



August 12, 2016

Dear Vendor:

As you know, Macy's is rapidly evolving into a seamless Omnichannel retailer that provides customers what they want, when they want it, and how they want it. This is requiring us to change some of our processes and systems – both internally and in the way we interface with our vendor resources. Product attributes are a critical component to continue our growth of Omnichannel selling. Vendor assistance is needed in accurately providing product attributes, features and benefits and product images to seamlessly offer our customer what she wants through all of our selling channels. The following describes some changes you will need to make related to information transmitted via the GXS/Open Text catalogue and EDI 832 document:

In accordance with the [GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce](#), we need our Vendors' partnership to:

Provide all relevant **Attribute Information**, including new Extended Attributes. Macy's has been accepting these values from GXS/Open Text since April, 2015 and therefore is requiring that all vendors supply extended attributes **immediately**.

Provide **Features & Benefits**. Macy's has been accepting this information from GXS since April, 2015. Vendors are expected to provide features and benefits no later than **December 31, 2016**.

Provide **Product Images and/or Image Data**. Macy's is in the process of accepting images/data. Vendors are expected to be prepared to provide product images/image data by **June 30, 2017**.

*Timeframe: All extended attributes and images, must be provided at least 8 weeks prior to the Macy's purchase order InDC date. For example, if product is for an April InDC date, U.P.C.s must be available in the catalog with attributes and images no later than February week 1.

To support Vendors in these tasks:

- Relevant information will be updated on macysnet.com. Please continue to monitor macysnet.com for additional information, including [EDI Mapping Guides](#).
- Information will be available specific to Macy's on the GXS/Open Text site, <http://www.gxs.com/macys/compliance>
- GXS and Macy's will be conducting vendor seminars/webinars to address any concerns or questions.

We are excited to continue to build upon our mutual success as our Omnichannel practices evolve and we develop new ways to service our customers.

Please contact GXS (cataloguesupport@gxs.com or +1 877-446-6847, Option 2, Option *, Option 4, Option 1) or Macy's EDI Department at 513-782-1805 with any questions.