

“YOUR GLOBAL  
EDI NETWORK”

# EDI FOR AMAZON VENDOR CENTRAL

B2BGATEWAY

OCTOBER 05, 2016



The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font with a curved orange arrow underneath it.



**B2BGATEWAY**.NET

GLOBAL EDI NETWORK

NORTH AMERICA // +1 (401) 491-9595

EUROPE // +353 (0) 61 708533

AUSTRALIA // +61 2 8003 7584

# TODAY'S AGENDA & PRESENTERS

1. About B2BGateway
2. What is EDI?
3. EDI standards & protocols
4. Where does EDI fit into the marketplace?
5. Amazon EDI Requirements
6. Amazon Divisions and Worldwide
7. Amazon Seller Central Vs. Amazon Vendor Central
8. How to Setup a B2BGateway Amazon EDI Account
9. Amazon Routing Requirements EDI 753 & 754
10. Client Portal
11. Customer Service
12. Questions & Answers
13. Contact Us



**Roger Leyden**  
Director of Global Business  
Development



**Aggie Grabowska**  
Digital Marketing  
Executive

# ABOUT B2BGATEWAY

B2BGateway has been doing EDI since 1999, offering EDI and supply chain integration solutions to thousands of clients across the globe.

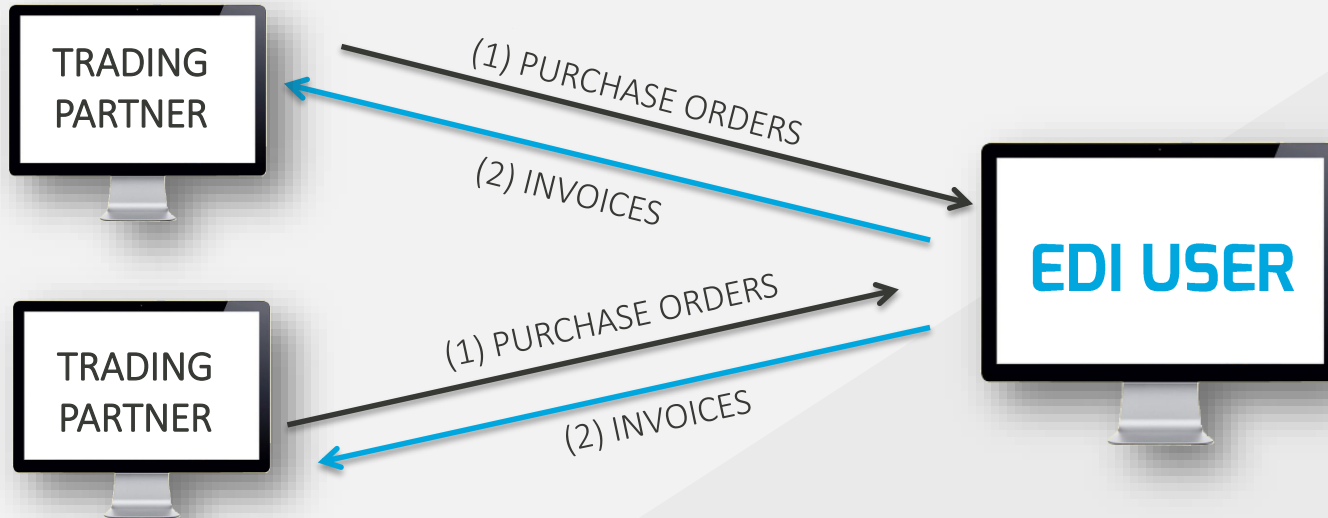


HOW TO USE EDI TO **TRADE WITH AMAZON**  
PRESENTED BY: B2BGATEWAY



# WHAT IS EDI? IT SOUNDS SIMPLE...

EDI (Electronic Data Interchange) is defined as the structured transmission of data between organizations by electronic means. It is used to transfer electronic business documents such as Purchase Orders, Invoices, Advance Shipping Notices (ASNs), and many more from one computer system to another, i.e. from one trading partner to another trading partner.

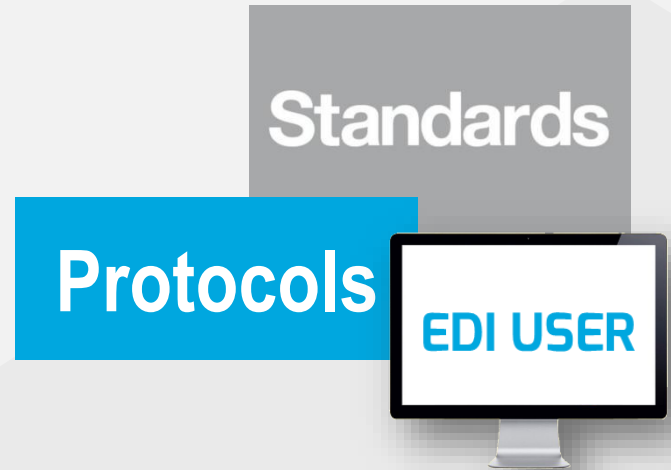


# LET'S START AT THE BASICS

EDI is not an out of the box solution.

Whether your organization is implementing EDI on your own terms to introduce best business practice or you are implementing EDI to meet a Trading Partners requirement's, the following must be considered:

- EDI Standards (X12, EDIFACT, XML....)
- EDI Communication Protocols (VAN, AS2, FTP...)
- Integration with ERP



# EDI STANDARDS

## ANSI X12

- Developed by American National Standards Institute (ANSI) in 1979
- Most popular EDI transaction set in North America
- Transaction sets given numeric values, e.g. PO = 850, Invoice = 810 etc.
- Multiple standards within X12, 4010, 4030, 5010 etc.

## EDIFACT

- Developed by the United Nations (UN) in 1986
- Most popular EDI transaction set outside of N. America. Mostly used in Europe & Far East
- Transaction sets given names. PO = ORDERS, Invoice = INVOIC, etc.
- Multiple standards within EDIFACT. Most popular current standard is D96A

## Tradacoms

- Developed by the United Kingdom Retail Sector in 1982
- Had been most popular EDI Transaction Set in UK but is now being over taken by EDIFACT
- Still used today by UK retailers but is slowly being phased out and replaced by EDIFACT subset Eancom

# EDI STANDARDS

## ANSI X12 – 850 (PURCHASE ORDER)

ISA\*00\* \*00\* \*08\*925485US00 \*08\*472103RI  
\*141106\*1211\*:00501\*850011160\*0\*P\*>  
GS\*PO\*925485US00\*472103RI\*20141106\*1211\*850011160\*X\*005  
010  
ST\*850\*0001  
BEG\*00\*SA\*0453517993\*\*20141106  
CUR\*BY\*USD  
REF\*DP\*00003  
REF\*MR\*0003  
REF\*PD\*JANFEAWK51  
REF\*IA\*472103030  
FOB\*CC\*OR\*CHICAGO IL IL  
ITD\*05\*15\*\*\*\*\*65  
DTM\*038\*20150123  
DTM\*037\*20150121  
DTM\*063\*20150128  
PID\*S\*08\*VI\*FL  
TD5\*O\*\*\*\*RETAIL LINK/ BB  
N9\*L1\*SPECIAL INSTRUCTIONS  
MTX\*\*NO PRETICKET  
MTX\*\*=====IF MULTIPLE  
DESTINATIONS HAVE  
MTX\*\*THE SAME SHIP DATE, PLEASE SHIP TO FURTHEST  
DESTINATION  
MTX\*\*FIRST AND CLOSEST DESTINATIONS LAST.  
MTX\*\*CALL FOR DELIVERY APPOINTMENT 48 HOURS IN ADVANCE.  
MTX\*\*=====SUPPLIER WILL SHIP ALL  
MTX\*\*MERCHANDISE IN ACCORDANCE WITH THE CURRENT  
SHIPPING AND

## EDIFACT – ORDERS (PURCHASE ORDER)

UNB+UNOA:3+5000119000006:14+5088942150030:14+110513:0510+36  
0949++ORDERS  
UNH+1+ORDERS:D:96A:UN:EAN008  
BGM+220+LM73553272001 T+9  
DTM+137:20110513:102  
DTM+64:20110515:102  
NAD+DP+5000119007353::9++BALLYMUN PBL  
LOC+7+5000119007353::9  
NAD+SE+5088942150030::9++OLD IRISH CREAMERY CHEDDAR  
NAD+BY+5000119000006::9++TESCO STORES LTD  
LIN+1++05391517715644:EN  
PIA+1+9629668:IN:92  
IMD+F++TU:::OAK SMOKED CHED 200G  
QTY+21:82.000  
QTY+59:12.000  
LIN+2++05391517715651:EN  
PIA+1+9629743:IN:92  
IMD+F++TU:::CHEDDAR WITH CHILLI 200G  
QTY+21:81.000  
QTY+59:12.000  
LIN+3++05391517715736:EN  
PIA+1+9629766:IN:92  
IMD+F++TU:::CHEDDAR WITH CRANBERRIES  
QTY+21:81.000  
QTY+59:12.000

## TRADACOMS – ORDHDR (PURCHASE ORDER)

STX=ANAA:1+5000167000003:UK LTD+5088942150038:SUPPLIER  
PLC+120208:170512+ZZ0014 +ORDHDR+B  
MHD=1+ORDHDR:9  
TYP=0430+NEW-ORDERS  
SDT=5088942150038:987654+SUPPLIER PLC+THE  
FACTORY:ANYSTREET:ANYTOWN:ANYSHIRE:AN1 9ZZ  
CDT=5000167000003+BOOTS UK LTD+BEAUTY & P.CARE:1 THANE  
RD:NOTTINGHAM NG90 1BS  
FIL=5+1+940601  
MTR=6  
MHD=2+ORDERS:9  
CLO=5000167100301:D82  
ORD=Q8521073::940601++N  
OLD=1+5012345000015+5012345100012+:1364537+12+100+54000+  
++TOOTHBRUSH FIRM  
OLD=2+5012345000022+5012345100029+:1364541+12+100+54000+  
++TOOTHBRUSH MED  
OTR=2  
MTR=7  
MHD=3+ORDERS:9  
CLO=5000167100301:D82  
ORD=Q8521086::940601++N  
OLD=1+5012345000046+5012345100043+:1364595+12+50+54000+  
+TOOTHBRUSH SOFT  
OTR=1  
MTR=6  
MHD=4+ORDTLR:9  
OFT=2  
MTR=3  
MHD=5+ORDHDR:9



HOW TO USE EDI TO [TRADE WITH AMAZON](#)

PRESENTED BY: B2BGATEWAY

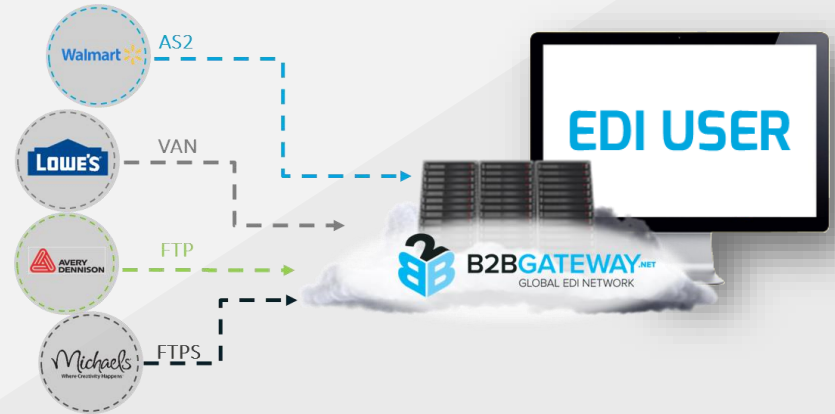


# POPULAR EDI COMMUNICATION PROTOCOLS

**VAN:** The VAN (value-added network) is simply a secure network where EDI documents can be exchanged between a business and its trading partners. An organization will be provided with a mailbox. Documents are sent and received from there and the organization checks the mailbox periodically to retrieve its documents.

**AS2:** Applicability Statement 2 is a specification about how to transport data securely and reliably over the Internet. Security is achieved by using digital certificates and encryption. AS2 is one of the most popular methods for transporting data, especially EDI data over the Internet.

**FTP:** File Transfer Protocol is the commonly used protocol for exchanging files over the Internet. FTP by itself does not provide the security needed for document exchange with other companies over the Internet. More secure options sFTP or FTPS may be preferred.





# EDI INTEGRATION

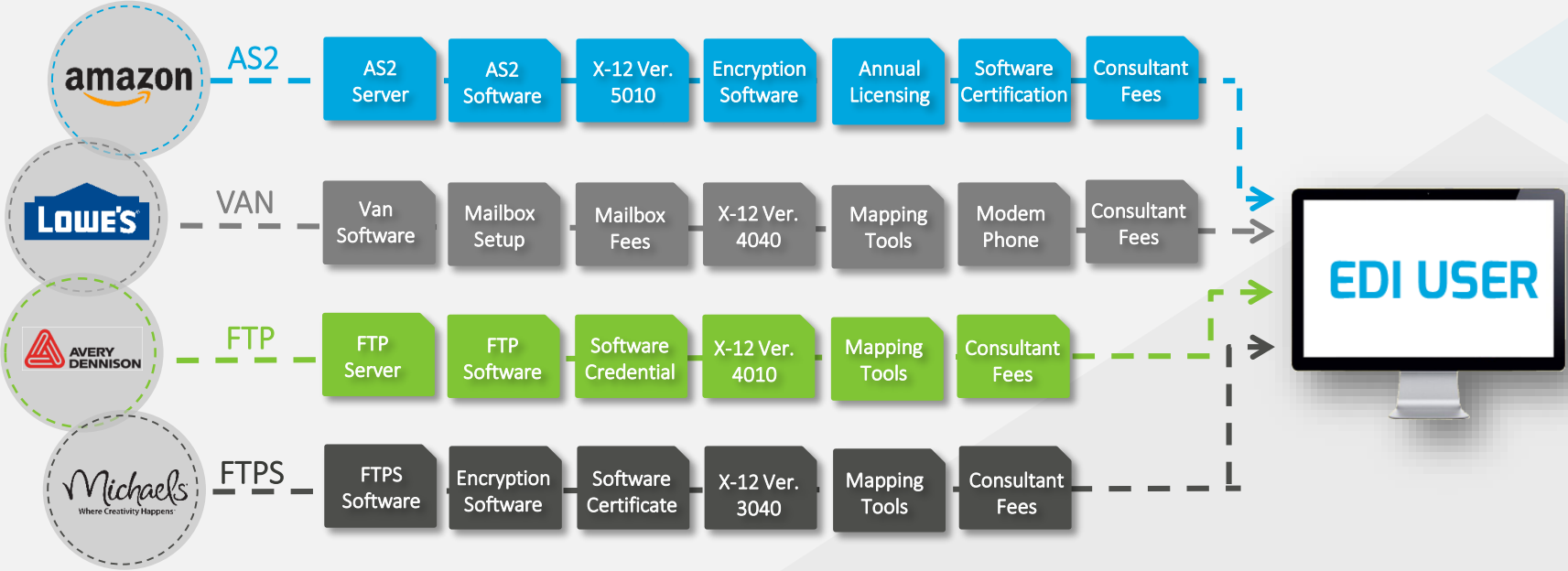
Your organization must decide whether you want to integrate your EDI solution with your ERP/ Accounting Software or you want a 'Stand Alone' web-based portal solution.

*Full integration will remove the need to re-key data, thus in turn reducing errors and overhead.*

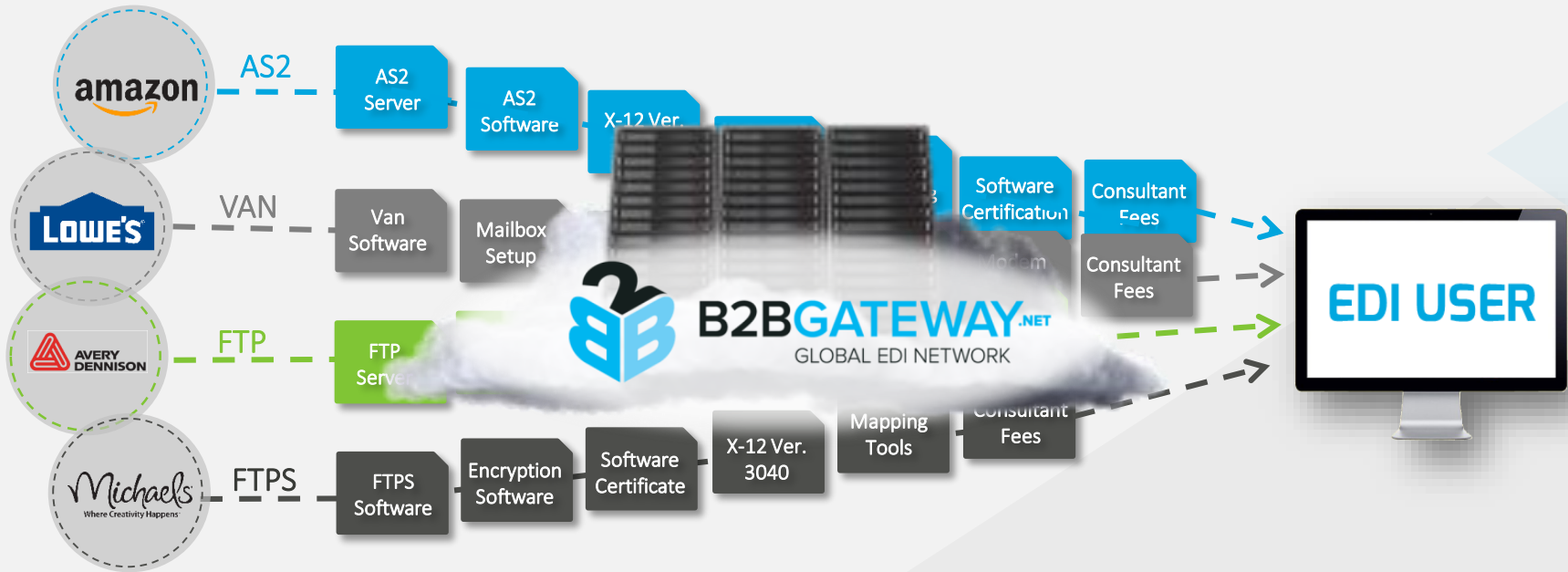


# SO LET'S PUT ALL THAT TOGETHER...

Each trading partner specifies their required communication method and which documents they require to complete EDI transactions. This can make the EDI process very complex as illustrated below.



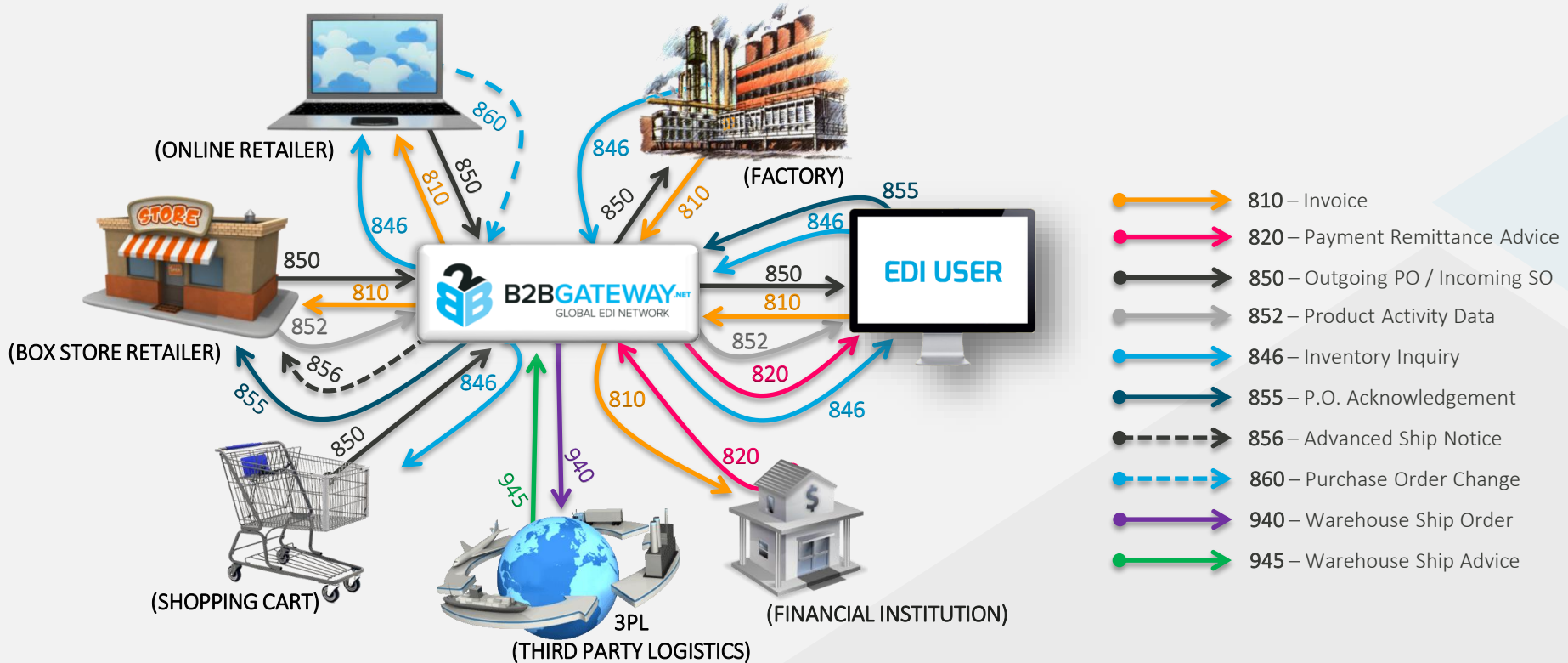
# B2BGATEWAY MAKES IT EASY...



HOW TO USE EDI TO TRADE WITH AMAZON  
PRESENTED BY: B2BGATEWAY



# WHERE DOES EDI FIT INTO THE MARKETPLACE?



# GS1-128 LABELS

In today's business environment, GS1-128 (formerly known as UCC-128) labels have become a necessary part of the criteria for large format retailers in automating the supply chain with their suppliers.

GS1-128 labels are an outer label affixed to each carton and/or pallet and provide information about a particular shipment. This label will alert the trading partner about shipment information such as who the vendor / supplier is, carton content, store ship to location, etc., and is a mix of both human readable as well as scan able information.

The GS1-128 label on every carton is scanned at its destination location (e.g. trading partner central warehouse) and information usually is tied to an Advance Ship Notice (ASN) that has already been transmitted via EDI to the trading partner from the supplier.



# AMAZON'S EDI REQUIREMENTS

Amazon has many different sites:

- Amazon (Vendor Central)
- Amazon Drop Ship
- Amazon AMTU (Seller Central)
- International Amazon - Amazon.ca, Amazon.mx, Amazon.co.uk, Amazon.de to name but a few.



Each Amazon site requires a unique connection or setup.






Suppliers trading with Amazon may be required to transact from the following ANSI X12 v. 4010 EDI documents (note EDIFACT transaction sets will be required by Amazon EU divisions):

EDI 753 - Request for Routing Instructions  
EDI 754 - Routing Instructions  
EDI 810 - Invoice  
EDI 846 - Inventory Advice/Update  
EDI 850 - Purchase Order  
EDI 852 - Product Activity Data

EDI 855 - PO Acknowledgement  
EDI 856 - Advance Ship Notice  
EDI 860 - PO Change Request  
EDI 865 - PO Change Seller  
GS1/UCC-128 Labels  
Preferred Communication: AS2



# AMAZON DIVISIONS AND WORLDWIDE

Division	Country	Format	Protocol	
Amazon.com	USA	ANSI X12	AS2	
Amazon AMTU	North America	Flat Files	HTTP	
Amazon.ca	Canada	ANSI X12	AS2	
Amazon.co.uk	United Kingdom	EDIFACT	AS2	
Amazon.de	Germany	EDIFACT	AS2	
Amazon Drop Ship	North America	ANSI X12	AS2	
Amazon.es	Spain	EDIFACT	AS2	
Amazon.fr	France	EDIFACT	AS2	
Amazon MWS	Marketplace Web Services	ANSI X12	AS2	
Amazon.mx	Mexico	ANSI X12	AS2	

# AMAZON SELLER CENTRAL VS. VENDOR CENTRAL



Seller Central	Vendor Central
<ul style="list-style-type: none"><li>• Anyone can sell</li></ul>	<ul style="list-style-type: none"><li>• Invite only</li></ul>
<ul style="list-style-type: none"><li>• Quick Payment</li></ul>	<ul style="list-style-type: none"><li>• 90 day payment</li></ul>
<ul style="list-style-type: none"><li>• More control over inventory and pricing</li></ul>	<ul style="list-style-type: none"><li>• Potential for much larger volume</li></ul>
<ul style="list-style-type: none"><li>• Doesn't allow A+ content</li></ul>	<ul style="list-style-type: none"><li>• Allows A+ content</li></ul>
<ul style="list-style-type: none"><li>• Potential for higher margins</li></ul>	<ul style="list-style-type: none"><li>• Amazon Vine Program, Subscribe &amp; Save and other Marketing Programs</li></ul>
<ul style="list-style-type: none"><li>• Sponsored Product Ads</li></ul>	<ul style="list-style-type: none"><li>• Less control over prices</li></ul>
<ul style="list-style-type: none"><li>• Control over listings and inventory shipments</li></ul>	<ul style="list-style-type: none"><li>• Amazon can decide it's overstocked and return items to vendors</li></ul>



# SETTING UP AMAZON WITH B2BGATEWAY



HOW TO USE EDI TO [TRADE WITH AMAZON](#)  
PRESENTED BY: B2BGATEWAY



# HOW TO SETUP A B2BGATEWAY EDI AMAZON ACCOUNT

After signing up as a B2BGateway client, B2BGateway will use your Amazon Vendor Central (AVC) username and password to access the testing portal.

When in production, B2BGateway uses an AS2 connection to pull orders from Amazon and push them into your Accounting Software/ERP. Likewise all returning documents to Amazon are sent over AS2.

All of the document transmissions happen behind the scenes and setting up the integration **requires testing and communication through AVC's portal**. All testing with Amazon will be carried out by B2BGateway on your organization's behalf.



**Sign In**

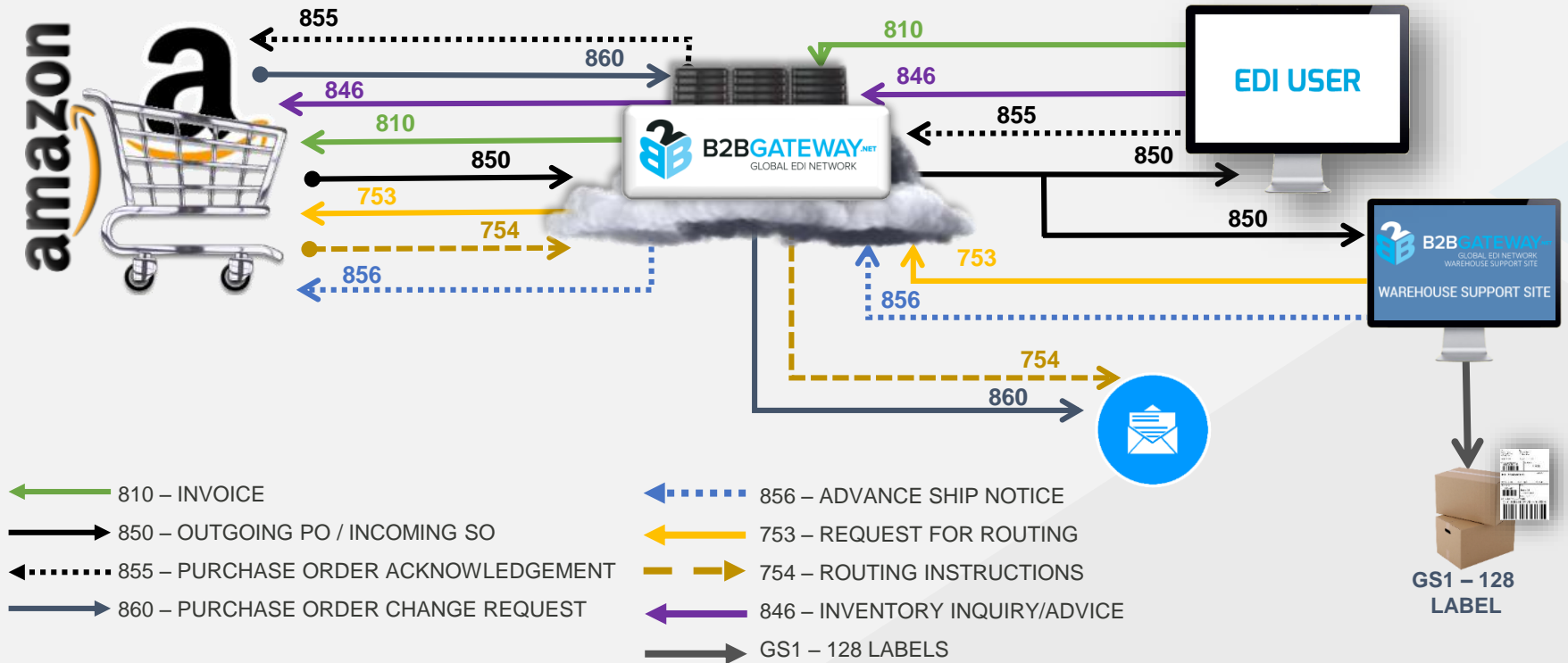
E-mail:

Password:

[Sign in](#)

[Forgot your password?](#)

# WORKING WITH AMAZON



# HOW TO SETUP A B2BGATEWAY EDI AMAZON ACCOUNT

---

## WHAT IS NEEDED BY B2BGATEWAY?

B2BGateway needs all the item information that you may want to use on the test scenarios. As all testing and production communication is confined to the Vendor Central portal, B2BGateway does not have any direct contact with Amazon via email or phone.

## HOW DOES IT WORK?

Once B2BGateway has the username, password and required item information, we will build the required data maps in order to do the data translations so that the original Purchase Order from Amazon will go automatically into your Accounting Software/ERP as a Sales Order.

As well as all required EDI documents, B2BGateway can also set up optional documents like the Product Activity Data (852) and Inventory Advice (846) and so on if your organization so chooses.



# HOW TO SETUP A B2BGATEWAY EDI AMAZON ACCOUNT

## ADDITIONAL INFORMATION:

Once the test invoice is approved, you will be asked to submit EDI invoices via B2BGateway as well as the hard copies to Amazon until Amazon asks you to discontinue the hardcopies.

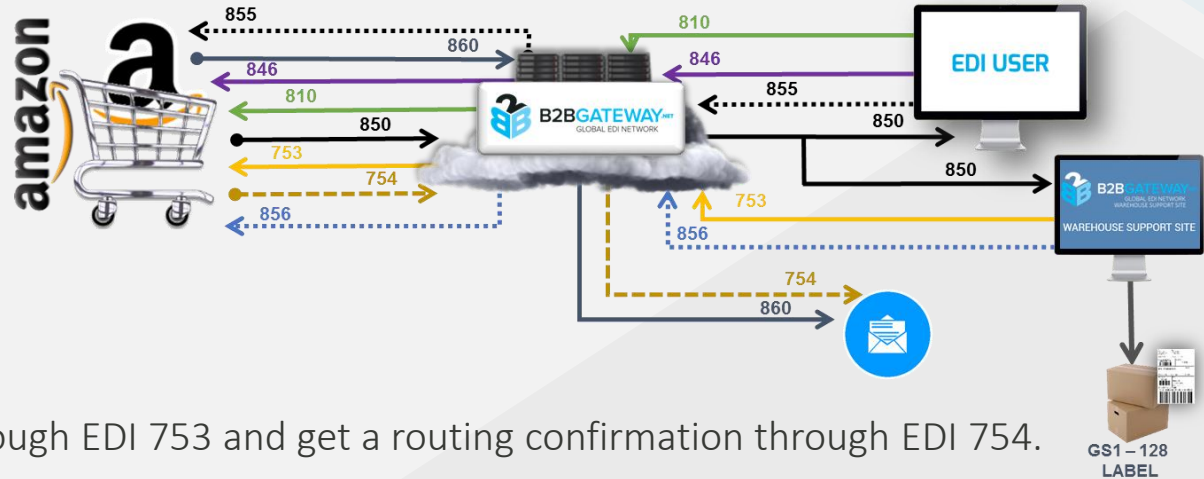


# AMAZON'S ROUTING REQUIREMENTS (EDI 753 & 754)

For Amazon suppliers it is mandatory to create a routing request in Amazon Vendor Central after the supplier confirms the Purchase Order. The supplier has to provide the pick up date, time, number of cartons, weight and volume of the consignment. This is called the routing request in Amazon Vendor Central.

Amazon provides routing process through EDI for its EDI enabled vendors.

EDI enabled vendors can send a routing request through EDI 753 and get a routing confirmation through EDI 754.



# AMAZON'S ROUTING REQUIREMENTS (EDI 753 & 754)

## AMAZON EDI 753 ROUTING REQUEST

The main components of an EDI 753 routing request are

- Supplier Reference Number – This is a unique reference number for the supplier. When Amazon sends back a routing confirmation through EDI 754, it will include this unique reference number so that suppliers can match in their system.
- Customer Purchase Order Number – This is the Purchase Order number from Amazon and it should be included in the routing request.
- Number of Pallets/Cartons and total weight of the consignment.
- Total volume in cubic feet.
- Address identifier.
- Pick up Date & Time: When the consignment will be ready.

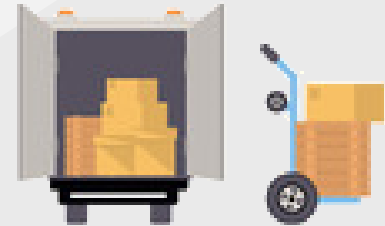


# AMAZON'S ROUTING REQUIREMENTS (EDI 753 & 754)

## AMAZON EDI 754 ROUTING CONFIRMATION

Amazon will send a routing confirmation through EDI 754. The main components of EDI 754 are:

- Supplier Reference Number – This is the same reference number that the supplier sent in EDI 753.
- Amazon Reference Number (ARN) – This is the unique identifier provided by Amazon. When supplier submits a shipment advise (ASN) they should use this reference number.
- Carrier Name – Amazon will assign a carrier based on the weight/volume and its negotiated rate with carriers. For large consignments Amazon will assign LTL (Less than truck load) carriers like Con-way, Central Freight Lines or small freight carriers like UPS, FEDEX.





# MANAGE YOUR AMAZON EDI ACCOUNT WITH B2BGATEWAY CLIENT PORTAL

The screenshot displays the B2BGATEWAY client portal dashboard. The top navigation bar includes the B2BGATEWAY logo and the text 'GLOBAL EDI NETWORK'. Below the navigation bar, the breadcrumb path is 'Home / Dashboard'. The main content area is titled 'Dashboard Overview & stats'. On the left, a vertical navigation menu lists various options: Dashboard (highlighted), Company Info, Relationships, Login To..., Integration, Reprocessing Tools..., Reports..., Support..., Email Manager..., InfoGraphics, and Sign Out. The main dashboard area features a 'Most Active Trading Partner' pie chart with a legend for Burris (yellow), BJs (light blue), Walmart (red), and CSWholesale (green). To the right of the chart are two panels: 'Exceptions' showing 'No Open Exceptions' and 'General Alerts' with a notification about a new report.

**Most Active Trading Partner**

Trading Partner	Total# Open
No Open Exceptions	

**General Alerts**

- Just Released: The [Trading Partner Status Report](#) is now available under the reports tab on the left. 10/5/2015

# CLIENT PORTAL FEATURES

In the Client Portal clients can view and manage their EDI relationships. Features include:

- ✓ Business Intelligence such as Most Active Trading Partners, Documents Processed Per Day, Trading Partner Relationships Progress.
- ✓ View and update company information.
- ✓ Contact support.
- ✓ View Trading Partners Status and add new Trading Partners.
- ✓ Reprocess EDI documents.
- ✓ Login to Cross Reference and WSS.
- ✓ View reports such as Transaction, Exception and/or Custom Reports.



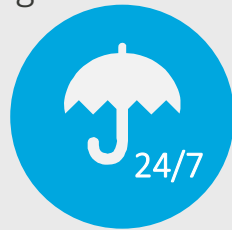
# CUSTOMER SERVICE

B2BGateway has been providing excellent customer service to all of our clients and we will continue to do so in the future. B2BGateway has developed two new teams to help clients with setting up and maintaining their trading partner relationships.

The teams consist of a dedicated Setup Team for the setup phase of the relationship and thereafter the Rapid Response Team (RRT) is available for any ongoing requests the client may have during the lifetime of the relationship.

## *Available Support*

- Setup phase dedicated project manager with trading partner liaison executive to ensure we meet all current trading partner requirements.
- Rapid Response Support Team available for when issues need immediate attention.
- Support is available 24/7 all year long and in your time zone.
- These support features are included in the monthly fee at no extra cost.



# ADVANTAGES OF B2BGATEWAY EDI

- ✓ **Meet Customer Requirements:** EDI users are able to meet the supply contract requirements of all major Online and Box Store Retailers.
- ✓ **Integrate with 3PL's** EDI users are able to communicate effectively and efficiently with their outsourced third party logistics providers (3PL).
- ✓ **GS1-128 Labels** B2BGateway can support the outer case GS1-128 barcode labels and Packing Slips that may be required by trading partners.
- ✓ **CommerceHub** B2BGateway can automate the flow of data between Online Retailer Hubs such as CommerceHub and VendorNet
- ✓ **Full Communication Integration** B2BGateway is a complete communications hub can work with all data formats such as XML, CSV as well as the traditional EDI formats and standards.
- ✓ **Customization** B2BGateway can customize solutions to meet the individual users needs





# Questions Anyone?

Please open your WebEx Chat Box to send a question.



**B2B**GATEWAY.NET  
GLOBAL EDI NETWORK

**THANK YOU FOR WATCHING**

Call USA: +1 401 491 9595 (USA)

Call Europe: +353 61 708533 (EU)

Call Australia: +61 28003 7584 (AU)

Web: [www.B2BGateway.Net](http://www.B2BGateway.Net)

Email: [Sales@B2BGateway.Net](mailto:Sales@B2BGateway.Net)