue.
- Add a validation modal:** A second modal is visible, showing a list of validation types including 'String length', 'Minimum length', 'Maximum length', 'Exact length', and 'Regular expression'.

## Product Mapping Summary and Validation

### Mapping Configuration Wizard > Summary and Validation

Finally, before importing the catalog, you can review the steps to see if the data has been accurately imported. *If some categories or attributes are rejected, you will have to start that phase of the mapping process again.* To do so, simply click on “previous step.”

The screenshot displays the 'Product flow mapping' wizard interface. On the left is a vertical navigation menu with seven steps: 1. Import product file, 2. Categorization, 3. Category mapping, 4. Attribute mapping, 5. Value mapping, 6. Define rules, and 7. Summary and validation (highlighted in blue). The main area is divided into three panels: 'Summary', 'Categories', and 'Attributes'. Each panel shows a large number (4, 0, and 0 respectively) and a circular icon with a product symbol. Below the numbers are legends: 'Available (4) Rejected (0)' for Summary, 'Accepted (4) Rejected (0)' for Categories, and 'Accepted (4) Rejected (0)' for Attributes. A dashed blue box encloses the 'Rejected (0)' counts in all three panels. At the bottom right, there are two buttons: 'Previous step' and 'Import my products in the marketplace' (with a green checkmark). Two blue arrows point from a text box below to the 'Rejected (0)' counts, and another blue arrow points from a second text box below to the 'Import my products in the marketplace' button.

**Product flow mapping**

- 1. Import product file >
- 2. Categorization >
- 3. Category mapping >
- 4. Attribute mapping >
- 5. Value mapping >
- 6. Define rules >
- 7. Summary and validation >

**Summary**

4

Products eligible for import

- Available (4)
- Rejected (0)

**Categories**

0

Products rejected because of categories

- Accepted (4)
- Rejected (0)

**Attributes**

0

Products rejected because of attributes

- Accepted (4)
- Rejected (0)

Previous step Import my products in the marketplace

You will be able to see if any attributes, values or categories have been incorrectly mapped.

Once you have completed the mapping process, click here to import your file into the marketplace.

## Monitoring Product and Offer Imports

### My Inventory > Import From File > Track Offer/Product Imports

Retailers can easily monitor their imports (product and offer) in SPO Portal. They can also download error reports in order to understand how to amend their offer or product files. Error reports are generated to help you to identify issues within your data while creating products or offers. Understanding how to manage and resolve these is a very important aspect of success on SPO.

The screenshot shows the 'File import' section of the SPO Portal. The top navigation bar includes 'My Orders', 'My Inventory', 'My Promotions', 'My Messages', 'My Account', 'Information', and 'Help'. The main content area is titled 'File import' and shows a table of import records. On the left, there are buttons for 'Import a File', 'Track Offer Imports', and 'Track Product Imports', with a 'Filter' section below. The table has columns for 'Created', 'File name', 'Origin', 'Status', and 'Actions'. Two rows are visible, both for 'SPO Inventory\_product.xlsx' files imported from 'File Import'. The first row is 'In progress' and the second is 'Complete'. The 'Status' column for the 'Complete' row shows a warning icon and a message: 'Errors occurred during file transformation.' with details: 'Lines read: 11', 'Lines processed: 11', 'Products with synchronization issues: 1', and 'Rejected products: 10'. The 'Actions' column for the 'Complete' row includes options to download error reports and transformed files, and to relaunch the import.

**Check Import Status**

**Track Product & Offer Imports**

**Download Error Reports Under Actions Column**

**Import Troubleshooting**  
Click here for more information troubleshooting imports.

There are APIs that will automatically retrieve the error files - P44 for products & OF03 for offers.

### Understanding Product Errors

#### My Inventory > Import From File >Track Offer/Product Imports

As your file loads to SPO Portal, there are two types of error reports that can potentially be generated against an import. These are outlined below:

**1. Transformation Error Report** - Most common and monitored daily. This report is the first report to be generated. This report is generated when your upload reaches the first status of 'Sent for import', this will be within a few minutes of uploading your data.

Examples of transformation errors:

- Missing Category value or the Category value is different from SPO's Category tree requirements.
- Missing one of the mandatory Product attributes like: SKU, Designer, Image-1, Weight, Normalized Color.

**2. Integration Error Report** - This report is the second report to be generated. This report is generated when your upload reaches the status of 'Complete', this file can take a little longer to be generated (up to 2 hours).

Examples of integration errors:

- Incompatible images, when your product image does not meet minimum size requirements of 500px X 500px
- Duplicate values in the Internal SKU or Product Reference Value column
- Invalid barcode values in the Product Reference Value column

*Transformation and integration errors will block affected product from becoming available on SPO, you must check and resolve the errors received within both report files.*

**Finding Solutions**  
[Click here](#) to view the most common errors and solutions for each.



### Product Catalog Management

#### My Inventory > Catalog Management

Catalog Manager is a catalog management tool that helps sellers manage their product catalogs, enrich product data, and fix product content directly from their seller back office.

Once a product is imported into SPO Portal, if the data is 'valid', it will come under review by the SPO team who will either accept or reject the product based on SPO required data standards. You will need to monitor this during onboarding and whenever new products are added as it is a key step in loading new products onto SPO. Understanding the product import status and information about rejection reasons and/or errors is essential, see below for a brief summary of each status type:

- **Pending** - The Master Product Data Sheet content is valid and acceptance or publication by the operator is in progress.
- **Published** - Your product has been accepted and is integrated into SPO's system.
- **Changes Required** - The operator's catalog team has rejected your product because of data quality issues. You must make changes to your Source Product Data Sheet before the operator's catalog team reviews your product again. *View rejection reason by hovering over question mark.*
- **Rejected** - The operator's catalog team has rejected your product. *View rejection reason by hovering over question mark.*
- **Publication Error** - The operator's catalog team has accepted your product, but either (1) you must fix some content in your product or (2) an error occurred on the operator side. *View rejection reason by hovering over question mark.*

#### Common Reasons Products Are Rejected:

- Category value does not match description
- Size value not valid for category
- Color value does not match image
- Image does not meet requirements
- Product variants are not set correctly
- Title does not meet requirements
- Description does not meet requirements



If a product is flagged as 'invalid' during the import process, the 'Status' will read as 'Invalid Data.' This means you must modify your product content to compliant with SPO requirements. More information will be available in the import error reports.

## Product Catalog Management

### My Inventory > Catalog Management

The screenshot displays the 'Catalog Management' interface. At the top, there is a navigation bar with links for 'My Orders', 'My Inventory', 'My Promotions', 'My Messages', 'My Account', 'Information', and 'Help'. Below this, the 'Catalog Management' section includes an 'Import from file' button and a status filter (All, To process, Published, Rejected). A search bar with the placeholder 'Search by identifier, title or vgc' and a filter bar with options for Status, Category, Brand, Creation date, and Update date are highlighted with a dashed box. A callout box with a lightbulb icon points to these elements, stating: 'Use the search and filter bar to narrow down your catalog. Filtering by 'Status' is a useful method when searching for products that need adjustments.' To the right, a 'Product Import Status' box shows '8 results'. The main table lists products with columns for Product, Product ID, Creation date, Update date, and Status. The status column contains buttons for 'Changes required', 'Rejected', 'Invalid data', 'Published', and 'Pending'.

Product	Product ID	Creation date	Update date	Status
Banana Grocery / Fruit	Banana_1	10/23/2019 12:02 PM	05/13/2020 10:35 AM	Changes required
AMULETTE DE CARTIER BRACELET YELLOW GOLD Women / Accessories / Fashion Jewelry	12345_bracelet	03/05/2019 12:36 PM	05/13/2020 10:32 AM	Rejected
Tomatoes Food / Fruits	1234566789484848484	02/19/2020 11:59 AM	05/13/2020 10:30 AM	Invalid data
Kimono Robe Women / Sleepwear	honeysleepkimono05 VGC: vic_variant_dress	02/19/2020 1:31 PM	05/11/2020 5:15 PM	Published
Kimono Robe Women / Sleepwear	honeysleepkimono04 VGC: vic_variant_dress	02/19/2020 1:31 PM	05/11/2020 5:14 PM	Published
AMULETTE DE CARTIER BRACELET PINK GOLD Women / Accessories / Fashion Jewelry	12346_bracelet	03/05/2019 12:36 PM	01/31/2020 2:58 AM	Pending

### Orders & Fulfillment

#### Magento: Mirakl Seller > Mirakl Orders

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

#### Key functionalities include:

- [View all SPO orders](#) and details in real-time
- [Accept or reject orders](#) fully or partially
- [Import SPO 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 SPO, the order is created in your SPO vendor portal.
2. In Magento, the seller goes go **Mirakl Seller > Mirakl Orders** to review Mirakl order with the “Pending Acceptance” status.
3. You will need to accept or reject the order. [You can configure orders to be accepted automatically.](#)
4. The order then has the status “Shipping In Progress” and is automatically (cron job must be enabled) imported in Magento.
5. The seller reviews and manages the order in **Magento > Sales > Orders > Order detail.**
6. Once a product is shipped, the seller creates a shipment in Magento for this order which will update the status in Mirakl to “Shipped.”

- ❑ Completes final review of data and systems configuration
- ❑ Go Live checklist
- ❑ Retailer notifies SPO ready to Go Live



## GO LIVE CHECKLIST

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### DATA INTEGRATION

- Download connector & establish connection
- Create 'Listings' for SPO in Magento
- Initial data mapping completed in SPO Portal
- Ingestion errors resolved from initial imports
- Automation of product catalog into SPO Portal initiated

### BRAND/MARKETING

- Storefront creative loaded into shared Google Drive

### CUSTOMER SERVICE

- Enter customer service contact information in vendor portal

### ADMINISTRATIVE

- SPO Agreement executed
- SPO Portal account profile setup completed
- W9/W8 submitted
- Retailer approval to go live
- SPO approval to go live

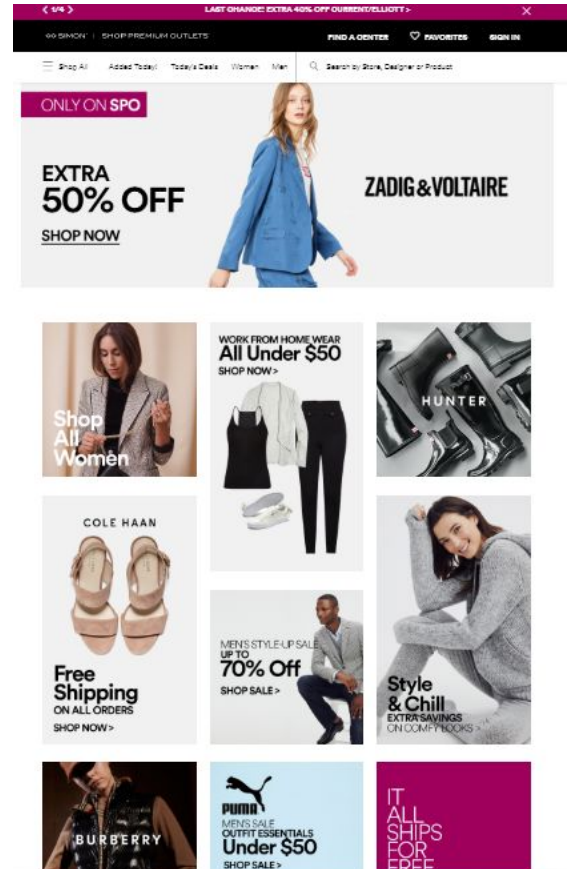
# STORE LAUNCH

## Live! Now What?

**Congratulations!** You have successfully completed onboarding and indicated your approval and readiness to go live on Shop Premium Outlets.

### Next steps are:

- SPO will accept and activate your brand into our front end according to the mutually agreed upon go live date.
- After you are live and your products have been accepted, you can enter promotions within SPO Portal.
- You will need to continue to monitor and review your feed, daily imports, and SPO site to ensure your product catalog is displaying as you intended.
- You will be introduced to your dedicated SPO Brand Manager and establish optimal method for your business to communicate about SPO performance, marketing opportunities and operational details.



Thank you for your partnership!

Please contact the SPO Operations team for additional support.

[spoooperations@sspo.com](mailto:spoooperations@sspo.com)