



# Safeway Update

Juliet Luther

Data Synchronization Manager

Safeway

January 13, 2009





# Data Synchronization with Safeway

- Goal: Synchronize warehouse items in the United States.
  - Currently not synchronizing DSD or Canadian items.
- Attributes synchronized within the Safeway database:
  - Case and Each GTIN to Case and Consumer UPC (GTINs are only used to locate match to UPC's)
  - Case Pack
  - Consumer / Sellable Size
  - Case Cube (derived from the dimensions)
  - Case Gross Weight
  - Ti and Hi (pallet configuration) – Only non-mandatory attributes requested at this time





# Data Synchronization with Safeway

- **Data Integrity:**
  - Once an item is synchronized, Safeway and its suppliers' databases are in alignment.
  - The attributes mentioned are used in all downstream systems, such as EDI, Procurement, Invoicing, etc. Safeway needs your help to ensure accurate item attributes are published!
  
- **Current Status:**
  - 240 suppliers in Production
  - Over 14,000 synchronized items





# Steps for Data Synchronization with Safeway

1. Review information and complete the survey located at <http://suppliers.safeway.com/>
  - Select 'Synchronization Program'. The survey link is located under step #3 under 'How to Synchronize with Safeway'.
2. Safeway will review your survey results and if appropriate, email the following information to start synchronization.
  - Date when Safeway subscribed to your GLN (global location number). Please verify you see a valid Safeway subscription.
  - List of your valid items at Safeway.
  - Request Initial Load or New Item message for two items.





## Steps for Data Synchronization with Safeway (cont'd)

3. One of the following CIC messages will be sent:
  - Synchronize: A match was found at Safeway and our databases are in alignment. Please publish messages and send updates (change or correct) messages as appropriate.
  - Reject: No match was found. Please publish another item from the Safeway valid items list.
  - Review: The Safeway Data Sync team will contact you to discuss.
4. Once Safeway has synchronized two items, please send messages at will:
  - Initial Load: Usually the first message and processed upon receipt.
  - New Item: Please follow the current Safeway process and do not use this for item introduction. The message is handled the same as Initial Load, except it is held for 60 days looking for a match. If no match is found, a reject message will be sent.
  - Change/Correct: Used when an item attribute changes.



# Steps for Data Synchronization with Safeway (cont'd)

## 5. More Information

- Inner Packs can be represented as a GTIN or XML tag at the case level hierarchy.
- Attributes Ti and Hi are mandatory for Safeway and must be populated at the highest GTIN level, case or pallet.
- Monitoring reports are available upon request. Reports include list of valid items and items not synchronized.





# Safeway Alcohol Beverage Initiative

- Safeway would like to synchronize wine & spirits warehouse items in the United States (this does not apply to DSD or Canadian items)
- Phase One:
  - Safeway is working with Southern Wine & Spirits and 1SYNC to synchronize warehouse items via the GDSN 3-tier model
  - Suppliers selling warehouse items to Safeway via Southern Wine & Spirits, are requested to start registering & publishing items to Southern Wine & Spirits (GLN# 0088320000009)
- Phase Two:
  - Safeway will rollout to all participating suppliers and distributors
- Additional Information and Support:
  - Contact Southern Wine & Spirits for a list of Safeway items
    - Bruce Youlden (954) 680-4608 or [byoulden@southernwine.com](mailto:byoulden@southernwine.com)
  - Contact 1SYNC at +1.866.280.4013, Option 2
  - Alcohol & Beverage Industry Electronic Commerce Council (ABIEC) [www.abiec.org](http://www.abiec.org)



# Questions?

**Information has not been updated since January 13, 2009**