

PIM TRAINING DOCUMENT USERS: VENDOR

Article Creation - Excel Template

Latest Version: 4/6/2021

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STEP 1: DOWNLOAD A PIM TEMPLATE

1. Click \mathbb{Q} Search > Search Thing Domain:

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4	Home						
•	My To-Do's All tasks	•			Last refreshed	1 minute ago 🕻	к ж К Ж
Q	Search	Online Enrichment Workflow	24 Article Update Workflow	3 Update Display Unit	Display Unit (Created by Vendo	4 Dr
	47 Article Creation	n				More details	»

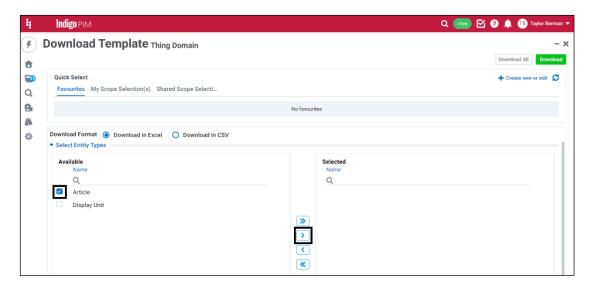
2. Select the upload arrow $\overline{\mathbf{A}}$ from the Search Screen to Download a template:



3. Click Download a template:

Upload Bulk Entities			×
	• Upload file	Finish	Next
	Download a te	emplate	
	(<u>†</u>		
	Drag & Drop f		

4. Select **Article** from the Available Entity Types and click the single arrow to move it into the Selected screen:



- **Note:** Do not select Display Unit when you are creating articles. If you do have a Display Unit to create, you can download a separate template, but we recommend creating Display Units directly in PIM.
- 5. Scroll down and open the Select Classification/Enhancer Attributes Values and open the PIM Hierarchy selection screen:

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ŧ		Download All Download
	Quick Select	+ Create new or edit 💋
Q	Favourites My Scope Selection(s) Shared Scope Selecti	
8	No favourites	
1		
\odot	Download Format Download in Excel Download in CSV	
	Select Entity Types Select Classification/Enhancer Attributes Values	
	PIM Hierarchy 🕲	
	Required	

6. Find the PIM Hierarchy that your products fall under – type a keyword in the search or click through the nodes – select the Hierarchy, and then click select:

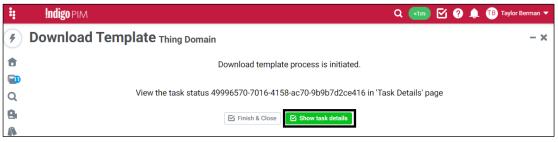
÷	Indi!	Edit >> PIM Hierarchy	×	Taylor Berman 🔻
	Indi Down Favc	Edit >> PIM Hierarchy	×	Taylor Berman V
		Cancel Select		

Note: You can select multiple PIM Hierarchies if you need to create articles that fall under different hierarchies. If you are unsure of which PIM Hierarchy you should choose, please email <u>PIM@indigo.ca</u> with a list of the type of products you carry, and someone will advise you.

7. Click Download All:

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۶ ۲	Download Template Th	ing Domain	Download All					
	Quick Select		+ Create new or edit 💋					
Q	Favourites My Scope Selection(s) S	Shared Scope Selecti						
8		No favourites						
\$								
	PIM Hierarchy Footwear ×	<u>_</u>						

8. Click Show task details:



9. Click the download arrow \pm to Download:

÷	Indigo PIM			Q 📶 🗹 ? J	🌲 🕕 Taylor Berman 🔻
4	Task Detail Entity Data	Template Completed			- ×
ŧ	File Name 49996570-7016-4158-ac70-9b9b7	Task ID 49996570-7016-4158-ac70-9b9b7	Profile Name sys-internal_export_model-templa	Task Status Completed	
Q	Start Time 03/29/2021 01:16:52 PM	End Time 03/29/2021 01:16:55 PM	Submitted by Taylor Berman	Total Records 1	± ₽
9	Summary Errors/Messages				
8	Processing Details				
ø	Success (1)				
	Processing (0) 100%				
	• Error (0)				
	Ignore (0)				

Note: The download may not be completed right away. If it still says Processing, click on Refresh 🧭 -- You may need to click refresh more than once. Once the Task Status says Completed, you can then download the file.

Note: If you clicked Finish & Close instead of Show task details, you can download the file from Task Status. Click on the Task Status icon if from the Top Bar menu, select "<u>Entity</u> <u>Data Template</u>" from the Type dropdown, and click the file name to download the file:

		Q 📶 🗹	👔 🌲 🔳 Taylor Berman 🔻
Task S	tatus		Last refreshed now 🔉 🕽
Type Entity Data	a Template	Status All	From Last ▼ 7 Days ▼
Q Search	h		My Tas
			1 - 3 / 3
	49996570-7016-4158	03/29/2021 01:16:52	@indigo.ca
\sim	COMPLETED	Total 1 record(s) sub	View Details
	343b38f6-5f51-46c4-a	03/29/2021 12:54:05	@indigo.ca
\sim	COMPLETED	Total 1 record(s) sub	View Details
	031e0436-b81d-4116	03/29/2021 10:32:23	@indigo.ca
	COMPLETED	Total 1 record(s) sub	View Details

10. Open the file in Excel – click Enable Editing and Enable Content and go to the Entities tab:

A	utoSa	re • • • • • • • • • • • • • • • • • • •	'- ▽ 謳 - ₪ ⊘ ∏	1 (1) V	cda9afca-57de-4d18-9a9a-ebbbe6722df5	0_out - Protecte	d View 👻	€ Search			Taylor Berman	10	- 0	×
File	2	Home Insert Page Layout	Formulas Data Rev	iew View Dev	eloper Kutools ™ Kutools Plus	Add-ins H	elp					🖻 Share	🖓 Commer	nts
i	PRO	TECTED VIEW Be careful—files from t	the Internet can contain viruses	Unless you need to ea	dit, it's safer to stay in Protected View.	Enable Editing								×
A	itoSas		ᇦᆇᄪᇗᇥᇫᇢ	🔚 🖻 🕁 cda	9afca-57de-4d18-9a9a-ebbbe6722df5_0_o	ut - Excel	O Search				Taylor Berman	TB EE	- 0	×
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5	2													
-	3		These are all read only	,										
_	4	TEMPLATE NAME	RS EXCEL											
	5	TEMPLATE VERSION	V1.0											
<i>8</i> 6	6	MULTI VALUES DELIMITER	11											
	7	CONTEXT PATH DELIMITER	>>											-11
	8	LEGENDS												-11
	9													-11
		Туре												- 1
		SYSTEM/RELATIONSHIPS	COLLECTION		MANDATORY COLLECTION									- 1
		GLOBAL			MANDATORY COLLECTION									-11
		GLOBAL ENHANCER	COLLECTION		MANDATORY COLLECTION									-11
		CONTEXT	COLLECTION		MANDATORY COLLECTION									- 1
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57	17													-
	18													
ø	-	Help Entities Rel	ationships (+)				1	t						Þ

STEP 2: FILL IN MANDATORY VENDOR ATTRIBUTES

Mandatory Vendor Attributes

The following attributes are mandatory – you must fill out these attributes accurately for PIM to accept the upload and for the Merchant to be able to cut a purchase order. See Appendix I for a detailed, column-by-column explanation of accurate data entry.

- Type •
- PIM Hierarchy •
- UPC/EAN •
- Vendor Name •
- Vendor Article Name
- Buyer Group •
- Vendor Cost Price •
- Cost Price Currency
- Vendor MSRP (CAD)
- Consumer Lifestage Code •
- Country of Origin •
- Item Is A Set •
- Number of Items in Set*
- Article Length
- Article Width
- Article Height
- Consumer Package Length

- Consumer Package Width
- Consumer Package Height
- Article & Package Measurement Unit •
- Article Weight •
- Consumer Package Weight
- Article/Package Weight Unit •
- Vendor Master Carton Quantity •
- Master Carton Length •
- Master Carton Width •
- Master Carton Height •
- Master Carton Measurement Unit
- Master Carton Weight
- Master Carton Weight Unit •
- Has An Inner Carton? •
- Vendor Inner Carton Quantity**
- Vendor Drop Ship
- Minimum Age****
- Maximum Age****

*Mandatory if Item Is A Set is TRUE

**Mandatory if Has An Inner Carton? Is TRUE

***Mandatory if Consumer Lifestage Code is BABY & KIDS or ADULT

Mandatory US Attributes

If your products are to be sold in our US store, you must also add the US attributes.

- Vendor Short Item Name US •
- Kiosk Item Name US
- Kiosk Product Description US
- Vendor MSRP US

Mandatory Online Enrichment Attributes

For your product to be sold on Indigo.ca, you must fill out the Mandatory Online Enrichment Attributes.

- Core Online Product Name •
- Online Product Description English CA
- Online French Item Name •
- Online Product Description French CA

For Drop Ship products, these attributes (and images) are mandatory to send the articles for merchant approval. For DC only, online enrichment can be added at a later time, but must be added at least two weeks before the products land in our Online DC.

STEP 3: UPLOAD FILE TO PIM

1. Click \mathbb{Q} Search > Search Thing Domain:

:	Indigo PIM		Q <1m	🗹 🥐 🌲 🚯 indigovendor1 /	Admin 🔻
4	Home				
	My To-Do's All tasks	•		Last refreshed 1 minute ago 🧲	3 22
Q B	Search	Online Enrichment Workflow	Article Update Workflow Update Display U	3 Display Unit Created by Vence More detai	

2. Select the upload arrow $\overline{\mathbf{A}}$ from the Search Screen:

:	Indigo PIM		Q 📶 🗹	? 🌲 i ind	ligovendor1 Admin 🔻
4	Search Thing Domain -		Ay E	English - United Sta	tes - 🗴 - 🗙
	Q Search 💿 🍸 Filter 🔻	Type: Article			
	show "Article" sorted by Modified On desc Las	t refreshed now 1 - 50 / 124 🗹 Actions 🔻	Ľ₿¥.	- C Default	▼ Tabular ▼
Q	Thumbnail UPC/EAN	Vendor Vendor Article Na.	PIM Hierarchy	Brand	Buyer Group

3. Click Upload File to browse and select the file to upload, or drag and drop the file from your computer:

Upload Bulk Entities			×
	• Upload file	2 Finish	Next
	Download a	template	
	Drag & Drop Upload	files here	

4. Click Show Task Details:

Upload Bulk Entities	×
• Upload file Finish	
Entities are created/updated using the uploaded file	
View the task status b7729e24-c821-4f18-b217-3c1d6459c9e6 in 'Task Details' page	
Finish & Close Upload more entities Show task details	

5. Click Refresh 💭 if it is still Processing – you may need to refresh multiple times. Once the Upload is complete, the Processing Details should say Success and the Sub-details should say Create:

:	Indigo PIM			Q 💷 🗹 ?	🌲 🤖 indigovendor1 Admin 🔻
4	Task Detail Entity Data	Imports Completed			- x
€ 2	File Name documentation test upload.xlsm Start Time 04/08/2021 01:51:13 PM	Task ID b7729e24-c821-4f18-b217-3c1d6 End Time 04/08/2021 01:51:17 PM	Profile Name sys_import_data_excel_ui_task_b Submitted by indigovendor1 Admin	Task Status Completed Total Records 6	± ©
9	Summary Success Detail Errors/Me	essages Related Tasks 💌			
	Processing Details Success (6) Processing (0) Error (0) Ignore (0)	Sub-details Create (6) Update (0) Delete (0) No Change (0)	100%	Related Tasks Parent Tasks (0) (0) (0)	riid Tasks)-

Note: If you clicked Finish & Close instead of Show task details, you can still look at the Detail through Task Status. Click on the Task Status icon **1** from the Top Bar menu, select "<u>Entity Data Imports</u>" from the Type dropdown, and click View Details to view the Task Detail page:

		Q 📶 🗹 ?	🗼 i A indigovendor1 Admin 🔻
Task St	atus		Last refreshed now 🞜 🗙
Type Entity Data	Imports	Status	From Last ▼ 7 Days ▼
Q Search			
			1-1/1
×	documentation test up COMPLETED	04/08/2021 01:51:13 Total 6 record(s) sub	indigovendor1@riversand.c View Details

STEP 4: SEND FOR MERCHANT APPROVAL

1. On the **Home** page, click Refresh 💭 on the My To-Do's task window. The number of articles you created should appear in the Created by Vendor Workflow. Click **More details** in the Article Creation workflow step:

ŧ	Indigo PIM		Q 📶 🗹	? 🔔 i A indigovendor1 Admin 🔻
4	Home			
1	My To-Do's			Last refreshed 1 minute ago
	All tasks 👻			_
Q	Created by Vendor Online Enrichment Workfle	w Article Update Workflow Upd	date Display Unit Disp	lay Unit Created by Vendor
8	53 Article Creation			More details »
	9 Rework			More details »

2. Click on Ready for transition:

÷	Indigo PIM	Q <1m 🗹 ? 🌲 🕼 indigovendor1 A	Admin 🔻
4	Home		
•	My To-Do's All tasks	Last refreshed 2 minutes ago 🗧	2 23
Q B	62 Created by Vendor Online Enrichment W	4 Vorkflow Article Update Workflow Update Display Unit Display Unit Created by Vendor	[
	53 Article Creation 25 Ready for transition 28 Mandatory	Hide detail	s »

Note: If there are articles under Mandatory Vendor Attributes, it means that one or more of the Mandatory Vendor Attributes are missing or the data is formatted incorrectly. See Appendix III – Troubleshooting Mandatory Vendor Attributes for more details on how to find and correct these errors. Once corrected, the Articles will show up under Ready for transition and you can continue with the next steps.

3. Select the Articles and click Actions > Workflow Transition:

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Sea	arch Thing Dom	nain 🔻 🛛 Reset					English	- United States 👻 🏟 -	- ×
Q, Sea	arch 💿	▼ Filter ▼	Type: Article		T UPC/EAN				
	Article" pending Article Cro	eatio Last refresh	ed now 21 selected	1	- 21 / 21 🗹 Actions	Сĝ	∓ ±• p	Default 🔻 Tabular	•
	Thumbnail	UPC/EAN 🚖	Vendor	Ve	BASIC	rarchy	Brand	Buyer Group	Onli
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	A 🔊	2413416354205	710674-MELISS	as	Paste Snapshots	erarchy>>	#####	Agendas & Calen	fg
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✓	A 🔊	3564123500009	710674-MELISS	Τe	Release Task	erarchy>>		Cards & Wrap - R	
~		444444444413	714664-MOLESK	Τe	Reassign Task	erarchy>>	LEGO®	Creativity - Winni	Te
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	A	444444444437	714664-MOLESK	Τe	Workflow Transition		LEG0®	Creativity - Winni	Te

4. Click Send for Merchant Approval:

Workflow Transition - Created by Vendor - Article Creation - 21 entities		×
Workflow Transition	2 Finish	Next
	S	end for Merchant Approval
Add a comment		

Note: You can Add a comment if you would like to, but it is not necessary.

Note: If you transition less than 15 articles, the messages should say **"Workflow" success** – if you are transitioning more than 15 articles, it will ask you if you want to Finish & Close or Show Task Details. You can Finish & Close – if you followed the steps above, the articles should all transition successfully.

Workflow Transition - Created by Vendor - Article Creation - 1 entities				
	Workflow Transition		Finish	
IDENTIFIER	NAME	DETAILS	Message	nish & Close
44444444413	44444444413		"Workflow" success	

APPENDIX I: ACCURATE DATA ENTRY

Legend: Mandatory	Mandatory - Conditional	Optional	Mandatory for US	Mandatory for Drop Ship	
Column Name	D	Data Entry Instructions			
Action	Le	ave blank	<		
Туре	Se	lect "artic	le" from the dro	p-down	
ID	Le	ave blank	(
Name	Le	ave blank			
PIM Hierarchy	NC dr	DTE: The Pl opdown v	IM Hierarchy val vill be determine	rchy for the product. Ues available in the ed by the ones you the template from PIM.	
UPC/EAN	nu er ind nu sp cc led UF	mber for the consure the consure the consumer of the constraint of	the barcode of the column is formation spaces or dashed you paste your U thand the field is perrors when you to on if they are part	PCs from a different formatted incorrectly, it upload. Please include of the valid 12 digit Ns, you can get them	
Vendor Name	yc	Select your vendor name from dropdown. If your Vendor Name does not appear in the drop-down list, please email <u>PIM@indigo.ca</u> .			
Vendor Article Name	Thi ap	The name of the article - maximum 40 characters. This is used internally and is not the name that will appear online. Please include colour & size variations in the names when applicable.			
Buyer Group	If y cc	ou are ur	nsure of the buye Ir Indigo buyer -	up from the dropdown. er group, please they will tell you which	
Market		Leave blank – this is a read-only field for vendors, and the merchant will input this.			
Vendor Cost Price	pri NC	ice for the DT enter c	item excluding	the planned purchase the landing cost. DO (\$, £, €). Price values mal places.	
Cost Price Currency		Select the currency of the cost price from the dropdown.			
Vendor MSRP (CAD)		ter sugge o decimo		in Canadian Dollars to	

Consumer Lifestage Code	Select from the dropdown the appropriate Consumer Lifestage Code: BABY & KIDS, ADULT or Other (Age Optional) NOTE: For items with a BABY & KIDS or ADULT Consumer Lifestage Code, Minimum Age and Maximum Age attributes under 5C-Product Characteristics are mandatory.
Brand	Select your brand - if it's not in the dropdown, select #####, and notify your merchant - they will submit a request to the PIM team to have the Brand name added to the system. Your Merchant will update the Brand name in PIM once it has been added.
Sub Brand	Select if applicable.
Manufacturer's Part Number	A unique identification number for the item, separate from UPC or EAN. This identification number will be included on purchase orders when provided - Enter your manufacturing number for the article if you require it for Purchase Orders
Country of Origin	Select country of origin from the dropdown - this is where the item is manufactured
Handling Indicator	Field used in SAP integration to communicate special handling instructions for the item to the logistics team. Select special handling indicator from the list of values if applicable.
HS Code Canada	Harmonized System code value for the item required for importing into Canada. Select the desired Canadian HS Code from the list of values.
Item is a Set	Indicates that this article is a set of items intended to be sold together as a single article (for example, a set of 4 bowls). This field is intended to inform the online customer and the Indigo logistics team picking the product at our DCs - select TRUE or FALSE
Number of Items in Set	If Item is a Set it TRUE, enter the number of items in the set. If FALSE leave blank (NOTE: previously there was a bug in this field that required loading a "0" – this has been fixed!).
Vendor Short Item Name US	The name of the article - max 30 characters
Kiosk Item Name US	The name of the article to appear on the Kiosk in the US stores (equivalent to Core Online Item Name) - use American spelling
Kiosk Product Description US	Product description to appear on the Kiosk in the US stores (equivalent to Online Product Description - English) - use American spelling
Vendor MSRP US	Enter suggested retail price in USD to two decimal places

	1
HS Code US	Harmonized Systems code value for the item required for importing into the USA. Select the desired US HS Code from the list of values.
Article Length	Enter the numerical value of the length of the item in inches or centimeters with 2 decimal places.
Article Width	Enter the numerical value of the width of the item in inches or centimeters with 2 decimal places.
Article Height	Enter the numerical value of the height of the item in inches or centimeters with 2 decimal places.
Consumer Package Length	Length of a single item in its packaged state. For soft goods this would be the "Defined" state as used by GS1.
Consumer Package Width	Width of a single item in its packaged state. For soft goods this would be the "Defined" state as used by GS1.
Consumer Package Height	Height of a single item in its packaged state. For soft goods this would be the "Defined" state as used by GS1.
Article & Package Measurement Unit	Select from the list of values the appropriate Item and consumer package measurement unit - inches or centimeters
Article Weight	Enter the numerical value of the weight of the item with 2 decimal places.
Consumer Package Weight	Enter the numerical value of the consumer package with 2 decimal places.
Article/Package Weight Unit	Select from the list of values the appropriate Item Weight unit - grams, kilograms, pounds or ounces
Vendor Master Carton Qty	The Master Carton Quantity indicates the number of units of the sellable article that are packaged in the Master Carton for distribution.
Master Carton Length	Enter the length of the master carton in inches or centimeters with 2 decimal places.
Master Carton Width	Enter the width of the master carton in inches or centimeters with 2 decimal places.
Master Carton Height	Enter the height of the master carton in inches or centimeters with 2 decimal places.
Master Carton Measurement Unit	Select from the list of values the appropriate master carton measurement unit - inches or centimeters
Master Carton Weight	Enter the numerical value of the weight of the master carton with 2 decimal places
Master Carton Weight Unit	Select from the list of values the appropriate Item Weight unit - grams, kilograms, pounds or ounces

1
Indicates if the Master Carton also contain smaller Inner Cartons of the item - Select TRUE if the Master Carton contains Inner Cartons of the item. Select FALSE otherwise. When TRUE is selected the Vendor Inner Carton Qty must also be completed
The Inner Carton Quantity indicates the number of units of the sellable article packed in the Inner Carton. The Inner Carton Quantity is only relevant if the Master Carton is subdivided into inner cartons containing 2 or more units of the sellable article If the field "Has Inner Carton" is selected as TRUE then an Inner Carton Quantity must be provided for values greater than or equal to 2 units. Enter the quantity of individual sellable units of the item contained in each Inner Carton. The Inner Carton Quantity should be divisible into the Master Carton Quantity. If FALSE then leave the field blank.
Leave blank – this is a read-only field for vendors, and the onboarder will input this.
Leave blank – this is a read-only field for vendors and will be copied over from the Vendor Drop Ship field.
Select to indicate whether your products are Drop Ship only, DC only, or Drop Ship and DC.
The English language name of the item to be displayed in on the online channel, store kiosk and item page in Canada
The French language name of the item to be displayed in online channel, kiosk and item page in Canada
English Online and Kiosk product description in Canada
French Online and Kiosk product description in Canada
Leave blank – this is a read-only field for vendors.
Most attributes in this section are based on selected PIM Hierarchy. They are generally used if the product is a variant - i.e. comes in different colours/sizes/scents/flavours/styles. If these fields do not apply to your products, leave them blank. If they do apply to your product, enter/select appropriate value.
Mandatory if Consumer Lifestage Code is BABY & KIDS or ADULT. Enter the recommended Minimum and Maximum ages for your product.
Leave blank – this is an internal field that indicates when the item was first created in PIM. For new articles, it must be left blank or will cause an upload error.

APPENDIX II: UPLOAD IMAGES

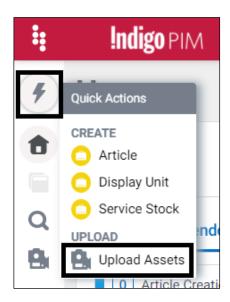
If your article will be sold online, you must provide images at least two weeks before the product arrives in our DC. PIM can accept up to 9 images per item.

Please be sure that all of your image files meet the following Image Criteria before uploading:

- File Naming Convention: UPC_#.jpg
- Images **must** be named this way in order to automatically associate with the UPC the number indicates the order that the images will appear on the item page on the website. Example:
 - **882709347845_1.**jpg (primary image will appear in search results and as the main image on the item page)
 - o **882709347845_2**.jpg
 - o 882709347845_3.jpg
 - o Etc.
- Minimum Size: 800x800px
- Minimum Resolution 72 dpi
- Image Ratio between 1:1 to 1:1.6863
- Maximum 9 images per article
- File Extension: .png, .jpg, or .gif

To upload images:

Click on the Lightning Bolt (Quick Actions menu), and click Upload Assets:



APPENDIX III: TROUBLESHOOT MANDATORY VENDOR ATTRIBUTES

If your newly created articles are showing under Mandatory Vendor Attributes, of if they are failing the workflow transition, you will need to fix them before you can send them for merchant approval.

1. Click **More details** in the Article Creation workflow step in the Created by Vendor workflow:

4	Indigo PIM		Q 💶	()	🔔 🚺 indigovendor1 Admin 👻
4	Home				
•	My To-Do's			Last	t refreshed 1 minute ago
	All tasks 🗸				_
Q	Created by Vendor Online Enrichment Wor	flow Article Update Workflow	Update Display Unit	Display U	nit Created by Vendor
8	53 Article Creation				More details »
	9 Rework				More details »

2. Click Mandatory Vendor Attributes:

ŧ	Indigo PIM		٥	<1m	⊠ ?	🌲 🙋	indigovendo	r1 Admin 🤻	-
4	Home								
↑	My To-Do's All tasks					Last	refreshed now	g x	
Q	Created by Vendor Online Enrichment Workflow Article Update Workflo	w Update Display Unit	t Display Unit Crea	ted by Ven	dor				
9	52 Article Creation 24 Ready for transition 28 Mandatory Vendor Attributes						Hide de	etails »	

3. Click on a UPC to take you to the Manage Article page:

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4. On the Summary tab, click on **Mandatory Vendor Attributes** from the **Things I need to fix** list – this will open a tab with the Mandatory Vendor Attributes:

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5. You will see error messages for the attributes that are missing or invalid. Correct them and then click save:

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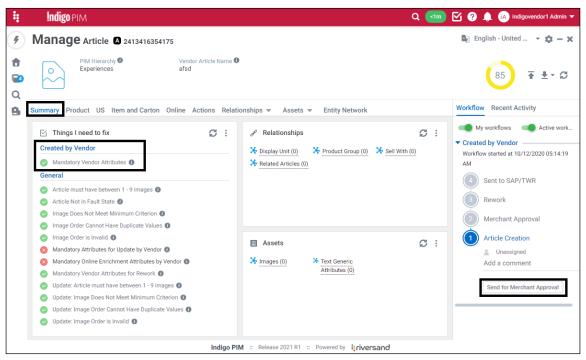
Note: In this instance, the fix would be to clear the 0 from the Number of items in Set field, by hovering over it and clicking the "x"

Number of items in Set 🕕		
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Note: After you save, the error message may still appear underneath the fixed attributes. This is normal! The Refresh button in the top right will flash red after a few seconds - *Click* it and the error message should be gone.



6. Go back to the Summary tab and the Mandatory Vendor Attributes should now have a green check mark and you can Send for Merchant Approval:



Note: Do not worry about the conditions that are under General – you will not be able to correct them – the only condition that matters in the initial Article Creation stage is the **Mandatory Vendor Attributes** under the Created by Vendor heading.

Note: You can send the articles individually after making corrections by clicking the Send for Merchant Approval button in the workflow section of the manage article page, or you can make corrections to all articles and then transition them all together by following Step 4: Send for Merchant Approval, which begins on <u>page 11</u>.