



Revised May 22, 2015

February 6, 2015

Dear Vendor:

This information does not apply to our private brand business (Macy's Merchandising Group).

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 catalogue and EDI 832 document:

We need our Vendors' partnership to:

- Provide all relevant attribute information in accordance with the [GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce](#).
- Provide Product Images in accordance with the [GS1 Best Practice Guideline for General Merchandise Product Image Exchange between Trading Partners](#).
- Macy's will be prepared to start taking in these values from GXS by April 15, 2015. All Vendors must provide these attributes by no later than August 28, 2015.
- Effective August 28, 2015 extended attributes and images will be required 8 weeks prior to the purchase order InDC date.

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 site, <http://www.gxs.com/macys/compliance>
- GXS 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 the customers of today and tomorrow.

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.