



VENDOR DIRECT TO CONSUMER (V2C)  
SUPPLEMENTAL STANDARDS

**Updated March 2015**

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## Macy's/Bloomingdale's Vendor Direct-to-Consumer Overview

Macy's, Inc. and its affiliates (collectively, "Macy's" and "Bloomingdale's") have established a **"Vendor Direct-to-Consumer (aka "drop ship") Program"** (sometimes referred to as "V2C") to provide consumers with a vast number of products not normally carried by either the brick and mortar or online stores of Macy's/Bloomingdale's. The items made available include odd sizes, unique colors, and secondary assortments. In addition, 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. Macy's/Bloomingdale's V2C also program permits Macy's/Bloomingdale's and our vendors to increase sales, improve consumer satisfaction and enhance efficiency for our mutual benefit because we are benefitting our customers.

The Macy's/Bloomingdale's V2C program, which utilized EDI technology, also utilizes the "Direct to Consumer Guidelines," as posted at [www.gs1us.org](http://www.gs1us.org). For those vendors unable to trade documents via EDI, a third party EDI service can be used to assist with flexible file exchange options. Vendors who are interested in participating in Macy's/Bloomingdale's V2C Program should contact R. Crawford in the Vendor Direct Program Management Office at (770) 491-2376.

In addition to these Vendor Direct Standards, all V2C transactions **also are governed by the [Vendor Standards](#), which include the [Purchase Order Terms and Conditions](#)**, all as posted on macysnet.com. Note that, once a consumer order is taken utilizing EDI documents, an EDI 850 PO 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 the V2C program director and provide Macy's/Bloomingdale's with an EDI 856 ASN (Advance Shipment Notification) indicating that shipment has been made to the consumer. To complete the transaction, the vendor must submit an EDI 810 Invoice to Macy's/Bloomingdale's for payment. The material below provides a general overview of certain requirements for vendors that wish to participate in the Vendor Direct V2C program:

### EDI Requirements

1. Vendors may also use a third party EDI provider to trade transactions where both EDI and non-EDI formats are supported. U.P.C. or EAN catalog data must be provided electronically via GXS/Inovis Catalogue™ (Macy's/Bloomingdale'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.
2. Vendors must utilize VICS mapping version 4010 or higher when exchanging documents. [Mapping Guides](#) for required documents may be accessed via macysnet.com.
3. Vendor must retrieve **EDI 850 Purchase Order 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.
4. Vendor must transmit **EDI 856 Advance Ship Notice (ASN)** the same business day that the order ships. EDI 856 documents must contain carrier tracking information, which are transmitted in the document's BOL field. EDI 856 documents must contain the carrier's 4-character SCAC code.

5. Vendor must transmit EDI **810 Invoice**. The EDI 810 document must contain the carrier's 4-character SCAC code. Charges for Value Added Services must be added to the 810 document in the SAC segments (see mapping).
6. Transmit EDI **846 Inbound - Inventory Advice**. EDI 846 documents will be transmitted once daily unless preapproved by the Vendor Direct Operations office at (770) 908-3562.
7. Vendor must receive EDI **820 Remittance Advice** utilizing version 4010 or higher.
8. Vendor must transmit EDI **997 Functional Acknowledgement** document for all inbound to vendor transactions.
9. Vendor Direct orders are subject to Macy's Expense Offset Policy as detailed in the [Vendor Standards](#).

## Shipping Requirements

1. 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 EDI 810 invoice as a separate item. Setup instructions for the Macy's V2C UPS 3rd Party Billing program are detailed in the [Routing Guide](#).
2. **NOTE – Each vendor must be assigned a unique UPS shipper account number for all Macy's/Bloomingdale's V2C shipments. Do not use any UPS accounts listed in Macy's [Routing Guide](#), as these accounts relate only to inbound warehouse orders.**
3. 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 due to out of stock inventory not being reported on the EDI 846 must be done at the Vendor's expense.
4. Vendor will be the shipper of record whether using the Macy's UPS shipping account or its own shipping account.
5. All problems and issues regarding shipping/delivery must be resolved by the Vendor.
6. Shipments that are misrouted due to Vendor error must be resolved at vendor's expense.
7. Vendors are required to ship 'signature required' service level (to be paid by Macy's) for any items greater than \$500 cost. Note: This coverage does not take the place of declared value/insurance service level. The Vendor is responsible for self-insuring against loss above UPS standards for claims and requests.

## Other Vendor Requirements

1. Before beginning participation in the V2C program, a Vendor must review, sign, and return the Macy's/Bloomingdale's Vendor Direct Trading Agreement, which will be provided during initial contact with our Programs Team.
2. 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 within the Trading Agreement or the customer.
3. No product substitutions are permitted.
4. The assigned V2C Operations Specialist 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 the one business day of receiving the EDI 850.
5. 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

6. All V2C orders must have a Macy's/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 EDI 850 purchase order, it may opt to sign up with a third party EDI provider. This provider will generate a branded packing list for each order for a nominal fee.
7. Vendor must use the Macy's/Bloomingdale's internet order number, reservation number and purchase order numbers as reference on the branded packing slip to assist customer service with shipment tracking.
8. 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 U.P.C.s, along with current and proposed pricing/proposed effective date. Note that Macy's/Bloomingdale'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/Bloomingdale's systems. If Macy's/Bloomingdale's agrees to a price change request, orders placed while the former price is in effect must be honored.
9. 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 includes 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 the same business day with an emailed assurance sent to the assigned V2C Operations specialist 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) 491-2423 to notify that shipment will be late and provide additional information.

## Claims and Returns

1. If UPS deems an order undeliverable, a Vendor must contact the V2C Operations Office immediately at (770) 491-2423 or via email to the assigned V2C Operations Specialist for ship-to address verification. The Vendor is responsible for providing **Proof of Delivery** to the V2C Operations Office at (770) 491-2423 or via email at the request of the V2C Operations Office within 24 hours of the request.
2. If Proof of Delivery is not provided; the Vendor must **replace the merchandise** at no cost to Macy's/Bloomingdale's or the consumer. If Vendor does not do so, Macy's/Bloomingdale's will assess an expense offset to the Vendor. A Vendor may not use Macy's shipper number to ship replacement merchandise.
3. If a consumer contacts Macy's Consumer Service, stating that merchandise 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.
4. 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 inquiry. 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.

5. 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. A call tag to reclaim the damaged or defective merchandise or instructions for customer to destroy in the field must be issued by the Vendor within 48 hours of contact by the V2C team. A threshold for product to be destroyed in the field is preferred to lessen requisite correspondence.
6. Macy's/Bloomingdale's requires its V2C Vendors to accept consumer returns for unwanted merchandise in saleable condition. The V2C Operations Office must be notified at (770) 491-2423 or via email to the assigned V2C Operations Specialist of any consumer returns within two (2) business days. Macy's/Bloomingdale's will credit customer once this confirmation has been received. Any changes or exclusions to such procedure must be negotiated among the Vendor, Macy's/Bloomingdale's merchant, and V2C Program Director and documented in writing.