

Business Message Standard (BMS)

for

Plan/Retail Event

BRG: Plan

Version: 2.0.2

Date: 31.03.2005



Change Request Reference

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CR Submitter(s):	Eric Aronowitz
Date of CR Submission to GSMP:	08.01.2003

Business Requirements Document (BRAD) Reference

BRAD Title: BRD Retail Event – Business Requirements Document
BRAD Date: 30.06.2003
BRAD Version: 1.4

BRAD Title:
BRAD Date:
BRAD Version:

Document Summary

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Document Change History

Note: During development include revisions in history. Upon Approval, eliminate revisions and include only delta from previous version.

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
31.03.2005	2.0.0	Andrew Hearn	Initial Version in BMS/BSD template	Migration of BRD to standard BMS/BSD format	N/A
31.03.05	2.0.1	Andrew Hearn	Context Update	Updated the context listed within the document	N/A
23.04.07	2.0.2	Giovanni Biffi	Editorial Changes	Minor Editorial Changes to the Document	N/A

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1 Business Solution

1.1 Business Domain View

1.1.1 Problem Statement / Business Need

The Retail Event Message Business Requirements Document defines the business need, lifecycle, structure and content of messages that communicate information about retail events (such as promotions, product introductions, community or environmental events) that affect supply or demand. These messages are intended to replace the existing EAN.UCC XML Event message

Promotions and other retail events have a major impact on sales volume in the retail channel, at times generating many months' worth of sales for a product in a single week. Such major swings in demand can result in out-of-stock situations, high logistics costs, and large amounts of excess inventory if they are not planned and executed well.

Understandably, retail events are also a major focus of retailer/manufacturer collaboration initiatives such as Collaborative Planning, Forecasting and Replenishment (CPFR®). To be successful, both parties need a clear view of upcoming events, with agreed timing, terms and volume estimates. They also need to be alerted to any changes in promotion plans or product availability as quickly as possible

1.1.2 Objective

To supply the detail design of the Retail Event business transaction needed to meet the requirements of the referenced BRAD(s).

1.1.3 Audience

The audience of this standard is any participant in the global supply chain. This includes retailers, manufacturers, service providers, and other third parties.

1.1.4 Artefacts

(List of the artefacts that are used as either an input to the process or an output from the process, also indicating the different states that the artefact takes during the process.)

Artefact name	State	Artefact / State description

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1.1.5 References

Reference Name	Description
<i>GSMP Change Request # 03-000002</i>	
Retail Event Message Business Requirements Specification v 0.9 February 5, 2003	
<i>Promotion Announcement</i> (889) VICS EDI transaction set	
<i>EAN.UCC CPFR Event</i> XML message specification	
GCI/ECR CPFR June 2002 Event Management breakout session notes	
VICS CPFR Process team April 2002 requirements document	
Eric Aronowitz's event data model based on the VICS CPFR Process team feedback	
Matt Johnson's <i>Promotional Events: Business Scenarios and Functional Requirements</i> document, subsequently revised by Andrew Hearn	

1.1.6 Acknowledgements

(List of the individuals—and their companies—who participated in the creation, review and approval of this BMS.)

1.1.6.1 BRG Members

Function	Name	Company / organisation
BRG Co Chair	Mike Baxter	L'Oreal USA
BRG Co Chair	Fred Kempkes	Unilever
BRG Member	Eric Aronowitz	Kimberly-Clark
BRG Member	Tom Darnell	Agilisys
BRG Member	John Durovek	Transora
BRG Member	Tanya Erger	Kimberly-Clark
BRG Member	David Ferrell	Wal-Mart
BRG Member	Aaron Gomez	Drummond Group
BRG Member	Matt Johnson	Syncra Systems
BRG Member	Robert Rzepka	WWRE
BRG Member	Bill Tonetti	Agilisys
BRG Member	John Wolfson	Kraft Foods

1.1.6.2 ITRG Members

Function	Name	Company / organisation
ITRG Chair		
ITRG Member		
ITRG Member		
ITRG Member		
...		

1.1.6.3 Task/Project Group Participants (*where applicable*)

Function	Name	Company / organisation
Participant		
Participant		
Participant		
...		

1.1.6.4 Design Team Members

Function	Name	Organisation
Modeller	John Ryu	Uniform Code Council
XML Technical Designer		
EANCOM Technical Designer		
Peer Reviewer	Anders Grangard	Gencod

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1.2 Business Context

(Note: The business context of the business)

Context Category	Value(s)
Industry	All
Geopolitical	All
Product	All
Process	Plan
System Capabilities	EAN.UCC
Official Constraints	None

1.3 Additional Technical Requirements Analysis

1.3.1 Technical Requirements (optional)

Number	Statement	Rationale

1.4 Business Transaction View

1.4.1 Business Transaction Use Case Diagram

1.4.2 Use Case Description

Use Case ID	UC-1												
Use Case Name	Negotiation												
Use Case Description	This Use Case describes the processes of negotiation within the promotional event lifecycle.												
Actors (Goal)	Manufacturer or Retailer acts as the originator of the promotion event. The respondent acts as the recipient of the promotional event.												
Performance Goals													
Preconditions	Trading partner wishes to engage in some sort of promotional event.												
Post conditions	Successful: The originator of the event may modify and resubmit a proposed event or it will not take place. Unsuccessful: Rejection of proposal												
Scenario	Begins when... Continues with... <table><thead><tr><th>Step #</th><th>Actor</th><th>Activity Step</th></tr></thead><tbody><tr><td>1</td><td>Re-tailer, Manu-facturer</td><td>Makes the business case for the event – items and expected results</td></tr><tr><td>2</td><td>Re-tailer, Manu-facturer</td><td>The other party either accepts the proposal or rejects it</td></tr><tr><td>3</td><td>Re-tailer, Manu-facturer</td><td>The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.</td></tr></tbody></table> Ends when...	Step #	Actor	Activity Step	1	Re-tailer, Manu-facturer	Makes the business case for the event – items and expected results	2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it	3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.
Step #	Actor	Activity Step											
1	Re-tailer, Manu-facturer	Makes the business case for the event – items and expected results											
2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it											
3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.											
Alternative Scenario	<i>(any alternatives to the above scenario)</i> <table><thead><tr><th>Step #</th><th>Actor</th><th>Activity Step</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table>	Step #	Actor	Activity Step									
Step #	Actor	Activity Step											

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Related Requirements	<table><tr><td>1</td><td></td></tr></table>	1							
1									
Related Rules	<table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>								

Use Case ID	UC-2												
Use Case Name	Planning												
Use Case Description	This Use Case describes the trading partners identifying which products and locations are to be included in the promotion, and decide what specific price points, advertisements, displays, and other promotional activities will be included in the event. The parties also estimate what consumer demand will be, and what order quantities and timing will be required to keep the affected products in stock. This phase may overlap with negotiation.												
Actors (Goal)	Manufacturer or Retailer acts as the originator of the promotion event. The respondent acts as the recipient of the promotional event												
Performance Goals													
Preconditions	Trading partner wishes to engage in some sort of promotional event.												
Post conditions	Successful: Both parties accept the event or promotion. Unsuccessful: Rejection or cancellation of a proposal.												
Scenario	<div>Begins when...</div> <div>Continues with...</div> <table><tr><th>Step #</th><th>Actor</th><th>Activity Step</th></tr><tr><td>1</td><td>Re-tailer, Manu-facturer</td><td>Either the retailer or the manufacturer makes the business case for the event – proposing items and expected results.</td></tr><tr><td>2</td><td>Re-tailer, Manu-facturer</td><td>The other party either accepts the proposal or rejects it.</td></tr><tr><td>3</td><td>Re-tailer, Manu-facturer</td><td>The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.</td></tr></table> <div>Ends when...</div>	Step #	Actor	Activity Step	1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer makes the business case for the event – proposing items and expected results.	2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it.	3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.
Step #	Actor	Activity Step											
1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer makes the business case for the event – proposing items and expected results.											
2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it.											
3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.											
Alternative Scenario	(any alternatives to the above scenario)												

Business Solution Design

	Step #	Actor	Activity Step
Related Requirements			
	1		
Related Rules			

Use Case ID	UC-3												
Use Case Name	Execution												
Use Case Description	This Use Case describes any displays, ad materials or incremental product quantities are staged and presented to consumers.												
Actors (Goal)	Manufacturer or Retailer acts as the originator of the promotion or event. The respondent acts as the recipient of the promotional event												
Performance Goals													
Preconditions	Trading partner wishes to engage in some sort of promotional event.												
Post conditions	Successful: The originator of the event may modify and resubmit a proposed event or it will not take place. Unsuccessful: Rejection of proposal.												
Scenario	<p>Begins when...</p> <p>Continues with...</p> <table border="1"> <tr> <th>Step #</th> <th>Actor</th> <th>Activity Step</th> </tr> <tr> <td>1</td> <td>Re-tailer, Manu-facturer</td> <td>Either the retailer or the manufacturer makes the business case for the event including specific advertising tactics</td> </tr> <tr> <td>2</td> <td>Re-tailer, Manu-facturer</td> <td>The other party either accepts the proposal or rejects it.</td> </tr> <tr> <td>3</td> <td>Re-tailer, Manu-facturer</td> <td>The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.</td> </tr> </table> <p>Ends when...</p>	Step #	Actor	Activity Step	1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer makes the business case for the event including specific advertising tactics	2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it.	3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.
Step #	Actor	Activity Step											
1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer makes the business case for the event including specific advertising tactics											
2	Re-tailer, Manu-facturer	The other party either accepts the proposal or rejects it.											
3	Re-tailer, Manu-facturer	The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.											
Alternative Scenario	(any alternatives to the above scenario)												

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	Step #	Actor	Activity Step
Related Requirements			
	1		
Related Rules			

Use Case ID	UC-4														
Use Case Name	Post-event analysis														
Use Case Description	This Use Case describes both the manufacturer and the retailer evaluating the effectiveness of the promotion in meeting the objectives set out at the beginning of the process. Analysis of sales and delivery performance is used to develop more effective future promotional events														
Actors (Goal)	Manufacturer and Retailer														
Performance Goals															
Preconditions	Trading partner wishes to report the results of an event. Example: Snow Storm.														
Post conditions	Successful: The recipient of the data successfully receives the transaction. Unsuccessful: The recipient of the data does not receive the transaction.														
Scenario	<p>Begins when...</p> <p>Continues with...</p> <table border="1"> <tr> <th>Step #</th> <th>Actor</th> <th>Activity Step</th> </tr> <tr> <td>1</td> <td>Re-tailer, Manu-facturer</td> <td>Either the retailer or the manufacturer transmits the results of an event.</td> </tr> <tr> <td>2</td> <td>Re-tailer, Manu-facturer</td> <td>The other party receives the data.</td> </tr> <tr> <td>3</td> <td></td> <td></td> </tr> </table> <p>Ends when...</p>			Step #	Actor	Activity Step	1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer transmits the results of an event.	2	Re-tailer, Manu-facturer	The other party receives the data.	3		
Step #	Actor	Activity Step													
1	Re-tailer, Manu-facturer	Either the retailer or the manufacturer transmits the results of an event.													
2	Re-tailer, Manu-facturer	The other party receives the data.													
3															
Alternative Scenario	(any alternatives to the above scenario)														
	Step #	Actor	Activity Step												

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Related Requirements			
	1		
Related Rules			

1.4.3 Business Transaction Activity Diagram(s)

1.4.4 Business Transaction Sequence Diagram(s) (optional)

(Note: Sequence diagrams are optional. The business process modeller shall determine the use and number of sequence diagrams included. Each sequence diagram shall be given a consecutive paragraph number (e.g., 2.5.1) and heading.)

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1.5 Information Model (including GDD Report)

1.5.1 Data Description:

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Related Requirements
CollaborativeTradeItem				BRD for Retail Event V 1.4
		buyerLocation	PartyIdentification	BRD for Retail Event V 1.4
		sellerLocation	PartyIdentification	BRD for Retail Event V 1.4
		product	TradeItemIdentification	BRD for Retail Event V 1.4
EventComment				BRD for Retail Event V 1.4
	commentText			BRD for Retail Event V 1.4
	plannerIdentification			BRD for Retail Event V 1.4
	timeStamp			BRD for Retail Event V 1.4
EventLineItem				BRD for Retail Event V 1.4
	lineNumber			BRD for Retail Event V 1.4
	participatingLocations			BRD for Retail Event V 1.4
		None	CollaborativeTradeItem	BRD for Retail Event V 1.4
		plannedImpact	EstimatedImpact	BRD for Retail Event V 1.4
EventTactic				BRD for Retail Event V 1.4
	commentText			BRD for Retail Event V 1.4
	eventAmount			BRD for Retail Event V 1.4
	eventTacticType			BRD for Retail Event V 1.4
		activityPeriod	TimePeriod	BRD for Retail Event V 1.4
MiscellaneousEvent				BRD for Retail Event V 1.4
	miscellaneousEventType			BRD for Retail Event V 1.4
		None	EventLineItem	BRD for Retail Event V 1.4
PlanDocument				BRD for Retail Event V 1.4
	dataSourceCode			BRD for Retail Event V 1.4
	plannerIdentification			BRD for Retail Event V 1.4

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Related Requirements
		None	Document	BRD for Retail Event V 1.4
		buyer	PartyIdentification	BRD for Retail Event V 1.4
		seller	PartyIdentification	BRD for Retail Event V 1.4
		period	TimePeriodDue	BRD for Retail Event V 1.4
PromotionalEvent				BRD for Retail Event V 1.4
	dateSubmitted			BRD for Retail Event V 1.4
	firstShipmentAvailabilityDate			BRD for Retail Event V 1.4
	promotionalEventType			BRD for Retail Event V 1.4
	proposalDate			BRD for Retail Event V 1.4
		None	PromotionalSpecification	BRD for Retail Event V 1.4
PromotionalEventLineItem				BRD for Retail Event V 1.4
		None	EventLineItem	BRD for Retail Event V 1.4
		promotionalPrice	MultiAmount	BRD for Retail Event V 1.4
PromotionalSpecification				BRD for Retail Event V 1.4
	specificationNumber			BRD for Retail Event V 1.4
		None	EventLineItem	BRD for Retail Event V 1.4
		None	EventTactic	BRD for Retail Event V 1.4
RetailEvent				BRD for Retail Event V 1.4
	buyerEventIdentification			BRD for Retail Event V 1.4
	eventDescription			BRD for Retail Event V 1.4
	eventName			BRD for Retail Event V 1.4
	eventStatus			BRD for Retail Event V 1.4
	sellerEventIdentification			BRD for Retail Event V 1.4
		None	EventComment	BRD for Retail Event V 1.4
		None	MiscellaneousEvent	BRD for Retail Event V 1.4
		None	PlanDocument	BRD for Retail Event V 1.4
		None	PromotionalEvent	BRD for Retail Event V 1.4

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1.5.2 GDD Report :

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
CollaborativeTradeItem				Collaborative Item. Details	!! This external class originates in Plan Common and is a class that is used in more than one CPFR class diagram. Collaborative Trade Item identifies the product with the buyer and seller locations.	
		buyerLocation	PartyIdentification	Collaborative Item. Buyer Location. Party Identification	None	1..1
		sellerLocation	PartyIdentification	Collaborative Item. Seller Location. Party Identification	None	1..1
		product	TradeItemIdentification	Collaborative Item. Product. Trade Item Identification	None	1..1
EventComment				Retail Event_ Comment. Details		
	commentText			Retail Event_ Comment. Text. Text		1..1
	plannerIdentification			Retail Event_ Comment. Planner Identification. Text		1..1
	timeStamp			Retail Event_ Comment. Time Stamp. Date Time	The Date and time that the Comment was made	1..1
EventLineItem				Retail_ Plan Event		

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
				Line. Details		
	lineNumber			Retail_ Plan Event Line. Line Number. Text		0..1
	participatingLocations			Retail_ Plan Event Line. Participating Locations. Quantity	A count of the number of locations that are to be involved in the event or promotion or are included within the scope of the location specified (when a store group or chain).	0..1
		None	CollaborativeTrade-Item	Retail_ Plan Event Line. Association. Collaborative Item	None	1..1
		plannedImpact	EstimatedImpact	Retail_ Plan Event Line. Planned Impact. Retail Event_ Estimated Impact_ Plan Event Sub Line	None	0..*
EventTactic				Retail_ Plan Event Tactic. Details		
	commentText			Retail_ Plan Event Tactic. Comment. Text		0..1
	eventAmount			Retail_ Plan Event Tactic. Amount. Quantity		0..1
	eventTacticType			Retail_ Plan Event Tactic. Type. Event Tactic_ Code	Describes a specific type of action or situation arranged by the Buyer	1..1

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
					or the Seller to promote the product or products.	
		activityPeriod	TimePeriod	Retail_ Plan Event Tactic. Period. Date_ Time Period	None	0..1
MiscellaneousEvent				Retail_Miscellaneous_ Plan Event. Details		
	miscellaneousEventType			Retail_Miscellaneous_ Plan Event. Type. Event Type_ Code	A further refinement of type of miscellaneous event that is being communicated	1..1
		None	EventLineItem	Retail_Miscellaneous_ Plan Event. Associa- tion. Retail_ Plan Event Line	None	1..*
PlanDocument				Plan Document. De- tails	!! This external class originates in Plan Com- mon and is a class that is used in more than one CPFR class diagram. Plan Document class is the EAN•UCC System equivalent to CPFR Mes- sage class. This class has an attribute that provides the identifica- tion of the planner, identifies the source of the data, the time pe- riod for the document and the buyer and seller.	

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
	dataSourceCode			Plan Document. Data Source. Data Source Code	!! This external class originates in Plan Common and is a class that is used in more than one CPFR class diagram. The source of a forecast data item exception shall be identified. This class provides the codes. The data source code list has the following attributes: Buyer, Seller.	1..1
	plannerIdentification			Plan Document. Planner Identification. Text		0..1
		None	Document	Plan Document. Association. Electronic Document	None	1..1
		buyer	PartyIdentification	Plan Document. Buyer. Party Identification	None	1..1
		seller	PartyIdentification	Plan Document. Seller. Party Identification	None	1..1
		period	TimePeriodDue	Plan Document. Period. Time Period	None	1..1
PromotionalEvent				Retail_Promotional_Plan Event. Details		
	dateSubmitted			Retail_Promotional_Plan Event. Date Submitted. Date		0..1

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
				Time		
	firstShipmentAvailabilityDate			Retail_Promotional_Plan Event. First Shipment Availability Date. Date Time	The first day that product would be available to ship to the Buyer from the Seller for a specific event or promotion	0..1
	promotionalEventType			Retail_Promotional_Plan Event. Type. Promotional Event Type_ Code	A further refinement of type of promotional event that is being communicated.	1..1
	proposalDate			Retail_Promotional_Plan Event. Proposal Date. Date Time	Deadline for accepting a promotion or event.	0..1
		None	PromotionalSpecification	Retail_Promotional_Plan Event. Association. Promotional_Retail_Plan Event Line	None	1..*
PromotionalEventLineItem				Retail_Promotional_Plan Event Line. Details		
		None	EventLineItem	Retail_Promotional_Plan Event Line. Association. Retail_Plan Event Line	None	1..1
		promotional-Price	MultiAmount	Retail_Promotional_Plan Event Line. Promotional_Price. Multi-currency Amount	None	1..1

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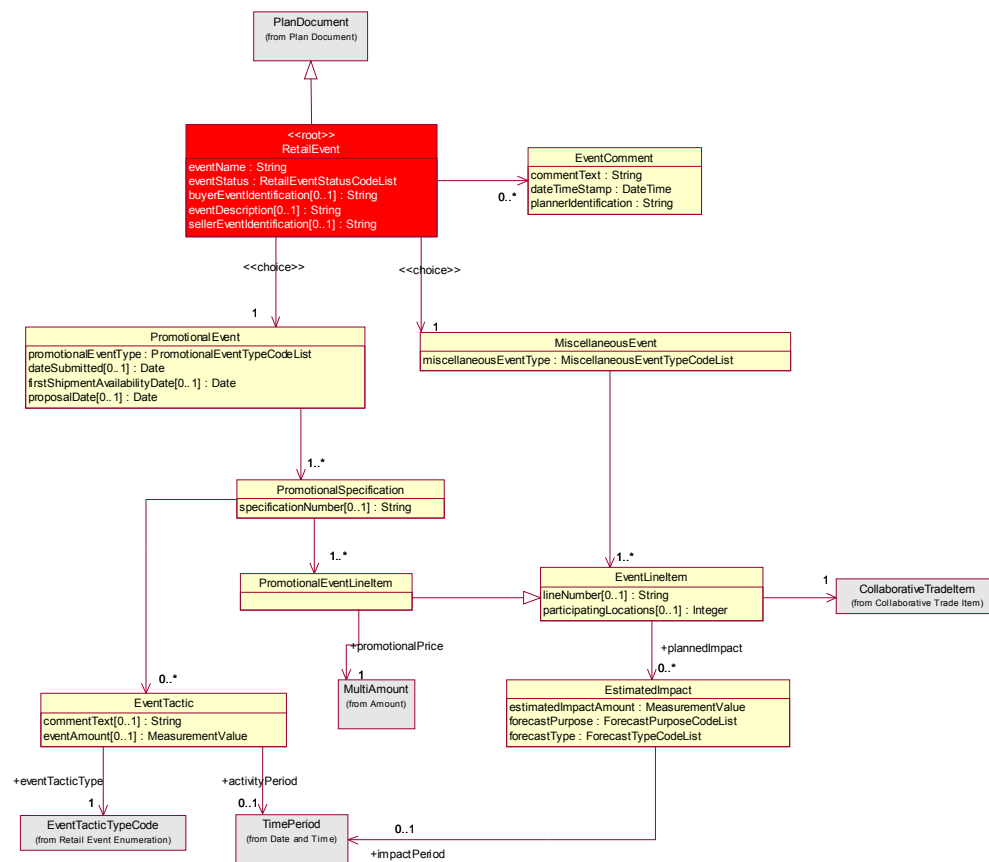
Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
PromotionalSpecification				Promotional_Retail_Plan Event Line. Details		
	specificationNumber			Promotional_Retail_Plan Event Line. Number. Text		0..1
		None	EventLineItem	Promotional_Retail_Plan Event Line. Association. Retail_Plan Event Line	None	1..*
		None	EventTactic	Promotional_Retail_Plan Event Line. Association. Retail_Plan Event Tactic	None	0..*
RetailEvent				Retail_Plan Event. Details		
	buyerEventIdentification			Retail_Plan Event. Buyer_ Identification. Text	An event tracking number provided by the Buyer	0..1
	eventDescription			Retail_Plan Event. Description. Text		0..1
	eventName			Retail_Plan Event. Name. Text	A title, theme, slogan or other identifier for the event that trading partner users can recognize.	1..1
	eventStatus			Retail_Plan Event. Status. Event Status_ Code	Describes the logical status of the event during its lifecycle	1..1
	sellerEventIdentification			Retail_Plan Event. Seller_ Identification. Text	An event tracking number provided by the Seller	0..1

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Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
		None	EventComment	Retail_ Plan Event. Association. Retail Event_ Comment	None	0..*
		None	MiscellaneousEvent	Retail_ Plan Event. Choice_ Association. Retail_Miscellaneous_ Plan Event	None	1..1
		None	PlanDocument	Retail_ Plan Event. Inheritance_ Associa- tion. Plan Document	None	1..1
		None	PromotionalEvent	Retail_ Plan Event. Choice_ Association. Retail_Promotional_ Plan Event	None	1..1

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1.5.3 Class Diagrams



1.5.4 Code Lists

Code List Name	Code List Description
ForecastPurposeCodeList	Not Available
Code Name	Code Description
ORDER_FORECAST	Not Available
SALES_FORECAST	Not Available

Code List Name	Code List Description
ForecastTypeCodeList	Not Available
Code Name	Code Description
BASE	Not Available
PROMOTIONAL	Not Available
SEASONAL	Not Available
TOTAL	Not Available

Code List Name	Code List Description
MiscellaneousEventTypeCodeList	Miscellaneous events are a catch-all category for incidents that disrupt consumer demand or supply, but are not promotions.
Code Name	Code Description
ASSORTMENT_CHARGE	The set of items that the location carries for this category is changing, affecting one or more items.
DISASTER	Hurricane, tornado, accident, attack or some other catastrophic, unexpected event affected supply or demand.
FORECAST_DECREASE	The forecast needs to be adjusted downward to reflect seasonal or other demand profile changes.
FORECAST_INCREASE	The forecast needs to be adjusted upward to reflect seasonal or other demand profile changes.
FREIGHT_FLOW_ALLOCATION	Item availability is restricted, due to unexpected demand, transportation issues, production problems or some other reason.
INVENTORY_POLICY_CHANGE	The inventory policy at the store or retail distribution center is changing, resulting in changes to the estimated supply of the item.
LABOR	A strike or other labor issue affects supply.

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LOCATION_CLOSING	One or more locations that carry the item are closing. No promotion is associated with the item during the closing
LOCATION_OPENING	One or more new locations is opening that will carry the item. No promotion is associated with the item during the opening.
OTHER	An uncategorized event is occurring.
OUT_OF_STOCK	Notes a stockout situation that affects demand.
PACKAGING_LABELING_CHANGE	The packaging or labeling of the item is changing, possibly affecting demand or distribution.
PRICE_DECREASE	The price is decreasing for the item at the retail location(s).
PRICE_INCREASE	The price is increasing for the item at the retail location(s).
STORE_FORMAT_OR_PLANOGRAM_CHANGE	The store format or planogram is changing, affecting one or more items.
TEST_MARKET	Selling a new item at a limited set of locations to gauge consumer interest, or testing an existing item in a new channel or location.
WEATHER	A heat wave, cold front, snow storm or other weather phenomenon affected supply or demand.

Code List Name	Code List Description
PromotionalEventTypeCode-List	A promotional event describes a coordinated set of event tactics– such as consumer incentives, advertisements and special product displays – that are intended to promote short-term sales activity for one or more products at one or more retail locations.
Code Name	Code Description
COMMUNITY_EVENT	Promotional activity timed to coincide with a local, regional, or national event (charity drive, Indy 500, Grammy Awards)
HOLIDAY	Promotional activity timed

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	to coincide with a national, regional or religious holiday.
JOINTLY_SPONSORED_RETAILER_EVENT	A retailer event that is sponsored in part by the manufacturer
MANUFACTURER_PROMOTION	A manufacturer-executed event
OTHER	A promotional event type not covered by standard event type codes
RETAILER_EVENT	A retailer-executed event
SEASONAL_EVENT	Promotional activity timed to coincide with a change in the season, or an annual cultural phenomenon (such as "back to school")
STORE_CLOSING	Promotional activity timed to coincide with the elimination of one or more store locations (e.g. going-out-of-business sale)
STORE_OPENING	Promotional activity timed to coincide with the opening of one or more new store locations (e.g. grand opening sale)
TRADE_ITEM_DISCONTINUATION	Promotional activity timed to coincide with the elimination of a product from a location or market (e.g. clearance sale)
TRADE_ITEM_INTRODUCTION	Promotional activity timed to coincide with the introduction of a new product to a location or market

Code List Name	Code List Description
RetailEventStatusCodeList	
Code Name	Code Description
ACKNOWLEDGED	Not Available
ACTIVE	Not Available
CANCELED	Not Available
COMPLETED	Not Available
EXPIRED	Not Available
PLANNED	Not Available
PROPOSED	Not Available
REJECTED	Not Available
TERMINATED	Not Available

1.6 Business Document Example

1.7 Implementation Considerations

Future versions of this specification will define the event exception extensions in detail. The Event message is somewhat complex, reflecting the potential complexity of promotional events run at large retail chains. Not all implementations will require this level of complexity to be effective. Simplification opportunities (for specific projects) include:

- Restricting the use of the message to a unidirectional promotional announcement, rather than a bidirectional exchange of messages over the entire lifecycle of the promotion.
- Limiting promotions to having one promotion specification (all items/locations have the same set of activities).
- Requiring that event tactics have the same duration as the promotion.
- Restricting the number of event tactics associated with a particular event.
- Choosing not to use the promotionally priced item subtype of the event item (do not communicate promotional pricing).
- Using a single buyer (retailer) location – the entire retail chain – for all event items.
- Limiting the impact types (for example, sales forecast impact only).
- Requiring that only a single impact value be specified per item/location for the entire promotion period.

All of these choices yield messages that are compatible with the specification, but are simpler in structure, and simpler to implement.

1.8 Testing

1.8.1 Pass / Fail Criteria

Unit testing criteria for business solution.

Number	Test Criteria	Related Requirement	Design Element	Pass Criteria	Fail Criteria
1					
2					
3					

1.8.2 Test Data

Attribute	Value
<i>Attribute Name. For example "orderQuantity"</i>	<i>Valid value associated with the attribute. For example "5"</i>

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1.9 Appendices

1.10 Summary of Changes

(Details changes to BMS for each version by BMS Section)

Change	BMS Ver- sion	Associated CR Number

2 XML Technical Solution ITRG Packet

The Technical Representation of the Business process is documented in a Technical Solution ITRG Packet containing all supplemental XML artefacts and is used by the Information Requirements Group (ITRG) to evaluate the solution. Upon approval from the Information Technical Requirements Group (ITRG), the Technical Solution ITRG Packet is updated to the Technical Solution Implementers Packet and published with the Business

Message Standard at:

http://www.ean-ucc.org/global_smp/ean.ucc_standards.htm.

Technical Solution ITRG Packet Content:

- Business Message Standard (BMS)
- ITRG Review Packet
 - Style Sheet: This HTML has been created using a Style Sheet that is a visual representation of the data. It is not an actual Style Sheet, but an ex-ample of what a Style Sheet may look like.
 - Instance File: The Instance File is an example of what the schema may look like when it includes live data. This can be used as comparison to a completed schema and can serve as a point of reference for development.
 - Technical Level GDD Report

Technical Solution Implementers Packet Content:

Contains all the message specific.XSD files required to implement

Example:

- AS2Envelope
- Command.xsd
- DocumentCommand.xsd
- Proxy.xsd
- ComponentLibrary.xsd

Both the Business Message Standard and the Implementers Packet are available during the ITRG Review Period in the working documents section of the ITRG eRoom:

http://eroom.uncouncil.org/eRoom/facility/InformationTechnicalAssessmentGroupITAG/0_14f7

All documents for review will be in this folder listed by name of the Change Request and Change Request Number. The Business Message Standard is not open for review, but offered as the basis for determining the suitability of the technical solutions.

This eRoom may be accessed by using the following User Name and Password:

User Name: guest

Password: guest