

Product Content Management (PCM) Job Aid

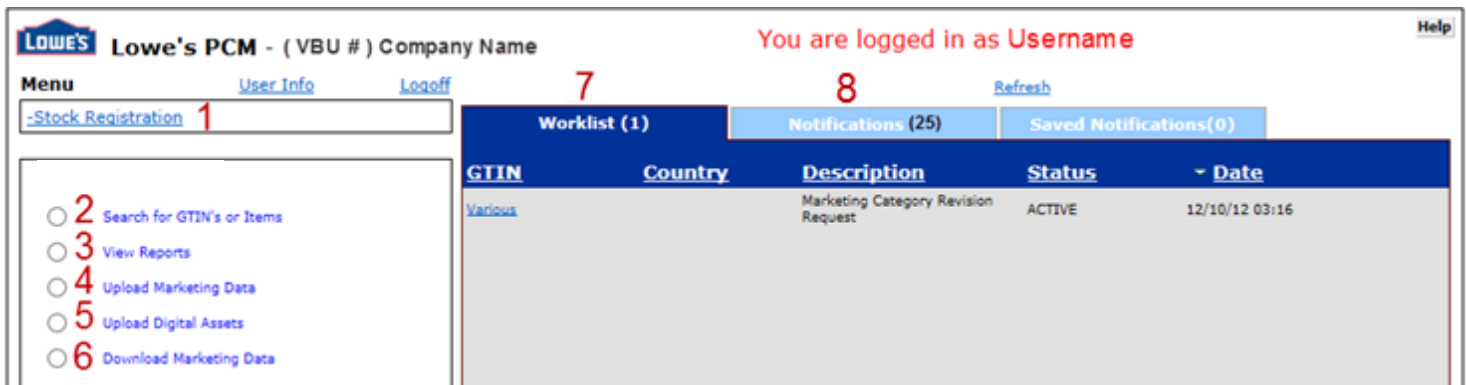
ABOUT THIS JOB AID

Product Content Management (PCM) is a Lowe's web-based application for its internal management of the data synchronization (new/existing items and marketing data) process. Vendors can access PCM through www.loweslink.com.

PURPOSE OF JOB AID

The purpose of this job aid is to provide information and support in using the PCM application for the following sections.

1. [Stock Registration](#)
2. [Search for GTIN's or Items](#)
3. [View Reports](#)
4. [Upload Marketing Data](#) (not an option for most Vendors)
5. [Upload Digital Assets](#)
6. [Download Marketing Data](#)
7. [Worklist](#)
8. [Notifications](#)
9. [Key Terms](#)



The screenshot shows the Lowe's PCM application interface. At the top, it displays the Lowe's logo, the text "Lowe's PCM - (VBU #) Company Name", and the user login information "You are logged in as Username". Below this, there are navigation links for "Menu", "User Info", and "Logoff". A search bar contains "-Stock Registration" with a red "1" next to it. To the right, there are tabs for "Worklist (1)", "Notifications (25)", and "Saved Notifications(0)". The "Worklist (1)" tab is active, showing a table with the following data:

GTIN	Country	Description	Status	Date
Various		Marketing Category Revision Request	ACTIVE	12/10/12 03:16

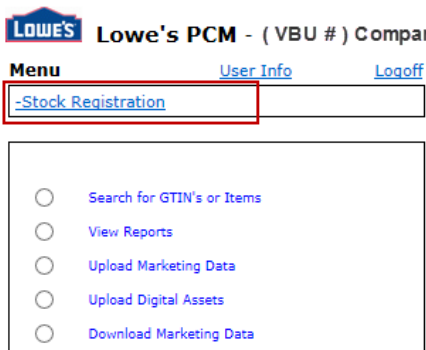
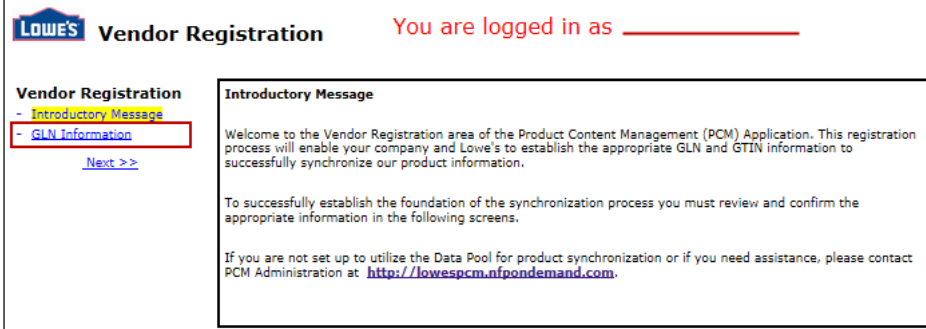
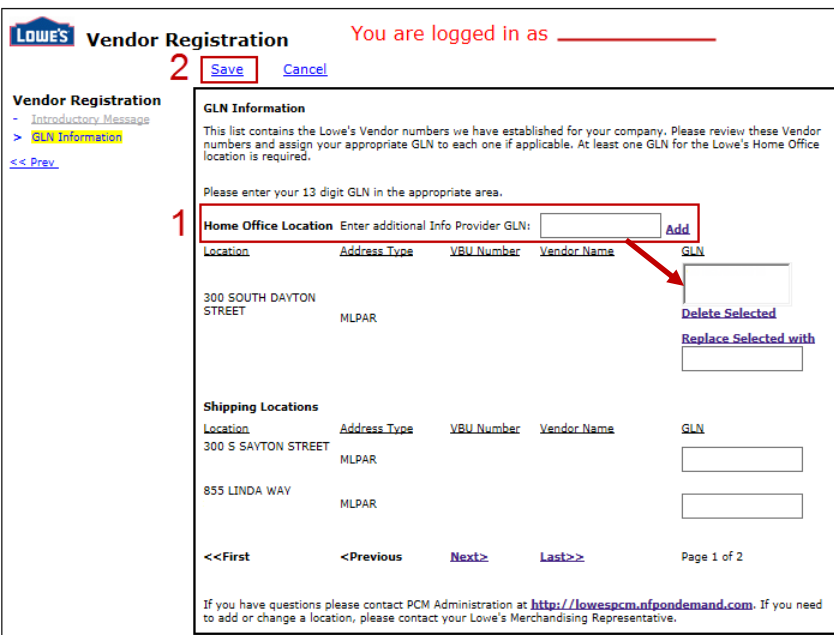
On the left side, there is a menu with radio buttons and red numbers 2 through 6 next to the following items:

- 2 Search for GTIN's or Items
- 3 View Reports
- 4 Upload Marketing Data
- 5 Upload Digital Assets
- 6 Download Marketing Data

Product Content Management (PCM) Job Aid continued

1. STOCK REGISTRATION

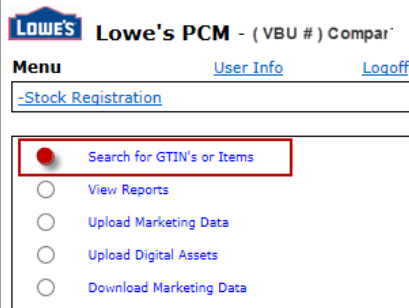
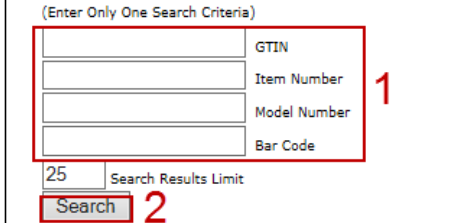
The registration process will enable your company and Lowe's to establish the appropriate GLN and GTIN information to successfully synchronize the product information.

Step	Action / Screen
<p>Select Stock Registration to enter your GLN information</p>	 <p>The screenshot shows the 'Lowe's PCM - (VBU #) Compar' menu. The 'Menu' section has a red box around '-Stock Registration'. Below it are radio button options: Search for GTIN's or Items, View Reports, Upload Marketing Data, Upload Digital Assets, and Download Marketing Data.</p>
<p>Read the Introductory Message Select GLN Information</p>	 <p>The screenshot shows the 'Vendor Registration' page with the 'Introductory Message' section highlighted. The message text reads: 'Welcome to the Vendor Registration area of the Product Content Management (PCM) Application. This registration process will enable your company and Lowe's to establish the appropriate GLN and GTIN information to successfully synchronize our product information. To successfully establish the foundation of the synchronization process you must review and confirm the appropriate information in the following screens. If you are not set up to utilize the Data Pool for product synchronization or if you need assistance, please contact PCM Administration at http://lowespcm.nfpdemand.com.'</p>
<ol style="list-style-type: none"> 1. Enter GLN provided by GS1 and select Add If entered correctly, it will populate in GLN box. 2. Select Save 	 <p>The screenshot shows the 'Vendor Registration' page with the 'GLN Information' section highlighted. A red box labeled '1' is around the 'Home Office Location' table. A red box labeled '2' is around the 'Save' button. A red arrow points from the 'Add' button to the 'GLN' input field in the table. The table has columns: Location, Address Type, VBU Number, Vendor Name, and GLN. The first row contains '300 SOUTH DAYTON STREET', 'MLPAR', and an empty 'GLN' field. Below the table are 'Shipping Locations' and navigation buttons.</p>

Product Content Management (PCM) Job Aid continued

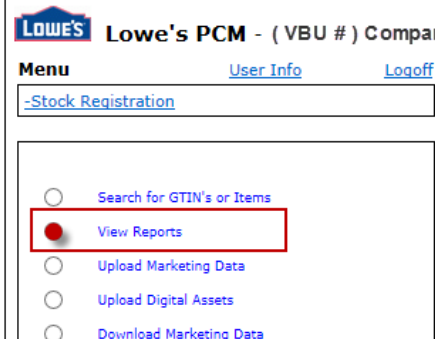
2. SEARCH FOR GTIN'S OR ITEMS

This allows you to search for already existing products that have been synchronized (gone through item setup process).

Step	Action / Screen
Select Search for GTIN's or Items	 <p>The screenshot shows the 'Lowe's PCM - (VBU #) Comparison' interface. The 'Search for GTIN's or Items' radio button is selected and highlighted with a red box. Other options include 'View Reports', 'Upload Marketing Data', 'Upload Digital Assets', and 'Download Marketing Data'.</p>
<ol style="list-style-type: none"> 1. Enter the GTIN, Item Number, Model Number, or Bar Code of a product 2. Select Search 	 <p>The screenshot shows the search criteria section with the instruction '(Enter Only One Search Criteria)'. There are four input fields for 'GTIN', 'Item Number', 'Model Number', and 'Bar Code', each with a red box and a '1' next to it. Below these is a 'Search Results Limit' field set to '25' and a 'Search' button with a red box and a '2' next to it.</p>

3. VIEW REPORTS

Reports provide a way to verify your how/if your brand is listed at Lowe's, a way to check for new marketing attributes about your product.

Step	Action / Screen
Select View Reports	 <p>The screenshot shows the 'Lowe's PCM - (VBU #) Comparison' interface. The 'View Reports' radio button is selected and highlighted with a red box. Other options include 'Search for GTIN's or Items', 'Upload Marketing Data', 'Upload Digital Assets', and 'Download Marketing Data'.</p>

Product Content Management (PCM) Job Aid continued

Step		Action / Screen						
<table border="1"> <tr> <th>If</th> <th>Then Select</th> </tr> <tr> <td>You need to verify your Company's Brand is registered with Lowe's</td> <td>Lowe's Master Brand Report</td> </tr> <tr> <td>You need Marketing Data about your item</td> <td>Marketing Data Status - Daily</td> </tr> </table>	If	Then Select	You need to verify your Company's Brand is registered with Lowe's	Lowe's Master Brand Report	You need Marketing Data about your item	Marketing Data Status - Daily		
If	Then Select							
You need to verify your Company's Brand is registered with Lowe's	Lowe's Master Brand Report							
You need Marketing Data about your item	Marketing Data Status - Daily							
<ol style="list-style-type: none"> Select the BrandCode from the drop down Select the BrandName from the drop down Select Execute Report 								
<ol style="list-style-type: none"> Read the directions at the top of the window. Select Country from the dropdown Select Item Type from the dropdown Select Generate Report to receive your Marketing Data. 								

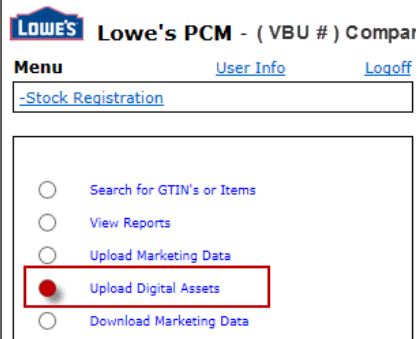
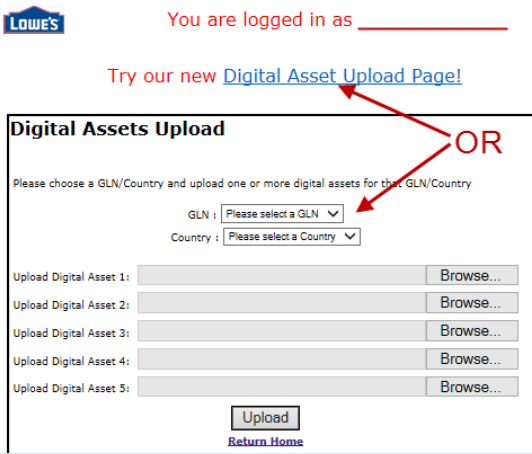
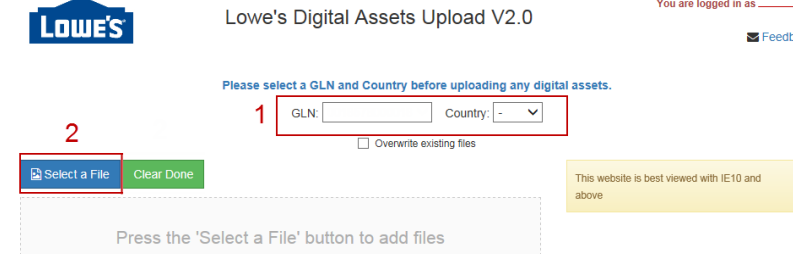
4. UPLOAD MARKETING DATA

Uploading Marketing Data is currently not an option for Vendors, unless otherwise noted.

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5. UPLOAD DIGITAL ASSETS

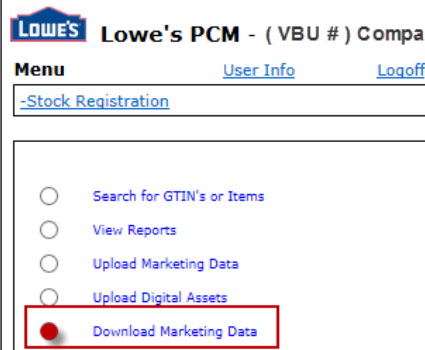
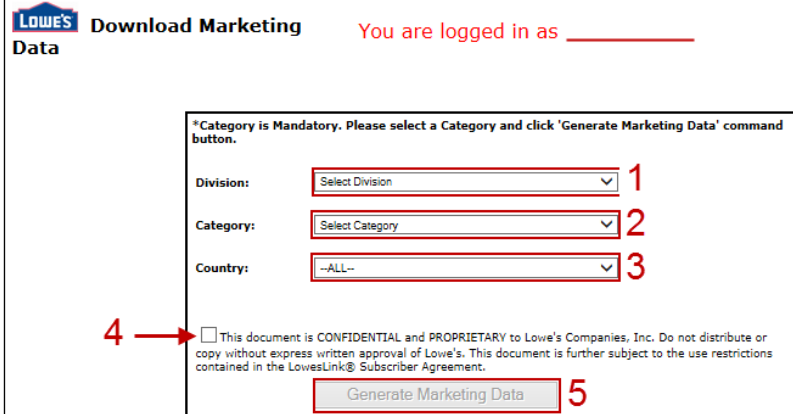
The product images and logos collected through Marketing data are for use on Lowes.com and in a Selling Center. Utilize [Lowe's Marketing Data & Image Standards](#) for information and support.

Step	Action / Screen						
<p>Select Upload Digital Assets to upload .JPG image files</p> <p>NOTE: Your uploaded image file name must match the file name entered on the Marketing Data Spreadsheet within the PI Builder File.</p>	 <p>The screenshot shows the 'Lowe's PCM - (VBU #) Compar' page. A menu is visible with options: '-Stock Registration', 'Search for GTIN's or Items', 'View Reports', 'Upload Marketing Data', 'Upload Digital Assets' (highlighted with a red box), and 'Download Marketing Data'.</p>						
<table border="1" data-bbox="219 840 592 1071"> <thead> <tr> <th>If you have</th> <th>Then</th> </tr> </thead> <tbody> <tr> <td>5 or less images</td> <td>Follow directions on page</td> </tr> <tr> <td>6 or more images</td> <td>Select Digital Asset Upload Page!</td> </tr> </tbody> </table> <ol data-bbox="219 1092 592 1407" style="list-style-type: none"> 1. Select your GLN and Country 2. Select Browse and Select the digital assets to upload Repeat as needed for up to 5 files per upload 3. Click Upload PCM returns a message with total number of digital assets uploaded 4. Click Confirm Request 	If you have	Then	5 or less images	Follow directions on page	6 or more images	Select Digital Asset Upload Page!	 <p>The screenshot shows the 'Digital Assets Upload' page. It includes a login status 'You are logged in as _____', a link 'Try our new Digital Asset Upload Page!' with a red arrow pointing to 'OR', and a form with 'GLN' and 'Country' dropdowns, five 'Upload Digital Asset' rows with 'Browse...' buttons, and an 'Upload' button.</p> <p>NOTE: The GLN and Country must match what you entered on your PI Builder file.</p>
If you have	Then						
5 or less images	Follow directions on page						
6 or more images	Select Digital Asset Upload Page!						
<ol data-bbox="219 1438 592 1722" style="list-style-type: none"> 1. Select a GLN and Country 2. Select Select a File and browse for asset files or <i>drag-and-drop</i> asset files into the upload box A status bar will appear Completed will display when images has been uploaded 	 <p>The screenshot shows 'Lowe's Digital Assets Upload V2.0'. It includes a 'Feedback' link, a message 'Please select a GLN and Country before uploading any digital assets.', and a form with 'GLN' and 'Country' dropdowns. A red box labeled '1' highlights the dropdowns, and another red box labeled '2' highlights the 'Select a File' button. There is also an 'Overwrite existing files' checkbox and a status bar.</p> <p>NOTE: Upload up to 500 images at one time by using <i>drag-and-drop</i></p>						

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6. DOWNLOAD MARKETING DATA

In order to make updates to existing marketing data you must download the Marketing Data Download file, which contains the most current marketing data for your product by category.

Step	Action / Screen
<p>Select Download Marketing Data</p> <p>NOTE: This downloaded file is required when using the Update to Existing Items for Marketing Data option on the PI Builder File</p>	 <p>Lowe's PCM - (VBU #) Comparison</p> <p>Menu User Info Logoff</p> <p>-Stock Registration</p> <ul style="list-style-type: none"> <input type="radio"/> Search for GTIN's or Items <input type="radio"/> View Reports <input type="radio"/> Upload Marketing Data <input type="radio"/> Upload Digital Assets <input checked="" type="radio"/> Download Marketing Data
<ol style="list-style-type: none"> 1. Select Division 2. Select Category 3. Select Country 4. Check the CONFIDENTIAL and PROPRIETARY statement box. 5. Select Generate Marketing Data <p>You will then be prompted to save the immpcm.xls file to your computer</p> <p>NOTE: This file expires after 14 days</p>	 <p>Lowe's Download Marketing Data You are logged in as _____</p> <p>*Category is Mandatory. Please select a Category and click 'Generate Marketing Data' command button.</p> <p>Division: <input type="text" value="Select Division"/> 1</p> <p>Category: <input type="text" value="Select Category"/> 2</p> <p>Country: <input type="text" value="--ALL--"/> 3</p> <p>4 → <input type="checkbox"/> This document is CONFIDENTIAL and PROPRIETARY to Lowe's Companies, Inc. Do not distribute or copy without express written approval of Lowe's. This document is further subject to the use restrictions contained in the LowesLink® Subscriber Agreement.</p> <p><input type="button" value="Generate Marketing Data"/> 5</p>

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7. WORKLIST

The Worklist tab is where you can check to see if there are any **Incomplete Marketing Subscriptions** or **Marketing Category Revision Requests**.

Step	Action / Screen
<ol style="list-style-type: none"> 1. Review the Worklist tab 2. Select the GTIN you want more information 	<p>The screenshot shows the 'Worklist (1)' tab selected. A table with columns 'GTIN', 'Country', 'Description', and 'Status' is visible. One row is highlighted with a red box, showing 'Various' for GTIN, 'Marketing Category Revision Request' for Description, and 'ACTIVE' for Status.</p>
<ol style="list-style-type: none"> 1. Read the worklist Request 2. Choose to Export To Excel or Close Worklist once you understand what is needed 	<p>The screenshot shows the details of a 'Marketing Category Revision Request'. It includes a table with columns: 'New Category', 'GTIN', 'GLN', 'Country', 'Old Category', 'Item Number', 'Item Description', and 'Item Type'. Two rows are shown for 'Toilet Tank-To-Bowl Hardware' with different GTINs and countries (USA and CAN).</p>

8. NOTIFICATIONS

The Notifications tab is where you will find notifications (i.e. **New Product Approval For Vendor**) on any of your items.

Step	Action / Screen
<ol style="list-style-type: none"> 1. Select the Notifications tab to review approvals and failures 2. Select the GTIN to learn more 	<p>The screenshot shows the 'Notifications (5)' tab selected. A table with columns 'From', 'Date', and 'Subject' is visible. Five rows are shown, all with the subject 'New Product Approval for Vendor-USA'.</p>
<ol style="list-style-type: none"> 1. Read the Subject description 2. Choose to Move to Saved Box, Delete Message, or Close Message once you understand what is needed 	<p>The screenshot shows the details of a notification. It includes a 'From' field (10853386003410), a 'Date' (Oct 01, 2015), a 'Time' (10:46), and a 'Subject' (New Product Approval for Vendor-USA). The main body of the notification contains text about product approval and marketing data.</p>

NOTE: If you have a **Request Changes** notification, work with your Solution Provider.

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9. KEY TERMS

Lowe's Term:	Definition:
Digital Assets	Images of a product, product manuals, installation guides, etc., that are submitted with marketing data and uploaded to PCM by the vendor.
eCat – Electronic catalog (special order catalog)	Lowe's system that controls pricing and cost for Special Order Sales (SOS) products.
Digital Certificate – For use on LowesLink®	Used to access secured (behind-the-firewall) applications of LowesLink®. Vendors must have digital certificates to access applications like the Marketing Data Tool and PCM.
FootPrints – Also referred to as Product Information Support Portal. www.lowespcm.nfpondemand.com	A system designed to house requests (tickets), track tickets and send out confirmation emails so the end user can see where the request is at any given time.
GDSN – Global Data Synchronization Network	Electronic transfer of standardized product and location data that maintains continuous synchronization with the ability to update information. GDSN is used at Lowe's to refer to basic item information, including barcode, dimensions, model number, vendor number, etc.
GLN – Global Location Number	Globally unique number assigned by company location. Lowe's uses the Information Provider GLN for all GDSN transactions.
GTIN – Global Trade Identification Number	Globally unique number for each packaging level of an item. A different GTIN (barcode) is assigned to each level of a hierarchy per item: pallet, case, inner pack and each.
LowesLink® – www.loweslink.com	A website used for internal and external use. Lowe's has public pages available for everyone and secured pages that require digital certificates for access.
MDT – Marketing Data Tool	Product Information's application for collecting marketing data on LowesLink®. Houses the PI Builder and GDSN, Marketing Data and Training & Communication Information.
MS – Merchandising Specialist	Acts as the Merchandising liaison between vendors, Marketing, Logistics, Planogram, all support groups and the stores.
PCM – Product Content Management	Lowe's application for its internal management of the data synchronization process. Vendors access this through LowesLink®.
PI Builder	Tool that generates the Item Setup Workbook for the following: Item Setup Sheet (ISS): A set of required spreadsheets submitted by a domestic vendor to the Merchandising Specialist (MS) detailing product information. Spreadsheets must be received prior to setting up an item in PCM. Handled by Product Information. Marketing Data Spreadsheet (MDS): Spreadsheet created at the category level to collect selling unit marketing data from vendors. <i>Both are required when setting up new items with Lowe's.</i>
Solution Provider – Data Sync Company	Third party that is paid to assist vendors successfully publish/synchronize GDSN data.
SOS – Special Order Sales	Sale of product that is not stocked in Lowe's stores.
VBU – Vendor Business Unit (Lowe's Vendor Number)	Vendor Number assigned by Lowe's and used solely by Lowe's. A company can have more than one VBU.