

# Frequently Asked Questions about Product Content Management (PCM) Updated 09/2010

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## **What is PCM?**

Lowe's Product Content Management (PCM) is an application that feeds directly into Lowe's Mainframe of product data. Vendors are able to request access to Lowe's PCM, whether you decide to use a Solution Provider.

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## **What is the difference between EDI and PCM?**

EDI, or Electronic Data Interchange, is an electronic means of transmitting documents between two parties. At Lowe's, purchase orders is one major document that is transmitted via EDI. PCM, or Product Content Management, is Lowe's proprietary application used to store item information. The information is fed from vendors to PCM primarily through the Global Data Synchronization Network (GDSN). This information contains attributes such as the item's dimensions, weight, ordering quantities, shipping lead times, etc. PCM also houses the item's marketing information such as its image, selling attributes, color, etc.

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## **Why should I request PCM access?**

When product data is published through the data sync process, it passes through steps of approval before Lowe's accepts the data. If the data is incorrect or incomplete, it is essential that vendors are



able to quickly resolve any issues. Having access to PCM will better allow vendors to keep track of product data to ensure your data is approved by Lowe's, and that your product is able to be sold by Lowe's.

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### **How do I gain access to PCM?**

The first step is to obtain a digital certificate. For further instructions on how to gain access and how to login to PCM, please see the [How to Gain Access to PCM](#) document posted on the Product Information page of LowesLink®.

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### **How do I add a new vendor number to PCM?**

To add a new vendor number to PCM, you first need to request a digital certificate to login to PCM. For questions on how to request a digital certificate and how to login to PCM, please see [How to Gain Access to PCM](#), posted on the Product Information page of LowesLink®.

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### **How do I remove someone from PCM?**

In order to remove someone from PCM, please send an email to [Lowes.Link@Lowe.com](mailto:Lowes.Link@Lowe.com). Please use the subject "Delete PCM User" and include the name of the person to delete, the VBU, and if known, the user ID.

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### **How do I add a new VBU to an existing digital certificate in PCM?**

In order to add a new VBU for an existing vendor, please send an email to [Lowes.Link@Lowe.com](mailto:Lowes.Link@Lowe.com). Please use the subject "Add VBU" and include the name of any persons who need access to this VBU and the new VBU number.

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### **How do I update my information in PCM? Do I initiate this process or does the Merchandising Specialist?**

Either party can initiate the process. For Data Pool vendors, information can be updated through your Solution Provider. For Web vendors, the process is completed through PCM.

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### **What is the required information that I have to populate in PCM?**

To find a list of product attributes that Lowe's requires, please see the [Descriptions and Validations of Required Product Attributes](#) document posted on the Product Information page of LowesLink®.

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## Why is PCM saying that the barcode has already been used when we have never used it?

There are many reasons why this error might occur. The easiest way to identify the problem is to email [bar.codeissues@lowes.com](mailto:bar.codeissues@lowes.com).

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## Where do I find Country of Origin in PCM?

When you are logged into PCM, the country of origin data is located on the Ordering & Distribution Page under the heading Vendor (GTIN) Data:

**LOWE'S View Product Data** Help

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**Consumer Unit**  
**Vendor (GTIN) Data**

- [Basic Information](#)
- [Indicators/Identifiers](#)
- [Barcodes](#)
- [Additional Descriptions](#)
- [Warranty & Ad Pricing](#)
- [Content & Packaging](#)
- [Handling & Storage](#)
- [Ordering & Distribution](#)
- [Product Measurements](#)
- [Hazardous Information](#)
- [Source Tagging](#)
- [Product History](#)

**Item Data**

- [Item Basics](#)
- [Item Indicators](#)
- [Item Cost](#)

**Marketing / Selling Attributes Data**

- [Attributes](#)
- [Image Front](#)
- [Selling Tool View](#)

**Internal Product Attributes**

- [Attributes](#)

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**Vendor Item (GTIN) Data**  
Ordering & Distribution

Order Quantities					
Order Type	Minimum	Maximum	Multiple	Low's Multiple	Lead Time
Stock	1		1	1	14 Days
Special	1		1		14 Days

Order Unit of Measure: Each  
Lowe's Stock Order Unit of Measure: Each  
Point Value:   
Truck Load Quantity:   
Total Quantity of Layers per Trade Item:   
Total Quantity of Trade Items per Layer:   
Primary Distribution Channel: DIRECT  
Import Classification Type:   
Price Conversion Factor: 1.000000  
**Country Of Origin: UNITED STATES**  
Vendor Harmonized Tariff ID: NONE

**Current Information**

**GTIN Information**

GTIN	00748679193776
GTIN Status	SYNCHRONIZED
Vendor Number	1818
Vendor Name	ORIENTAL WEAVERS OF AMERICA
Vendor Description	Prints
Vendor Model Number	PRT7805L
Vendor Brand Name	allen + roth
Low's Brand Name	allen + roth
Packaging Hierarchy	EACH
Effective Date	09-06-2007

**Item Information**

Low's Item Number	197231
Low's Description	5'3X7'6 HAMPTON GREEN - OWA
Item Type	REGULAR
Item Status	ACTIVE
Assortment Number	16043
Assortment Description	5X8 RUGS

**Hierarchy Information**

Hierarchy Status	SYNCHRONIZED
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**Hierarchy Quick Links**

Each	00748679193776
Inner Pack	
Case	
Pallet	

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## I don't see my question on this list, where can I find a list of people to contact to help with GDSN data, marketing data and PCM?

Questions about GDSN data can be directed toward your Solution Provider or toward 1Sync. If you are having trouble with marketing data or PCM, feel free to create a Product Information Support Portal (FootPrints) ticket to ask a Product Information Specialist. If you need help logging into the Product Information Support Portal (FootPrints) or creating a ticket, please see the [Product Information Support Portal \(FootPrints\) Overview](#) document on the Product Information page on LowesLink®.

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