Simple Product Listing

Overview

Rich Richardson & Saleem Qadir

March 2015
IF PHYSICAL SHOPPING WAS LIKE ONLINE……

• https://youtu.be/cbtf1oyNg-8
PRESENTATION OUTLINE

• Background

• Key Elements of Simple Product Listing

• Current Project Status
BACKGROUND
THE PRODUCT CLASSIFICATION CHALLENGE

What is the New Balance 656?

a) Athletic Shoe
b) Court Shoe
c) Running Shoe

Answers:

a) Amazon, eBay
b) Road Runner Sports
c) Amazon, Nordstrom
US RESULTS

<table>
<thead>
<tr>
<th>Name</th>
<th>%</th>
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<tbody>
<tr>
<td>Sneakers</td>
<td>45.50%</td>
</tr>
<tr>
<td>Tennis Shoes</td>
<td>41.34%</td>
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<tr>
<td>Gymshoes</td>
<td>5.55%</td>
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<tr>
<td>Other</td>
<td>2.95%</td>
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<tr>
<td>Shoes</td>
<td>1.93%</td>
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<td>Running Shoes</td>
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<td>No General Word For This</td>
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<td>Trainers</td>
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<tr>
<td>Runners</td>
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<td>Sand Shoes</td>
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<tr>
<td>Jumpers</td>
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IT’S JUST COMMERCE™
KEY CONSIDERATIONS

Approached by ebay & @WalmartLabs

• Simplify item listing and streamline data handling

• Make it easy for suppliers to sell on multiple platforms

• No plans to replace existing internal solutions

• First step towards a global standard
  • Create a working artifact to simplify global development efforts
PRIMARY STAKEHOLDER PAIN POINTS

• **Sellers** must deal with product listing processes
• **Application providers** can’t create efficient search
• **Consumers** face inconsistent shopping experiences
THE PHYSICAL STORE MODEL IS SIMPLER

- Physical Store
  - Men’s Clothing
    - T-Shirts
    - Pants
  - Accessories
  - Women’s Clothing
    - T-Shirts
    - Pants
    - Dresses

Al Rich
Women’s Pink Tee Size: 20W
A WEB STORE REQUIRES FLEXIBILITY

Each item typically has *multiple* browse paths

- Gifts for Mother’s Day
- Designer Boutique
- Men’s Clothing
- Women’s Clothing
- T-Shirts
- Plus Sizes
- Think Pink!

Al Rich
Women’s Pink Tee
Size: 20W
Support consumers, instead of chasing bad data

Free your resources for turning big data into insights

Focus on competitive advantage
DEVELOP A MODEL THAT:

• Gets products on the right virtual shelf on any platform(s)

• Supports *building algorithmic search using* consumer terms

• Supports both physical stores and online commerce

• Does not replace existing standards and systems
ALIGNMENT WITH CURRENT STANDARDS

- **GPC**
- **UNSPSC**
- **SPL**
- **B2B**
- **B2B**
- **B2C**
- **Common Product Classification for Retail Businesses**
- **Spend Management**
- **Simplified Product Listings for B2C Marketplaces**
Simple Product Listing
The Key Elements
The Key Elements:

PRODUCT TYPE

ATTRIBUTES

ATTRIBUTE VALUES
KEY ELEMENTS - PRODUCT TYPE

- The primary classification block
- Describes what an item is, not where it should be displayed on a site
- Groups items based on form, function and limited attributes
- Inclusionary and exclusionary terms support improved consumer search

PRODUCT TYPE

Product Example: T-Shirts

Inclusionary Terms: long sleeve t-shirts

Exclusionary Terms: Undershirts: sleepshirts; activewear/performance t-shirts; undershirts
KEY ELEMENTS - ATTRIBUTES

• The key characteristics used to describe the product

• Attributes provide additional information to help consumers find relevant content

ATTRIBUTES

Attribute Examples:
Brand
Style
Gender
Color
Size
KEY ELEMENTS – ATTRIBUTE VALUES

- The permitted values that a specific attribute may have
- Defined only in **limited** cases where standards are needed
- Provides the flexibility required for seller customization

Attribute Value Examples:
- White
- Blue
SPL KEY BENEFITS

• More efficient product listing
• Consistent product exposure in search drives sales
• Improved buying experience for consumers
• Streamlining data handling reduces costs
• Improved analytics across channels and devices
PROJECT STATUS
SPL PROJECT STATUS

- 20 Participating Companies
- Over 5,500 Product Types
- Prototype Release Q2 2015
  - Six Segments
    - Product Types
    - Exclusionary Terms
    - Inclusionary Terms

<table>
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<tr>
<th>Current Participating Companies</th>
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<tbody>
<tr>
<td>1WorldSync</td>
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<tr>
<td>Best Buy</td>
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<tr>
<td>Bing (Microsoft)</td>
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<tr>
<td>Build.com</td>
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<td>CNET</td>
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<td>eBay</td>
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<td>Gap Intelligence, Inc.</td>
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<td>Gilt Groupe, Inc.</td>
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<td>MultiAd Kwikee</td>
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<tr>
<td>Nordstrom</td>
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<tr>
<td>Pilgrim’s Pride Corporation</td>
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<tr>
<td>Reckitt Benkiser</td>
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<td>Sears Holdings *</td>
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<tr>
<td>Target Corporation</td>
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<td>@WalmartLabs</td>
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* Not Participating At This Time
# CURRENT RELEASE PLAN

| Current Simple Product Listing Segment Release Plan |
|-----------------|-----------------|-----------------|
| **Q2 2015**     | **Q3 2015 (Planned)** | **TBD**         |
| Books Music & Movies | Camera Photo & Optics | Art             |
| Clothing Shoes & Accessories | Food & Beverages | baby            |
| Collectibles & Memorabilia | Health & Beauty | Business & Industrial |
| Consumer Electronics | Home & Garden | Crafts          |
| Gift Cards & Certificates | Jewelry, Gems & Watches | Everything Else |
| Tickets | Sports & Outdoors | Food & Beverages |
| | | Musical Instruments and Pro Audio |
| | | Office & Stationery |
| | | Pet Supplies |
| | | Real Estate |
| | | Services & Warranties |
| | | Tools & Hardware |
| | | Toys & Games |
| | | Travel, Luggage, and Accessories |
| | | Vehicles, Parts, & Accessories |
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