



VENDOR DIRECT TO CONSUMER

**MACY'S VENDOR DIRECT TO CONSUMER (V2C)
STANDARDS MANUAL**

[Updated October 2011](#)

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Macy's Vendor Direct-to-Consumer

Overview

Macy's, Inc. and its affiliates (collectively, "Macy's") have established an **EDI-based Vendor Direct-to-Consumer program** with our vendors in order to increase sales, improve consumer satisfaction and enhance efficiency for both Macy's and the vendor. The Macy's EDI **Vendor Direct** program is based on the VICS "Direct to Consumer Guidelines" dated January 2001, available at www.vics.org. If you are interested in participating in the Macy's Vendor Direct Program, please contact Steven Vertel, the Vendor Direct program director at (212) 704-1625, to discuss the setup process.

Macy's Vendor Direct-to-Consumer program (sometimes referred to as "V2C") provides consumers with a vast number of products not normally carried by either the brick and mortar or online stores of Macy's/Bloomingdale's stores, including such items as odd sizes, unique colors, and secondary assortments. V2C also permits consumers to make purchases through Point of Sale (POS) terminals in a store, kiosk devices, or by logging onto Macys.com or Bloomingdales.com,

Once a consumer order is taken, an **EDI purchase order** will be generated and sent to the vendor to be fulfilled. The vendor must then ship the product to the consumer within two (2) business days unless otherwise approved by V2C program director and provide Macy's with an **EDI ASN** (Advance Shipment Notification) indicating that shipment has been made to the consumer. To complete the transaction, the vendor must submit an **EDI invoice** to Macy's for payment.

General Vendor Requirements

In addition to these Vendor Direct Standards, all V2C transactions also are governed by the Macy's Vendor Standards, which include the General Terms and Conditions of Purchase Orders, all as posted at www.macysnet.com/VS/standards/VendorStandards. The material below provides a general overview of certain requirements for vendors that wish to participate in the V2C program:

Vendor EDI Requirements

- ❑ U.P.C. or EAN catalog data must be provided electronically via [GXS/Inovis Catalogue™](#) (Macy's preferred method) or by an EDI 832 document transmitted directly to Macy's. Contact GXS/Inovis at (877) 446-6847 to set up an Inovis Catalogue™ account, or for the direct EDI 832, call Macy's EDI Support Department at (678) 474-3595.
- ❑ Vendor must receive VICS **EDI 850 Purchase Orders with Vendor Direct (to consumer) Orders** utilizing mapping version 4010 or higher. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/VD_4050-850.pdf
- ❑ Vendor must retrieve EDI 850 documents, which will be transmitted multiple times throughout the day, at regular intervals during normal business hours. Any variance in the vendor's EDI 850 purchase order pickup schedule must be approved by the Vendor Direct Office.
- ❑ Vendor must transmit VICS **EDI 856 Advance Ship Notice** (ASN) utilizing mapping version 4010 or higher. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/856_4050.pdf

- EDI 856 documents must be transmitted the same business day that the order ships.
- EDI documents for V2C orders must always be transmitted to the Macy's "HotBox" The COMM-ID for the "HotBox" is 08 - 6113310288. Note that this ID is for 856 documents only.
- EDI 856 documents must contain carrier tracking information, transmitted in the document's BOL field.
- Vendor must transmit VICS **EDI 810 invoice** utilizing mapping version 4010 or higher. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/VD_4050-810.pdf
- EDI 810 documents must contain the carrier's 4-character SCAC code.
- EDI 856 documents must contain the carrier's 4-character SCAC code.
- Charges for Value Added Services must be added to the EDI 810 document.
- Transmit VICS **EDI 846 Inbound - Inventory Advice** utilizing mapping version 4010 or higher. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/VD_4050-846.pdf
- EDI 846 documents will be transmitted on a schedule approved by the Vendor Direct Operations office at (770) 908-3562
- Vendor must receive VICS **EDI 820 Remittance Advise** utilizing version 4010 or higher. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/820_4050.pdf
- Vendor must transmit EDI 997 Functional Acknowledgement document. Mapping guide for this document may be accessed via the following link: http://www.macysnet.com/EDI/pdf/4050/997_4050.pdf

For mapping detail on any of these documents, visit <http://www.macysnet.com/Edi>. Vendor Direct orders are subject to Macy's Expense Offset Policy detailed at <http://www.macysnet.com/VS/standards/VendorStandards>. Charges specific to Vendor Direct are listed under "TECHNOLOGY EXPENSE OFFSETS" section of the Macy's Vendor Standards Manual.

Shipping Requirements

- UPS Third-Party Billing (pre-paid freight) using Macy's shipper number is the standard. *In the unusual event that UPS charges the vendor an additional amount beyond the amount pre-paid by Macy's, the accessorial freight charge may be included on the vendor 810 invoice as a separate item.* Setup instructions for the Macy's V2C UPS 3rd Party Billing program may be accessed via the following link: <http://macysnet.com/VS/standards/VD/3rdPartyShippingSetupInstructions.pdf>
NOTE – Each vendor must be assigned a unique UPS shipper account number for all Macy's V2C shipments. Do not use any UPS accounts listed in Macy's Routing Guide, as these accounts relate only to inbound warehouse orders.
- Under certain circumstances, the V2C business manager may authorize a vendor to use a carrier other than UPS. If approved, applicable freight charges and fees must be separately stated and included on the EDI 810 invoice for the actual amount. Do not

send a bulk invoice for freight for multiple shipments. For more information on the billing of freight charges, visit macysnet.com/Edi for 810 mapping information. To discuss freight options, contact the V2C program director at (212) 704-1625.

- ❑ Vendor must be able to ship to all U.S. Military Addresses, P.O. Boxes, Hawaii, Alaska, Puerto Rico, Guam and other U.S. Territories. Alternate carriers (e.g., USPS - United States Postal Service) can be used for these shipments. The V2C operations manager at (770) 908-3562 must approve the use of a carrier other than UPS in advance.
- ❑ Whether using Macy's UPS shipping account or its own shipping account, vendors may charge for freight and approved handling charges **only** on the initial shipment. Subsequent shipments to complete the order must be done at the vendor's expense.
- ❑ Vendor will be the shipper of record whether using the Macy's UPS shipping account or its own shipping account.
- ❑ All problems and issues regarding shipping/delivery must be resolved by the vendor.
- ❑ Shipments that are misrouted due to vendor error must be resolved at vendor's expense.

Other Vendor Requirements

- ❑ Before beginning participation in the V2C program, a vendor must review, sign, and return the Macy's Vendor Direct Trading Agreement, which will be provided during initial contacts with our representative
- ❑ Vendor must ship the complete order to the consumer within two (2) business days of receiving the EDI 850 Purchase Order, unless otherwise specified in writing by Macy's or the customer.
- ❑ No product substitutions are permitted.
- ❑ V2C Operations Office, Macys_V2C_OPs@macys.com, must be notified when product will not ship within the required two (2) business days, regardless of reason. Notification must be made in writing (via email) within one business day of receiving the EDI 850.
- ❑ If the V2C Operations Office makes an inquiry about an order that is overdue or in jeopardy of becoming overdue, a vendor must respond to the inquiry within one (1) business day
- ❑ A Macy's branded packing list must be included with all V2C shipments. Required elements for this packing list are posted on the "**EDI 850 with Vendor Direct (to consumer) orders**" mapping guide (link listed above in the EDI requirements section). The packing list also may be generated via Inovis or similar 3rd party EDI service for a nominal charge.
- ❑ Vendor must use the Macy's reservation number as a reference in its delivery system to assist with shipment tracking.
- ❑ Price change requests must be submitted as far in advance of the proposed effective date as possible to the appropriate Macy's/Bloomingdale's merchant and the V2C Operations Office using an electronic format (Excel or CSV file) that includes product UPCs, along with current and proposed pricing/proposed effective date. Note that

Macy's makes its own retail pricing decisions and reserves the right to assess each price change request. Vendor must allow a minimum of five (5) business days for price change information to be reviewed and, if accepted, updated on Macy's systems. If Macy's agrees to a price change request, orders placed while the former price is in effect must be honored.

- ❑ Vendors in the V2C program are reviewed monthly against Federal Trade Commission (FTC) performance benchmarks. Vendors that fall below the FTC standard are subject to review and corrective action, which include probation and/or termination from the V2C program.

Daily Alerts and Notifications

- ❑ Vendors will receive an automated email alert/notification when a key EDI response has not occurred within the expected time window. Examples of such alerts include EDI 997 Functional Acknowledgements and EDI 856 ASNs. Vendors must respond to alerts by noon on the next business day with an emailed assurance sent to Macys_V2C_OPs@macys.com that orders have shipped and EDI responses have been transmitted. If the order has not shipped, the vendor must call the V2C Operations Office at (770) 908-3562 to notify that shipment will be late and provide additional information.

Claims and Returns

- ❑ If UPS deems an order undeliverable, a vendor must contact the V2C Operations Office immediately at (770) 908-3562 or via email at Macys_V2C_OPs@macys.com for ship-to address verification. Vendor is responsible for providing **Proof of Delivery** to the V2C Operations Office at (770) 908-3562 or via email at Macys_V2C_OPs@macys.com at the request of the V2C Operations Office within 24 hours of the request.
- ❑ If Proof of Delivery is not provided, the vendor must **replace the merchandise** at no cost to Macy's or the consumer. If vendor does not do so, Macy's will assess an expense offset to the vendor. A vendor may not use Macy's shipper number to ship replacement merchandise.
- ❑ If a consumer contacts Macy's Consumer Service stating that s/he was short shipped against the packing list, the V2C Operations Office will contact the vendor to ship all missing items to the consumer immediately and the vendor will comply.
- ❑ If a consumer contacts Macy's Customer Service stating that s/he received the wrong merchandise and not the items ordered, a call tag to reclaim the incorrect merchandise must be issued by the vendor within 48 hours of the consumer's complaint. Macy's will charge back the vendor for the incorrect merchandise, credit the consumer, and reorder the correct merchandise. The vendor may not use the Macy's shipper number either to retrieve the incorrect merchandise or to ship the correct merchandise.
- ❑ If a consumer contacts Macy's Consumer Service stating that the merchandise received is damaged or defective, the V2C Operations Office will contact the vendor to provide a replacement at no cost. The vendor may not use the Macy's shipper number to ship replacement items.
- ❑ Macy's requires its V2C vendors to accept consumer returns for unwanted merchandise in saleable condition. The V2C Operations Office must be notified at (770) 908-3562 or

via email at Macys_V2C_OPs@macys.com of any consumer returns within two (2) business days. Any changes or exclusions to such procedure must be negotiated among the vendor, Macy's merchant, and V2C program director and documented in writing.

Packing Slip

- All V2C orders must have a Macy's or Bloomingdale's branded packing list enclosed in each carton shipped to the consumer. If a vendor is unable to produce the packing list from the data transmitted in the 850 purchase order, it may opt to sign up for the GXS/Inovis or similar 3rd party EDI service, which will generate a branded packing list for each order for a nominal.