Lazada Seller Integration
(New Seller Center API)

2017.02.22

Change History

Date	Change Desc
2016-12-14	• Introduction of Image Upload Process Flow (Page 28)
2016-12-14	• Introduction of CreateProduct (Page 27)
2016-12-14	• Price/Quantity Maintenance (Page 28)
2017-2-22	• API process flow (page 30~31)

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Getting Access to New SC API

Old vs New SC API
- Request and Response Format
- Available API Method Calls
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- Data Limitation

Process Flow for API
- Product Listing
- Order Processing

Development Kit
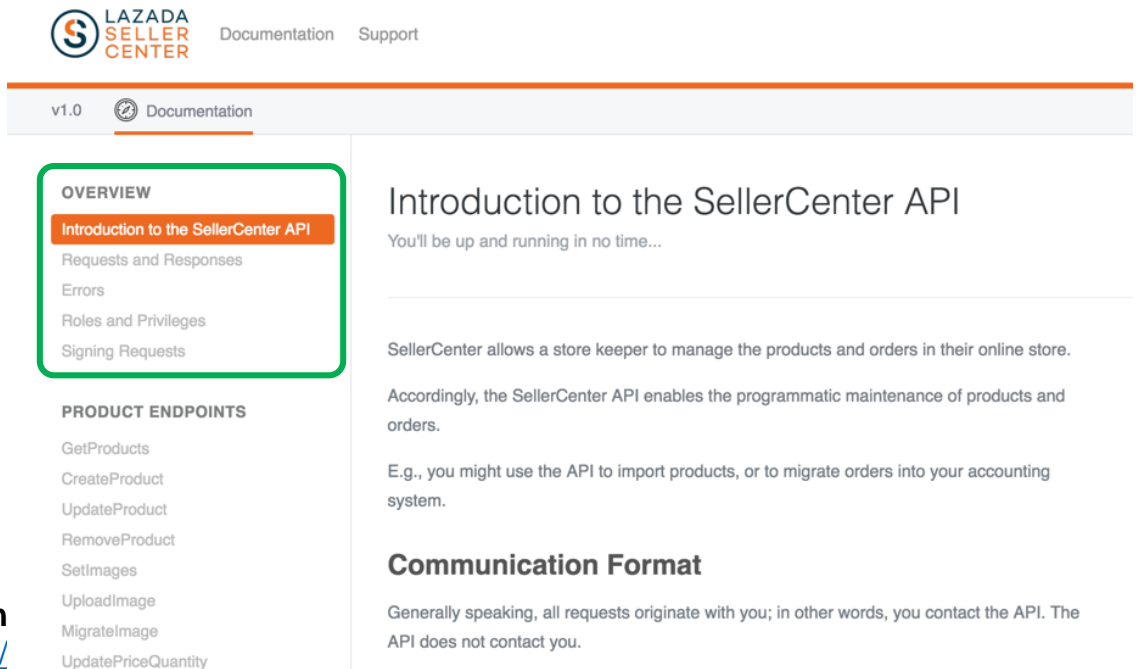- Sandbox Environment & SDKs

Support

Overview

This guide is targeted at
- Existing integrated sellers (with Seller Center API) for smooth migration to the new Seller Center (SC)
- Sellers who are starting an integration project with Lazada Seller Center API

This document is not intended to replace the Seller Center API documentation.

Please ***read Seller Center API documentation*** carefully ([URL](URL)). Before you start, it is recommended that you read the ***overview section*** of the documentation.

Seller Center API Documentation
https://lazada-sellercenter.readme.io/

Overview

Lazada is migrating to a new Seller Center platform. This platform will provide a strong tech foundation which helps us to implement impactful features in the future. This is in line with our goal to provide better services and experience to our sellers. Eventually, this leads to world-class Customer Experience.

What's new?

- In the first migration phase, the new SC will encompass all existing features with enhanced approach to product listing and content management. This sets the basis for quality content and better findability.

- Application Programming Interface (API) will also be available in the new SC platform. Most API endpoints will be backward compatible, albeit some changes for Product API endpoints and the endpoint URLs. Note that some endpoints are no longer available in the new SC. More details in later sections, including process flow for successful product listing & order processing via API.

Important info for existing API sellers

- New Seller Center and API endpoint URL (slide 6)

- New API key (slide 7)

- Difference in available API method calls (slide 11-15)

- Product Listing approach (slide 16-18)

Getting Access to SC API

Getting Access
System and API Endpoint URLs

- Seller has to integrate his system with each Seller Center independently by using the same API specification.
- Each Seller Center has unique URL and respective set of API keys for users.

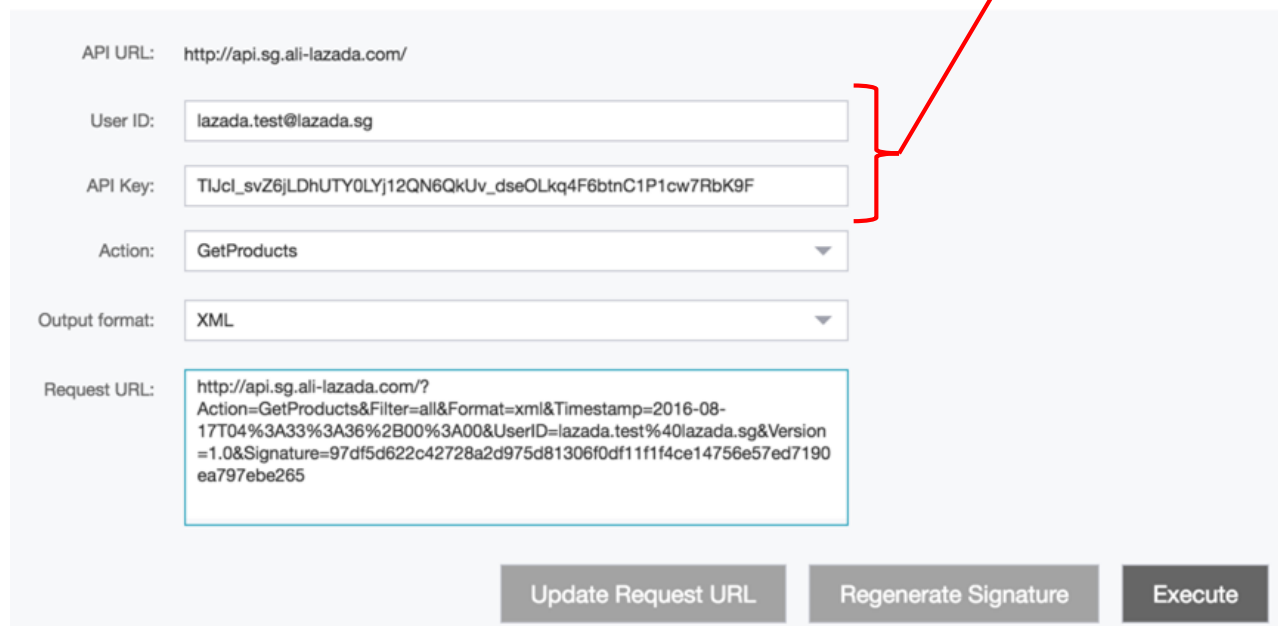|		
Singapore	Seller Center (web) API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.sg/ https://api.sellercenter.lazada.sg/ http://seller.sgsbx.ali-lazada.com
Thailand	Seller Center API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.co.th/ https://api.sellercenter.lazada.co.th/
Malaysia	Seller Center API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.com.my/ https://api.sellercenter.lazada.com.my/ https://asc-staging.sellercenter.lazada.com.my/
Vietnam	Seller Center API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.vn/ https://api.sellercenter.lazada.vn/ http://asc-staging-api.sellercenter.lazada.vn
Philippines	Seller Center API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.com.ph/ https://api.sellercenter.lazada.com.ph/
Indonesia	Seller Center API endpoint (live) API endpoint (sandbox)	https://sellercenter.lazada.co.id/ https://api.sellercenter.lazada.co.id/

Getting Access
Retrieving API Credentials

1. Via User Management

   - Go to **Manage User** & retrieve the corresponding API key for respective API user

2. Via API Explorer

   - Go to **API Reference**

   - Scroll down to **API Explorer** where your User ID and API key can be found

Getting Access
Using API Explorer

- API Explorer allows users to easily execute API calls to the Seller Center system via our web interface.

- Request URL and request body (XML) (where payload is necessary) will be populated for easy reference.

- User can change, add, delete parameters and attributes before executing the API call. The parameters (includes Action, Format, Timestamp, UserID, Version) should be arranged in alphabetical order in the Request URL and "Signature" is to be included at the end.

- User must <u>regenerate signature</u> before executing the API call if he/she changed any parameters in the URL.

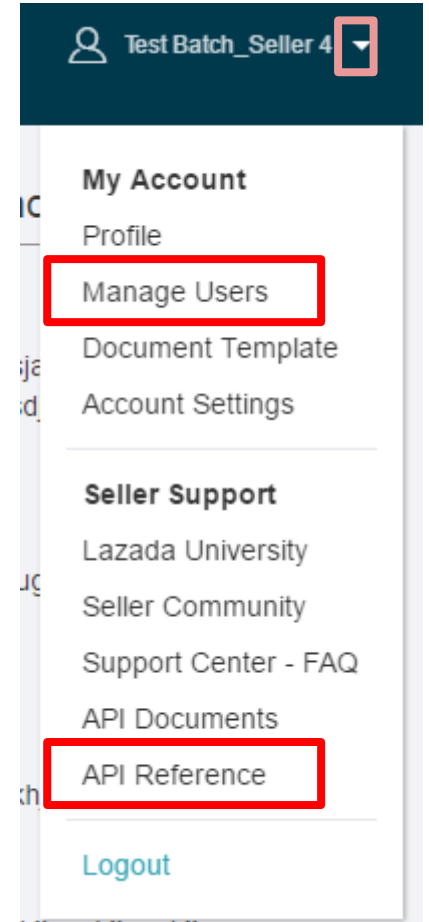|	
API URL:	http://api.sg.ali-lazada.com/
User ID:	lazada.test@lazada.sg
API Key:	TIJcI_svZ6jLDhUTY0LYj12QN6QkUv_dseOLkq4F6btnC1P1cw7RbK9F
Action:	GetProducts ▼
Output format:	XML ▼
Request URL:	http://api.sg.ali-lazada.com/? Action=GetProducts&Filter=all&Format=xml&Timestamp=2016-08-17T04%3A33%3A36%2B00%3A00&UserID=lazada.test%40lazada.sg&Version=1.0&Signature=97df5d622c42728a2d975d81306f0df11f1f4ce14756e57ed7190ea797ebe265

Update Request URL   Regenerate Signature   Execute

Once you have chosen the action, the Request URL and XML (where applicable) appears immediately.

Tips

Field *"Description"* can contain certain HTML tags, including ul, li and span. If HTML is embedded, it must be escaped as character data (below in green). Note that table format is not accepted for this field.

- <Description><![CDATA[la descripción negrita]]></Description>
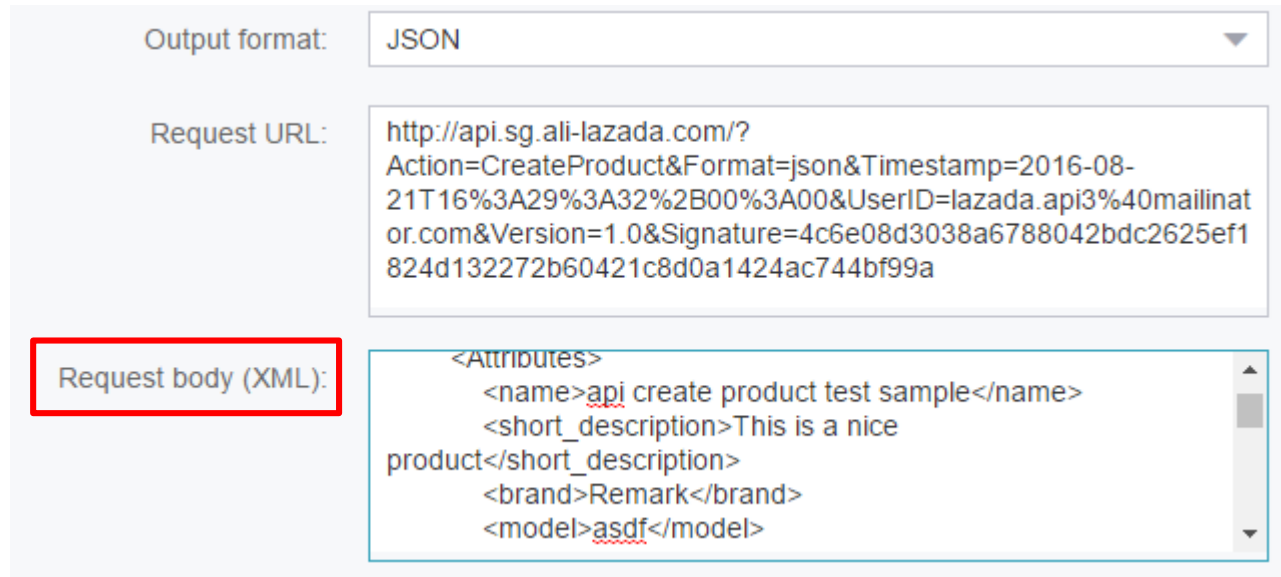
Old vs New SC API

Old vs New SC API
Request and Response Format

In new Seller Center, both XML and JSON are supported as response or request.

- In the output format, JSON or XML will be returned ([URL](URL)).

- If you try to POST with additional data in request body (payload), please stick with the format which is given in Request Body(XML) when editing as below:

- these data must be in XML format, regardless of the chosen output format (as shown in API Explorer).

Output format:	JSON ▾
Request URL:	http://api.sg.ali-lazada.com/?Action=CreateProduct&Format=json&Timestamp=2016-08-21T16%3A29%3A32%2B00%3A00&UserID=lazada.api3%40mailinator.com&Version=1.0&Signature=4c6e08d3038a6788042bdc2625ef1824d132272b60421c8d0a1424ac744bf99a
Request body (XML):	<Attributes> <name>api create product test sample</name> <short_description>This is a nice product</short_description> <brand>Remark</brand> <model>asdf</model>

- To do a successful API call, signature calculation is of utmost importance, please read this page to do this by different coding languages.

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Old vs New SC API
Feed Concept - No Longer Applicable

In the new Seller Center, the API calls are synchronous (instead of asynchronous in the existing SC).
What's the impact?
- Product creation, update and removal via API will be processed during that instance of API call ('immediately'). There is no feed queueing concept. This means that your application will also not execute other calls, before a response is returned by the API for the current call.
- Feed endpoints will no longer be available as it's not applicable in the new SC. There is no need to retrieve success status of your product creation/update/removal via get FeedStatus.
- 'Instantaneous' response will be given via API response.
- Note that all your actions will be immediate. There is no way to cancel the product creation or update via API.

Example of successful product creation via API

```
{
    "SuccessResponse": {
        "Head": {
            "RequestId": "",
            "RequestAction": "CreateProduct",
            "ResponseType": "Product",
            "Timestamp": "2016-08-21T04:43:57+0000"
        },
        "Body": {
            "Warnings": []
        }
    }
}
```

Old vs New SC API
Available API Endpoints

Existing SC API	New SC API
Product Endpoints	
GetProducts	GetProducts (Updated)
-	SearchSPUs (NEW)
-	UploadImage (NEW)
-	MigrateImage (NEW)
ProductCreate	CreateProduct (Updated)
ProductUpdate	UpdateProduct (Updated)
Image	SetImages (Updated)
-	UpdatePriceQuantity (NEW)
ProductRemove	RemoveProduct (Updated)
GetBrands	GetBrands (No changes)
GetCategoryTree	GetCategoryTree (No changes)
GetCategoryAttributes	GetCategoryAttributes (No changes)
GetCategoriesByAttribute	*Removed* (No longer applicable)
Quality Control Endpoints	
GetQcStatus (No changes)	GetQcStatus (No changes)

Old vs New SC API
Available API Endpoints

Existing SC API	New SC API
Sales Order Endpoints	
GetOrders	GetOrders (No changes)
GetOrder	GetOrder (No changes)
GetOrderComments	*Removed (No longer applicable)*
GetOrderItems	GetOrderItems (No changes)
GetMultipleOrderItems	GetMultipleOrderItems (No changes)
SetStatusToCanceled	SetStatusToCanceled (No changes)
SetStatusToPackedByMarketplace	SetStatusToPackedByMarketplace (No changes)
SetStatusToReadyToShip	SetStatusToReadyToShip (No changes)
SetStatusToShipped	*Removed (N.A. for seller)*
SetStatusToFailedDelivery	*Removed (N.A. for seller)*
SetStatusToDelivered	*Removed (N.A. for seller)*
SetInvoiceAccessKey	*Removed (Not applicable)*
GetDocument	GetDocument (No changes)
GetFailureReasons	GetFailureReasons (No changes)
SetInvoiceNumber	SetInvoiceNumber (No changes)

Old vs New SC API
Available API Endpoints

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Existing SC API	New SC API
Shipment Provider Endpoints	
GetShipmentProviders	GetShipmentProviders (No changes)
Seller Endpoints	
GetMetrics GetPayoutStatus GetStatistics SellerUpdate UserUpdate	GetMetrics (No changes) GetPayoutStatus (No changes) GetStatistics (No changes) SellerUpdate (No changes) UserUpdate (No changes)

Old vs New SC API
Available API Endpoints

Existing SC API	New SC API
Feed Endpoints	
FeedList	*Removed (No longer applicable)*
FeedOffsetList	*Removed (No longer applicable)*
FeedCount	*Removed (No longer applicable)*
FeedCancel	*Removed (No longer applicable)*
GetFeedRawInput	*Removed (No longer applicable)*
FeedStatus	*Removed (No longer applicable)*
Manifest Endpoints	
GetManifestList	*Removed (N.A. for Lazada)*
CreateForwardManifest	*Removed (N.A. for Lazada)*
GetManifestDocument	*Removed (N.A. for Lazada)*
SetManifestStatusToShipped	*Removed (N.A. for Lazada)*

Old vs New SC API
Product Listing Current Concept: Seller SKU

Today SC Product management is centralized on Seller SKU (stock keeping unit), a distinct type of item for sale unique to each seller; SKU is an inventory unit, primarily focused on stock management.

Product attributes, such as model and brand are manually filled by each seller
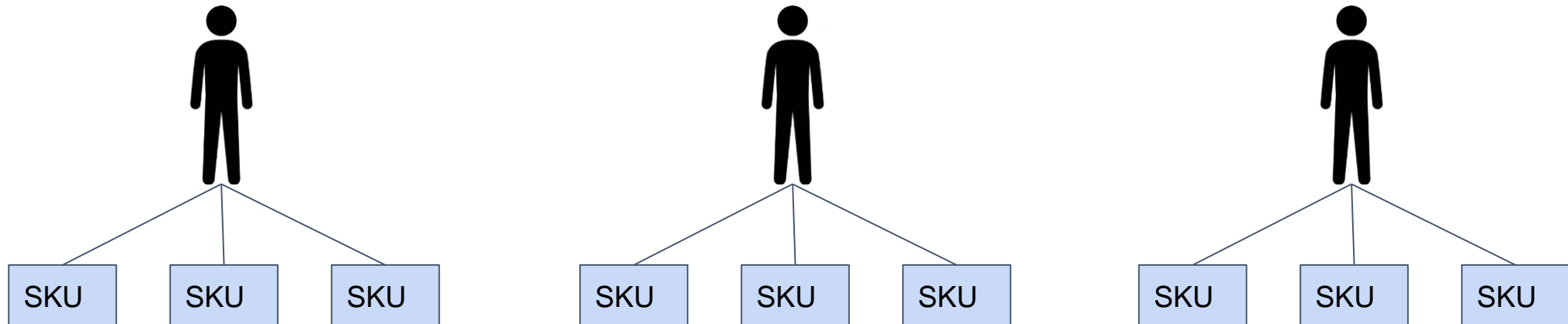
Old vs New SC API
Product Listing New Concept: SPU and SKU

SPU (Standard Product Unit) is a master product. This master product contains a collection of attributes (e.g. brand, model) that are common to a product across sellers.

Product attributes for each SPU is centrally managed by Lazada. Multiple seller SKUs can be associated to a SPU. SKUs contains more detailed attributes that are specific to each seller (e.g. price, image, package info).

What we currently call *"variations"* in SC will be treated as individual SKUs in the new SC.

Example
SPU - Apple iPhone 6
SKU - Apple iPhone 6 Silver 16GB, Silver 64GB, Black 16GB, Black 64GB

Old vs New SC API
Benefits of Product Listing New Concept
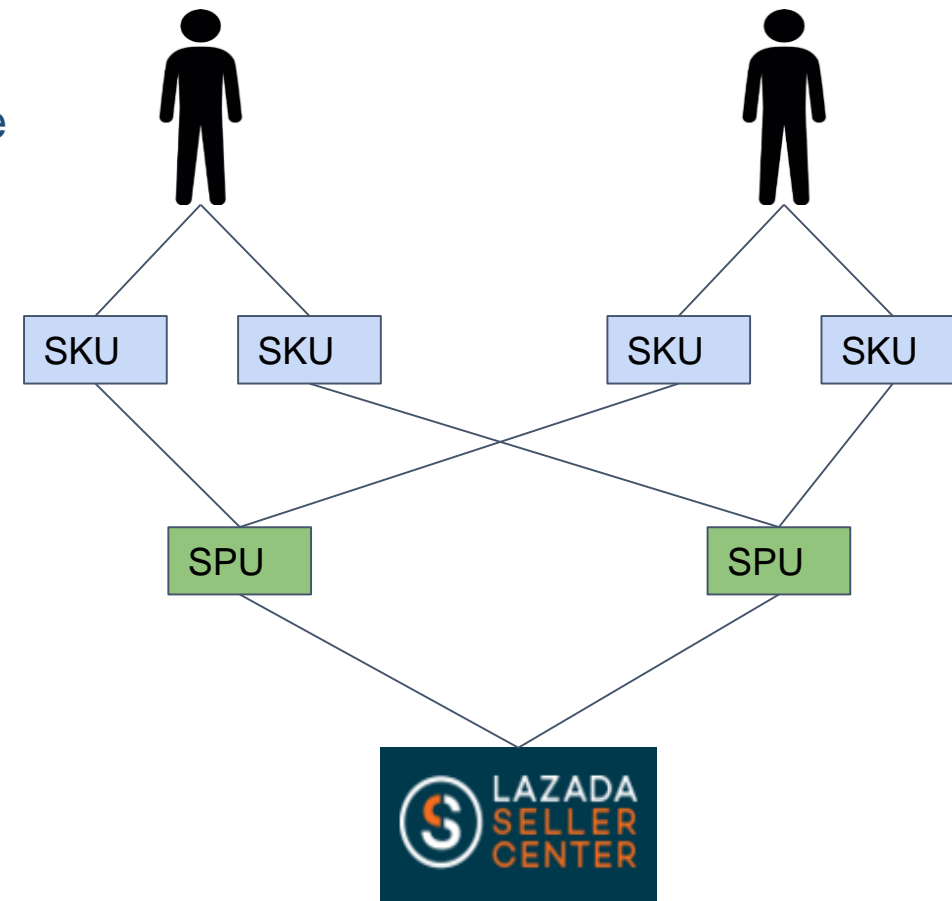
Benefits of SPU

Efficient Content Management	For common products, sellers will no longer need to fill in some product attributes (belonging to SPU). Thus, enabling efficient product creation process
Separating Stock and Product Management	Letting Lazada manage master product information means sellers can focus more on selling and inventory control
Improving Frontend Search Results	A centralized product database means that your product will be more easily searchable and benchmarked against similar products

Old vs New SC API

Product API Endpoints Attribute Requirements (Payload Structure)

Data requirements for products differ based on its corresponding category. E.g. a product under Home & Living category will have different attribute sets from a product under Fashion category.

To ensure completeness of your product data, use the following:

1. Via API

      a. Use GetCategoryTree method call to retrieve category IDs

      b. Use GetCategoryAttributes method call to retrieve attribute requirements for a specific category ID

2. Via Web Interface

   Refer to Product API Examples for each category (under section "API Reference")

Tips

Field *"Description"* can contain certain HTML tags, including ul, li and span. If HTML is embedded, it must be escaped as character data (below in green). Note that table format is not accepted for this field.

- <Description><![CDATA[la descripción negrita]]></Description>

Old vs New SC API
Data Limitation

More details later on

Process Flow

Process Flow
Product Listing with new SPU Concept

New product management flow allows user to search for an appropriate SPU for a SKU to be created
→ If appropriate SPU is returned, the SPU contain all necessary master product attributes. By using the SPU relation, seller doesn't have to fill certain master product attributes.
→ If SPU cannot be found, seller has to create product tagged to a certain subcategory. The seller has to fill in all attributes. During Content Quality Control review, Lazada team will tag this product to an existing SPU or create a new SPU accordingly.

More details in following slides.
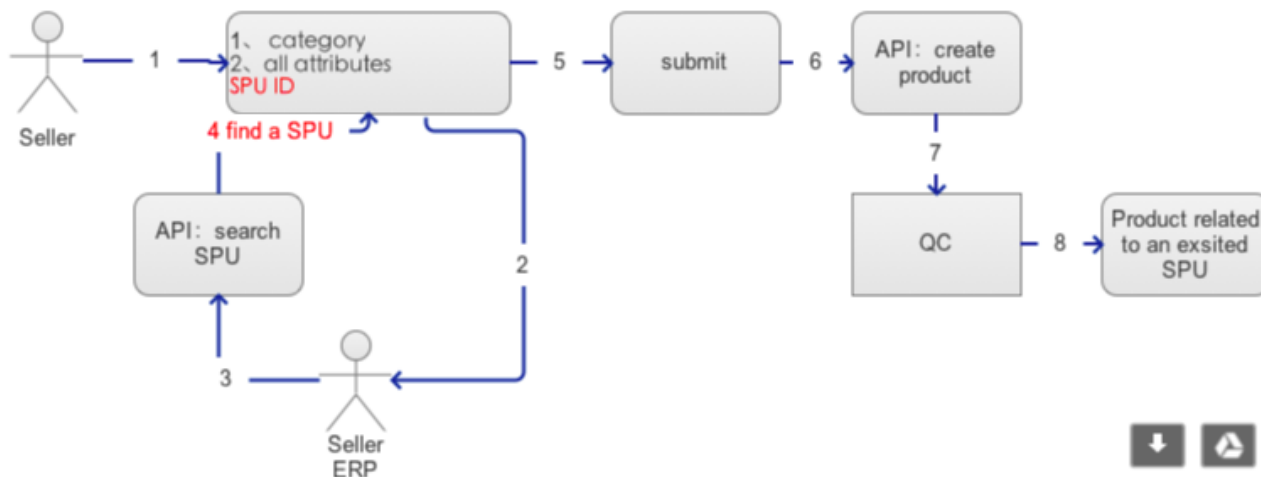
Flow 1: Seller finds relevant SPU
- Seller searches for SPU
- Seller creates SKU with appropriate SPU
- After SKU Quality Control is approved, SKU is created with the selected SPU

Process Flow
Product Listing with new SPU Concept
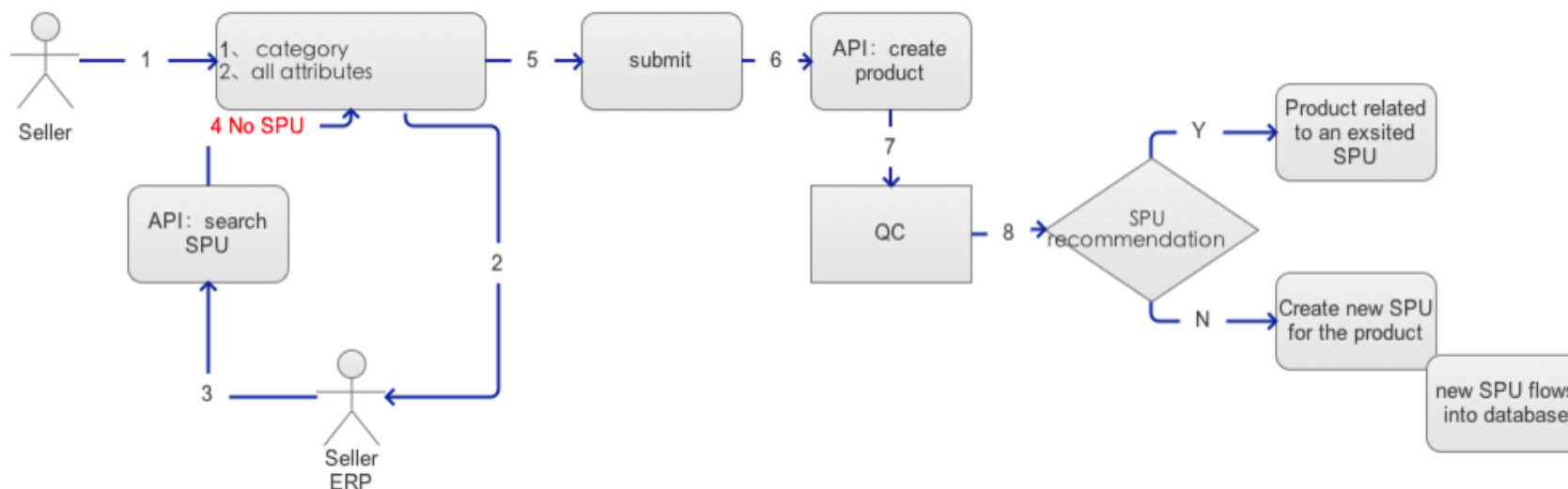
Flow 2: Seller does not find relevant SPU
- Seller searches for SPU
- Seller does not find appropriate SPU
- Seller search for suitable subcategory, downloads category attributes, and creates product
- Lazada Quality Control will recommend appropriate SPU for product, or create a new SPU if it does not yet exist
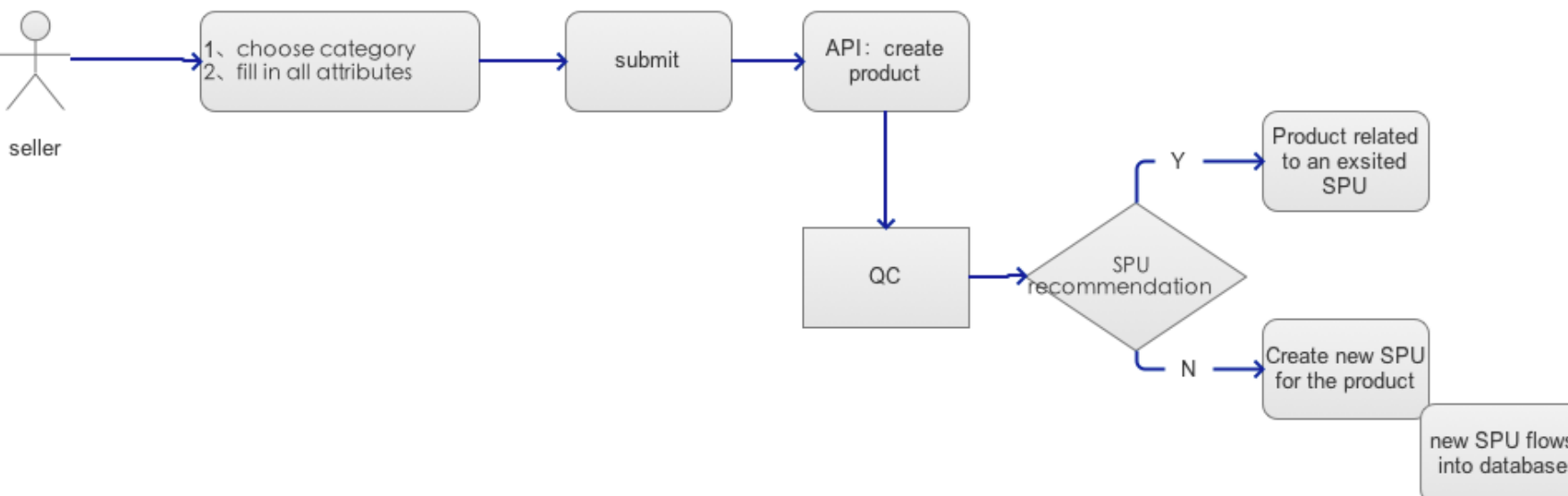
Flow 3: Seller creates SKU without SPU
- Seller search for suitable subcategory, downloads category attributes, and creates product directly
- Lazada Quality Control will recommend appropriate Master Product for product, or create a new Master Product if it does not yet exist

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Process Flow
Product Listing 1: Seller finds relevant SPU

→ * Arrows indicate data flow

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Seller Center	API Calls	Seller's System	Data Flow Explanation

SearchSPU → ①

Seller Searches for Master Product to be used for SKU creation. Returns Master Product information resulted from search string:
→ SPU Name, Primary Category, Brand, Model

GetCategoryAttributes → ②

Optional: Using Primary Category ID, return Category Attributes and fill them in accordingly.

CreateProduct ← ③

\# Seller creates the product with SPU ID filled in, and the respective fields returned above
\# Fill in rest of the necessary SKU information, such as SellerSKU, Price, Quantity, images, etc.

GetQCStatus → ④

Download QC status of products, so you know status of publishing of your product.

Process Flow
Product Listing 2: Seller can't find relevant SPU

→ * Arrows indicate data flow

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Seller Center	API Calls	Seller's System	Data Flow Explanation

SearchSPU ----→ ① Seller Searches for Master Product to be used for SKU creation. But there **no** SPU is returned, or no SPU returned is appropriate Master Product.

GetCategoryTree
GetCategoryAttributes
GetBrands ——→ ② Download all product attributes

CreateProduct ←—— ③ Based on returned product attributes, edit XML request body and create SKU.

GetQCStatus ——→ ④ Download QC status of products, so you know status of publishing of your product.

Process Flow
Product Listing 3: Seller creates product without SPU

→ * Arrows indicate data flow

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Seller Center	API Calls	Seller's System	Data Flow Explanation

GetCategoryTree
GetCategoryAttributes
GetBrands

1

Download all product attributes and edit the XML based on the mandatory attributes retrieved from GetCategoryAttributes and GetBrands.

CreateProduct

2

Based on returned product attributes, create SKU.
#Please use image URLs from MigrateImage (refers to page 28)

GetQCStatus

3

This call will help you to get the status of product QC.

Process Flow
Image and Price/ Quantity Maintenance

⟶ * Arrows indicate data flow

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| API Calls | | Data Flow Explanation |

Image Maintenance

Seller Center

**Seller's System**

① MigrateImage/UploadImage - Request
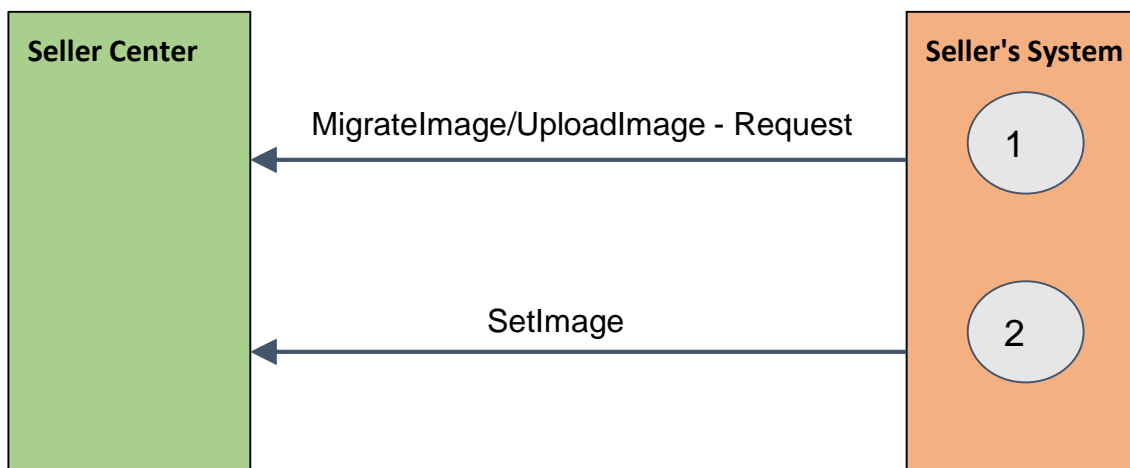
Use MigrateImage to retrieve the valid URL and fill the <images></images> in CreateProduct
Upload image from local device.
→ Only valid ImageURLs from Lazada server can be used for CreateProduct and SetImage

② SetImage

SetImage for the existing SKU by associating one or more image URLs within the same request XML. Image URLs **MUST BE** generated via MigrateImage.

Price/Quantity Maintenance

Seller Center

Seller's System
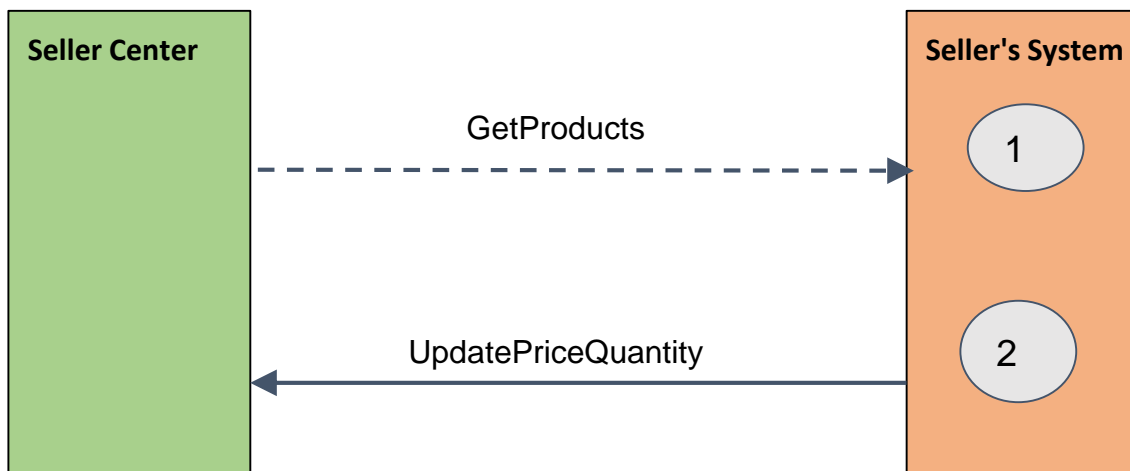
① GetProducts

Retrieve latest product information under seller center account which can be filtered by all/active/inactive/deleted etc. (Details please refer to URL)

② UpdatePriceQuantity

Update price and quantity of respective products as necessary. The maximum number that can be updated at one time is 20.

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Process Flow
Order Processing - Choosing a suitable model

Order related API calls are backward compatible, meaning that the call structures and behavior remain the same. No change to **naming** of the API calls.

Based on seller's order processing model, please select the suitable integration for your company

Seller Operational Model	API integration model

Seller has 2 different persons/processes involve order process and confirm shipping separately
• Step 1
    • Download shipping label
    • Tracking Number
    • Apply label on parcel
• Step 2
    • Confirm Ready to Ship (RTS)
	2 steps integration

Highlevel Process Flow
Order Processing

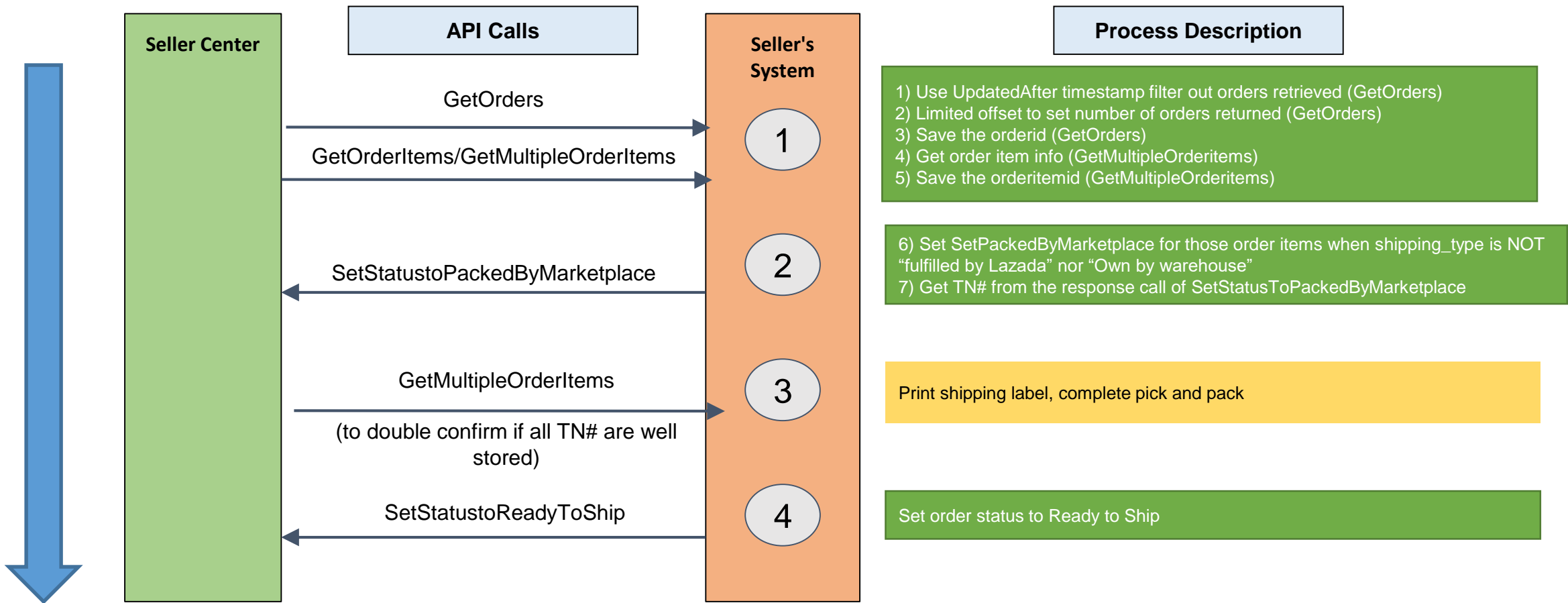| Pending	Packed by Marketplace	Ready-to-Ship

SetStatusToPackedByMarketplace
(To retrieve TN#)

Print shipping label with all details

Use API call
SetStatusToReadyToShip

Detail Process Flow
Order Processing in system

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	API Calls	**Seller's System**	**Process Description**

Seller Center

GetOrders →

GetOrderItems/GetMultipleOrderItems →

1

1) Use UpdatedAfter timestamp filter out orders retrieved (GetOrders)
2) Limited offset to set number of orders returned (GetOrders)
3) Save the orderid (GetOrders)
4) Get order item info (GetMultipleOrderitems)
5) Save the orderitemid (GetMultipleOrderitems)

SetStatustoPackedByMarketplace ←

2

6) Set SetPackedByMarketplace for those order items when shipping_type is NOT "fulfilled by Lazada" nor "Own by warehouse"
7) Get TN# from the response call of SetStatusToPackedByMarketplace

GetMultipleOrderItems →

(to double confirm if all TN# are well stored)

3

Print shipping label, complete pick and pack

SetStatustoReadyToShip ←

4

Set order status to Ready to Ship

* Arrows indicate data flow

Physical Process	Information Process

Development Kit

Development Kit
Sandbox Environment & SDKs

1. There's an available sandbox environment to facilitate your test phase during the integration project.
   a. Please refer to page 7

1. We offer various SDK(s) for commonly used web programming languages in order to ease the adoption of our API. Feel free to use it and contribute to them since the code is published under Open Source MIT License.

- https://lazada-sellercenter.readme.io/docs?spm=0.0.0.0.Z7W2Ei
- http://lazada-static-server.oss-ap-southeast-1.aliyuncs.com/java-sdk/lazada-sellercenter-sdk-0.1.0.jar

Support

Support Team

Contact us at https://lazada.formstack.com/forms/lazadascapi