



VENDOR DIRECT PROGRAM

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The Vendor Direct business at Macy*/Bloomingdales has continued to experience healthy sales growth over the past 5+ years. To support this exciting progress, Macy*s Vendor Direct is migrating all processes to a new and improved platform utilizing Anatwine as our exclusive third party provider. Anatwine is an established UK-based company who is making its debut in the United States with Macy*s, Inc. With this change, we expect the Vendor Direct process to become more efficient, allowing for accelerated sales growth for Macy*/Bloomingdales and our vendors.

Who is Anatwine?

Anatwine is a globally unique software and service platform specializing in connecting customers, vendors and retailers electronically, (via EDI and/or Application Program Interface). Anatwine operates Vendor Direct Drop Ship programs in over 56 countries with leading online retailers, pure players and global platforms. Anatwine is Macy*s and Bloomingdale's exclusive partner for the Vendor Direct program.

Quick & Simple Integration

Through a cutting edge 21st century trading platform, Anatwine can support you via the standard EDI message formats or via the custom built vendor APIs (Application Program Interfaces). Anatwine's team of skilled consultants can work with you to ensure you can launch quickly and effortlessly onto the Macy*s/Bloomingdale's Vendor Direct program.

Vendor Success

Once successfully connected, Anatwine's Client Success Teams will work with you to ensure you have a point of contact to escalate business and technology issues and to help and drive the maximum value realization from the Macy*s/Bloomingdales Vendor Direct partnership. Anatwine will also work with you to identify additional revenue-generating opportunities within their Globally Connected Network.

Support Services

Anatwine operates a 24/7 global support infrastructure, whose U.S. experts are highly skilled and knowledgeable on the Macy*s/Bloomingdales Vendor Direct program and are there to support and address any issues you may encounter.

Anatwine Resource Centre

Anatwine has an extensive, online library of user guides, how-tos, short videos and platform documentation, available to support and educate both new and existing vendor staff.

Clarity and Sales Opportunities

Anatwine works with Macy*s to provide better visibility into the product on boarding process, giving up-to-date and precise information on whether products are online, and if not, exception reporting to determine root causes. Anatwine will give you the control you need to improve your product coverage and increase sales.

NEW - Reporting Suite including Product "On Line" Status Report

NEW - Product Line Management

NEW - Cost Price Management

NEW - Improved - Data Compliance

Direct EDI Document Set

Straightforward EDI requirements are tested and agreed through the Anatwine self-service portal:

- From the vendor to Macy*s/Bloomingdale's - 856 Shipment notice
- From the vendor to Macy*s/Bloomingdale's - 810 Invoice
- From the vendor to Macy*s/Bloomingdale's - 846 Inventory advice
- From the vendor to Macy*s/Bloomingdale's - 832 Price/Sales catalogue
- From/to the vendor to/from Macy*s/Bloomingdale's - 997 Functional Acknowledgement
- To the vendor from Macy*s/Bloomingdale's - 850 Purchase order
- To the vendor from Macy*s/Bloomingdale's - 820 Remittance advice

All documents are thoroughly tested and certified during Vendor Integration.

Not EDI capable? Anatwine's purpose built Vendor API (Application Program Interface) offers RESTful interfaces which may better align with your existing business processes. **Anatwine is required for all vendors who participate in the Macy*/Bloomingdales Vendor Direct program. Keep in mind that no matter your limitations we are dedicated to make the Vendor Direct program work for you.**

To Discuss Further Please Contact the Anatwine

Email vendordirect@anatwine.com or call: 646-733-4662