



**STANDARD REPORTING FORMAT**

**for**

**PRODUCT DISTRIBUTORS**

**Last Updated:**  
April 14, 2011

**IMPORTANT NOTES:**

Changes to this specification since the last revision are shown in “**red**” throughout this document.

**HIGHLIGHTS OF CHANGES**

**Additional product manufacturer added**

**See page 14**

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## GENERAL INFORMATION

Attached are the record layouts for sales information data to be submitted to **Custom Data Solutions, Inc.** Sales data should reflect all vend product Shipped **or Returned** during the reporting period (based on ship date) regardless of the invoice date. See appropriate appendix for field content and format specifications. Data is required in all fields except "Address 2" and any fields designated as "filler" or "optional".

The reported data will consist of the following record types:

**A. Customer Records:**

1. Each "CD" record submitted will represent a customer (Vend Operator) consisting of name, address and other customer information. The data submitted must not contain more than one record for each vend operator (no duplicate records).
2. There must be a single Customer Totals "CT" Record which is used to reconcile the "CD" records.

**B. Sales Records:**

1. Multiple invoice line item detail Sales "SA" Records for all Vend Product SHIPPED or RETURNED during the reporting period.
2. There must be a single Sales Totals "AT" Record which is used to reconcile the "SA" records.
3. Optional reporting fields are provided solely for Distributor use. (See Appendix A, Items 5, 6, and 7).

**C. Inventory Records:**

1. If the Manufacturer requires Inventory Reporting, submit multiple product Inventory ("IR") Records for each item of the Manufacturer's product held in your inventory as of the reporting period end date.
2. There must be a single Totals "IT" Record which is used to reconcile the "IR" records.
3. Inventory records can not be reported as a negative number.

Record Termination:

Record terminators are required. Records must be terminated with either a carriage return/line feed pair or a single line feed.

File Termination:

Files must **not** contain file termination characters (such as ^Z).

## MONTHLY DATA REPORTING

Data through the last business day of the month must be electronically transmitted using DataStreamer by 12:00 midnight (EST) the 7<sup>th</sup> day following every month end.

## WEEKLY DATA REPORTING

The weekly reporting period begins on Sunday and ends on the close of business Saturday of each week. Data must be electronically transmitted using DataStreamer by 12:00 midnight (EST) the following Tuesday.

## TRANSMITTING DATA

Data must be transmitted using **Custom Data Solutions'** DataStreamer™ software.

- The DataStreamer™ software may be obtained by downloading from the Custom Data Solutions website located at [www.datastreamer.com](http://www.datastreamer.com).
- The DataStreamer software performs various format tests prior to the transmission of your data. If a format error is detected, the software will not transmit the data, but will provide you with the error record number(s) and the error message(s) detail to assist you with any corrections necessary to transmit the file.
- The DataStreamer software automatically connects to the Custom Data Solutions servers for data transmission purposes. For security reasons, the data is compressed and encrypted before transmission to Custom Data Solutions.
- In addition to the MS Windows version, other versions of the DataStreamer software are available for different operating systems.
- You may receive notification that the version of Data Streamer software being used is not the current version. You will be given a reasonable period of time to download and install the current version. After a reasonable period of time, older versions will be de-supported and data will no longer be transmitted or accepted. You should check to insure that you are using the most recent version of DataStreamer software. Visit the website at [www.datastreamer.com](http://www.datastreamer.com) to download the current version of software.
- **Getting Started**  
In addition to downloading the DataStreamer software, you will need to obtain a Data Supplier ID and password in order to transmit your files.  
Please contact us at:

Data Operations  
Custom Data Solutions, Inc.  
800-441-9595  
email: [datagroup@custdata.com](mailto:datagroup@custdata.com)

Our staff will provide you with the necessary information and also assist you with any questions you have regarding this format and data reporting.

**Customer Reporting**  
**“CD” and “CT” Record Formats**

## CUSTOMER RECORDS

### CUSTOMER DETAIL RECORDS – “CD” Records

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Record Header	Value is “999999”	1	6	6
2. Class of Trade (Optional) (Appendix A, Item 11)	ALPHANUMERIC	7	10	4
3. Ship To Customer Identification (Appendix A, Item 2)	NUMERIC	11	20	10
4. Customer (Company) Name (Appendix A, Item 3)	ALPHANUMERIC	21	50	30
5. Ship To Customer Address Line 1 (Appendix A, Item 3)	ALPHANUMERIC	51	80	30
6. Address Line 2 (Appendix A, Item 3)	ALPHANUMERIC	81	110	30
7. City (Appendix A, Item 3)	ALPHA	111	135	25
8. State (Appendix A, Item 3)	ALPHA	136	137	2
9. ZIP Code (Zip + 4 Format) (Appendix A, Item 3)	NUMERIC	138	146	9
10. Customer telephone number (including area code; No hyphens)	NUMERIC	147	156	10
11. National/Chain Account Identification (Optional) (Appendix A, Item 9)	ALPHANUMERIC	157	166	10
12. Special Flag (Optional) (Appendix A, Item 10)	Value is “Y” or space	167	167	1
13. Filler	Value is Spaces	168	168	1
14. Record Type	Value is “CD”	169	170	2

## CUSTOMER RECORDS

### CUSTOMER TOTALS RECORD – “CT” Record

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Record Header	Value is “9999999999”	1	10	10
2. Filler	Value is Spaces	11	137	127
3. Customer Record Count (Count of all records with record type “CD”)	NUMERIC	138	146	9
4. Filler	Value is Spaces	147	168	22
5. Record Type	Value is “CT”	169	170	2

## **Sales Reporting**

### **“SA” and “AT” Record Formats**



## SALES RECORDS

### SALES DETAIL RECORDS – “SA” Record (Invoice line item detail)

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Distributor Identification (Appendix A, Item 1)	NUMERIC	1	10	10
2. Manufacturer Identification (Appendix A, Item 4)	NUMERIC	11	20	10
3. Manufacturer's Product Identification Number (Optional) (Appendix A, Item 5)	NUMERIC	21	28	8
4. Ship To Customer Identification (Appendix A, Item 2)	NUMERIC	29	38	10
5. Invoice Number	NUMERIC	39	48	10
6. Invoice Date (Appendix B, Item 1)	NUMERIC	49	56	8
7. Ship Date (Appendix B, Item 1)	NUMERIC	57	64	8
8. Filler	Value is Spaces	65	73	9
9. Extended Net Dollar Amount (Appendix B, Item 2)	NUMERIC	74	82	9
10. Distributor's Product Reference (Optional) <b>or</b> Filler (Appendix A, Item 6)	ALPHANUMERIC	83	94	12
11. Product Description (Optional) <b>or</b> Filler (Appendix A, Item 7)	ALPHANUMERIC	95	124	30
12. Cases Shipped/Returned (Appendix B, Item 3)	NUMERIC	125	130	6
13. Boxes Shipped/Returned (Appendix B, Item 3)	NUMERIC	131	136	6
14. Units Shipped/Returned (Appendix B, Item 3)	NUMERIC	137	142	6
15. Case GTIN (Appendix A, Item 8)	NUMERIC	143	156	14
16. Filler	Value is Spaces	157	168	12
17. Record Type	Value is “SA”	169	170	2

## SALES RECORDS

### SALES TOTALS RECORD – “AT” record

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Record Header	Value is “9999999999”	1	10	10
2. Filler	Value is Spaces	11	38	28
3. Period Covered Start Date (Appendix B, Item 1)	NUMERIC	39	46	8
4. Period Covered End Date (Appendix B, Item 1)	NUMERIC	47	54	8
5. File Creation Date	NUMERIC	55	62	8
6. Total Record Count (Count of all records with record type “SA”)	NUMERIC	63	71	9
7. Total Amount (Dollars and Cents) (Appendix B, Item 6)	NUMERIC	72	82	11
8. Filler	Value is Spaces	83	168	86
9. Record Type	Value is “AT”	169	170	2

## **Inventory Reporting**

### **“IR” and “IT” Record Formats**

**(if reporting is required by Manufacturer)**

## INVENTORY RECORDS

### INVENTORY DETAIL RECORDS – “IR” Record (Inventory item detail)

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Distributor Identification (Appendix A, Item 1)	NUMERIC	1	10	10
2. Manufacturer Identification (Appendix A, Item 4)	NUMERIC	11	20	10
3. Manufacturer's Product Identification Number (Optional) (Appendix A, Item 5)	NUMERIC	21	28	8
4. Comments (Optional) or Filler	ALPHANUMERIC or Value is Spaces	29	124	96
5. Inventoried Cases (Appendix B, Item 3)	NUMERIC	125	130	6
6. Inventoried Boxes (Appendix B, Item 3)	NUMERIC	131	136	6
7. Inventoried Units (Appendix B, Item 3)	NUMERIC	137	142	6
8. Case GTIN (Appendix A, Item 8)	NUMERIC	143	156	14
9. Filler	Value is Spaces	157	168	12
10. Record Type	Value is “IR”	169	170	2

## INVENTORY RECORDS

### INVENTORY TOTALS RECORD – “IT” record

<u>Data Item</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Length</u>
1. Record Header	Value is “9999999999”	1	10	10
2. Filler	Value is Spaces	11	46	36
3. Inventory Date (Appendix B, Item 7)	NUMERIC	47	54	8
4. File Creation Date	NUMERIC	55	62	8
5. Total Record Count (Count of all records with record type “IR”)	NUMERIC	63	71	9
6. Filler	Value is Spaces	72	168	97
7. Record Type	Value is “IT”	169	170	2

## APPENDIX A FIELD CONTENT SPECIFICATIONS

### Item

#### 1 - Distributor Identification

This is any unique identifier that identifies the distributor or distributor branch (if reporting for multiple locations). If multiple branches are being reported, the SA and the IR records must uniquely identify the branch for each invoice line item and each branch's inventory record. Any unique numeric identifier may be used, such as: telephone number including area code (no punctuation) or the distributor's internal branch/location identifier.

#### 2 - Ship to Customer Identification

This represents your internal customer account number that identifies each of your Customers by a unique Customer Identification number. The field must be NUMERIC and greater than zero (No Alpha characters). For every customer referenced in a Sales Record, there must be a single corresponding Customer Record for that Customer. The customer number reported must be the same number regardless of which warehouse or branch the customer may purchase product.

#### 3 - Ship to Customer Name and Address

The customer name and address should be the "SHIP TO" name and address for the Vend Operator. Address line 1 is either the street address or the Contact/Attn line. Address line 2 is the street address if address line 1 is used for the Contact/Attn or can be used for additional address information or may be left empty.

State is the standard two (2) character postal abbreviation for the state.

Zip code should be provided in "zip + 4" format, if available (no punctuation or dashes). Examples: 480651527 or 000048065 ( 0 = one space)

#### 4 - Manufacturer Identification

The Manufacturer Identification is the number used by Custom Data to identify the manufacturer(s) for which you are reporting. Each detail record (Sales Records and Inventory Records) must be correctly associated with the appropriate manufacturer from the following list:

Frito-Lay, Gatorade, Quaker, Tropicana	0000000020
General Mills	0000000030
Hershey Vending	0000000040
Hershey Fund Raising	0000000050
Hershey Concession	0000000055
Snyder's of Hanover	0000000060
Kellogg, Keebler	0000000080
Kar Nut Products (Kar's)	0000000115
Mars Chocolate North America	0000000135
Inventure Group (Poore Brothers)	0000000145
WOW Foods	0000000150
Cadbury Adams USA, LLC	0000000160
Monogram Foods (Trail's Best, O'Brien's, etc)	0000000170
Just Born	0000000185
Hostess, Dolly Madison	0000000190
Sara Lee	0000000210

**Note:** Multiple manufacturers may be reported in the same Data transmission.

**APPENDIX A**  
**FIELD CONTENT SPECIFICATIONS**  
(continued)

**Item**

**5 - Manufacturer's Product Identification Number (Optional) or Filler**

This is often referred to as the manufacturer's standard case identification number for each vend product. As an example, some Manufacturers also use the five (5) digits to identify their products.

Case GTIN: 1 00 18103 **12106** 2      **use 12106**

Case UPC Number 7 18103 **12106** 4      **use 12106**

This field is optional, but its use is strongly encouraged. If not used, the field must be space filled.

**Please refer to item 8 below for additional important information.**

**6 - Distributor's Product Reference (Optional) or Filler**

This is an **optional** field for the use of the Distributor. If not used, the field must be space filled. The field may contain any data that would be useful to the Distributor or Custom Data Solutions in identifying a particular transaction. Some examples are the manufacturer's complete UPC code, internally used product identifier, etc.

**7 - Product Description (Optional) or Filler**

This is an **optional** field for the use of the Distributor. If not used, the field must be space filled. The field should contain a complete description of the product associated with the product identification number. For example, the field might contain "ABC Cookies 288 ct 1.45 oz".

**8 - Case GTIN (Global Trade Identification Number)**

**This field is mandatory for data reporting.** This field is the primary product identification used for all Manufacturers' product items. For more specific information, please contact Custom Data Solutions or your manufacturer sales representative for a product listing of the case GTIN for each product.

You may also visit <http://www.gtin.info/index.html> for more general information about GTIN.

**9 - National/Chain Account Identification (Optional) or Filler**

This is an **optional** field for the use of the Distributor to provide the identification account number used to classify National /Chain Account customers. This field may be any combination of numbers or letters up to 10 characters in length that are used internally to identify these customer accounts. If not used, the field must be space filled.

**APPENDIX A**  
**FIELD CONTENT SPECIFICATIONS**  
(continued)

**Item**

**10 - Special Flag (Optional) or Filler**

This one character field may be set to "Y" only if the Customer Record ("CD") is related to a non-specifically identified sales transaction, such as Cash and Carry, broker samples, or other similar special type sales transaction where an address is not required or unavailable. By setting this field flag to "Y", the address 1, city, state and zip code fields are not required and will not be validated. If this field is not used, it must be space filled.

**11 - Class of Trade (Optional) or Filler**

This is an **optional** field for the use of the Distributor to provide it's class of trade code for it's customers. If not used, the field must be space filled.



## APPENDIX B FIELD FORMAT SPECIFICATIONS

### Item

1 - **Dates** - All dates must be in **YYYYMMDD** format.

2 - **Extended Net Dollar Value** – This dollar amount field represents the price paid by the customer (net of discounts) for the corresponding quantity sold. Report using one of the following two options:

#### **Option 1 – Zero filled, fixed length**

- Length of field is 9 characters.
- Zero filled from left.
- Any negative sign must be the first character of the field.
- Two positions to the right of an implied decimal point.
- No \$ sign.

*Example:*

Actual:

Report as:

(\$10.00)	-00001000	This is how a return ( <b>negative</b> sale) of \$10.00 is to be reported.
\$10.00	000001000	This is how a sale of \$10.00 is to be reported.
\$10.50	000001050	This is how a sale of \$10.50 is to be reported.

#### **Option 2 – Space filled, fixed length**

- Length of field is 9 characters.
- Space fill from left.
- Floating minus sign. Any negative sign must be the first character to the left of the 1<sup>st</sup> digit ("Floating Sign").
- Two positions to the right of an implied decimal point.
- No \$ sign.

*Example:*

Actual:

Report as:

(\$10.00)	-1000	This is how a return ( <b>negative</b> sale) of \$10.00 is to be reported.
\$10.00	1000	This is how a sale of \$10.00 is to be reported.
\$10.50	1050	This is how a sale of \$10.50 is to be reported.

**APPENDIX B**  
**FIELD FORMAT SPECIFICATIONS**  
(continued)

**Item**

**3 - Cases, Boxes, Units Shipped/Returned or Inventoried**

When reporting **Sales (SA records)**, these represent the quantity sold or returned. Cases are the number of whole cases sold or returned, Boxes are the number of full boxes (sleeves) sold or returned, Units are the number of units (eaches) sold or returned.

When reporting **Inventory (IR records)**, this is the number of whole cases, boxes or units in inventory as of the reporting period end date. **Negative Inventory cannot be reported.**

Use one or more of these fields, populating with whole numbers only.

*The following Examples illustrate reporting of these fields:*

Example 1:

Product is a 120 count case pack, with 6 inner boxes, packed 20 units per box.

If 2 ½ cases of product are sold, this should be reported as:

	Cases	Boxes	Units
	<u>Shipped</u>	<u>Shipped</u>	<u>Shipped</u>
(a)	2	3	0
<u>or</u> (b)	2	0	60
<u>or</u> (c)	0	0	300

Example 2:

Product is a 60 count case with no inner boxes.

If 2 ½ cases of product are sold, this should be reported as:

	Cases	Boxes	Units
	<u>Shipped</u>	<u>Shipped</u>	<u>Shipped</u>
(a)	2	0	30
<u>or</u> (b)	0	0	150

Example 3:

Product is a 60 count case with no inner boxes.

If ½ case is sold, this should be reported as:

Cases	Boxes	Units
<u>Shipped</u>	<u>Shipped</u>	<u>Shipped</u>
0	0	30

**APPENDIX B**  
**FIELD FORMAT SPECIFICATIONS**  
(continued)

**Item**

**3 - Cases, Boxes, Units Shipped/Returned or Inventoried, *continued***

Report Cases, Boxes, Units Shipped/Returned or Inventoried using one of the two options below:

**Option 1 – Zero filled, fixed length**

- Length of field is 6 characters.
- Zero filled from left.
- Any negative sign must be the first character of the field.
- **No fractional values may be reported here, use whole numbers only.**

*Example:*

Cases  
Shipped

Report as:

(421)  
100

- 00421  
000100

This is how a quantity of **negative** 421 (returns) is to be reported.  
This is how a quantity of 100 is to be reported.

***Note: Negative Inventory cannot be reported.***

**Option 2 – Space filled, fixed length**

- Length of field is 6 characters.
- Space fill from left.
- Floating minus sign. Any negative sign must be the first character to the left of the 1<sup>st</sup> digit ("Floating Sign").
- **No fractional values may be reported here, use whole numbers only.**

*Example:*

Cases  
Shipped

Report as:

(91)  
147

-91  
147

This is how a quantity of **negative** 91 (returns) is to be reported.  
This is how a quantity of 147 is to be reported.

***Note: Negative Inventory cannot be reported.***

**APPENDIX B**  
**FIELD FORMAT SPECIFICATIONS**  
(continued)

**Item**

**6 - Total Dollars** – Report using one of the two options below:

**Option 1 – Zero filled, fixed length**

- Length of field is 11 characters.
- Zero filled from left.
- Any negative sign must be the first character of the field.
- Two positions to the right of an implied decimal point.
- No \$ sign.

*Example:*

Actual:

Report as:

(\$4.78)	- 0000000478	This is how a <b>negative</b> total (returns) of \$4.78 is to be reported.
\$10,475.38	00001047538	This is how a total of \$10,475.38 is to be reported.

**Option 2 – Space filled, fixed length**

- Length of field is 11 characters.
- Space fill from left.
- Floating minus sign. Any negative sign must be the first character to the left of the 1<sup>st</sup> digit (“Floating Sign”).
- Two positions to the right of an implied decimal point.
- No \$ sign.

*Example:*

Actual:

Report as:

\$4.78	478	This is how a total of \$4.78 is to be reported.
(\$10,475.38)	-1047538	This is how a <b>negative</b> total (returns) of \$10,475.38 is to be reported.

**7 - Inventory Date** – This is the date of the Inventory count, normally the close of business Saturday of each weekly reporting period or the last day of the month if reporting monthly only. All dates must be in **YYYYMMDD** format.