EUROPEAN DATA WAREHOUSE

RETAIL Sell-out Reporting
(v 2.6)

Requirements Document

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Content

HVEE	2.3	Creation of the document	10-10-2010
HVEE	2.4	Adding Appendix 3.2 'Customer Type' field explanation	17-12-2010
HVEE	2.5	Additional explanation on customer segments	23-12-2010
CBLA	2.6	Adding 3.3 Pro Dealer paragraph	04-01-2011

A. Introduction

This document is both an introduction and a guideline for implementation of the Retail Sell-out Reporting.

For this reporting Canon expects the Retailer to report all sales of Canon Products from Outlets to End Users, as well as Inventory information on all the Canon stock the Retailer has.

Any remunerated reporting to Canon will need to adhere to the guidelines and formats set out in this document.

In case of questions regarding the Retail Sell-out reporting and this document, please contact the European Business Intelligence Department at CENV via the following e-mail address:

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A. Introduction

B. Glossary

EAN Code	The EAN is used throughout the world in the same way the UPC bar code is used in the U.S. It is used for point-of-sale and inventory purposed outside of this country.
Country Code ISO 3166	Canon specification requests the use of ISO 3166 Ref: http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html
Optional	Canon would like this information where possible
Mandatory	This data must be supplied if the data is available
Originator ID	The originator ID is a unique code assigned by Canon, in order to identify the Retailer. This is usually an abbreviation of the company name.
SFTP	Secure File Transfer Protocol
Mercury Code	The Canon Item Code (has the following format: 123A1234AA)

1.   File Formats

1.0   File generation and transmission process

The files should be created according to the specifications below and transmitted to Canon in a fully automatic way.

1.1   Frequency of file transfers

The Retailer must electronically report information on a weekly basis.

The transfer period is defined within the file From-Date and To-Date explained later in this document.

1.2   File transmission

There are various ways to transmit the files to Canon, like moving them to an SFTP server, email or EDI. This is to be discussed.

1.3   File formats

Important point: If you use MS Notepad, it sometimes has a problem with the last carriage return character. So if you manually edit the file, you should not. Please use for testing another editor e.g. WordPad.

1.3.1   File names

Files must be given names reflecting their sender, the type of content and the date of their content.
It should have an extension of ".TXT". The fields are separated from each other by semicolons. Semicolon's within the data fields should be removed or replaced by another symbol (for example a dot).

RET_<TYPE>_<ORIGINATOR ID>_<FromDate>_<ToDate>_<TimeStamp>.TXT

Legal values for file types are:
  RET_SALE - Sales records
  RET_INVE - Inventory records
  RET_OUTL - Outlet / Warehouse records

E.g.:
RET_INVE_MYORGNL00000000_20100913_20100919_201009191801.TXT
RET_SALE_MYORGNL00000000_20100913_20100919_201009191800.TXT
RET_OUTL_MYORGNL00000000_20100913_20100919_201009191800.TXT

1.3.2   Originator ID

The Originator ID is assigned by Canon and is used in the file name. This will be an abbreviation of the company name followed by the country code.

The Originator ID should have a fixed length of 15 characters. If the company name plus country code has less than 15 characters you should fill up the rest of the space with zeros (0).

No comma's, underscores or other reading symbols should be used in the Originator ID.

As soon as you have agreed upon providing files to Canon, a communication will be started to assign this Originator ID.

1.3.3   Outlet / Warehouse ID

Every Outlet / Warehouse needs to get an Outlet / Warehouse ID. This will be used to link the sales and inventory data to the outlet / warehouse data.

1.3.4   From-data and To-date

In order to ensure complete transfers, to have retransmissions and be able to detect missing files a From-date and To-date for each file type is requested. If a file of the same file type with the same From-date and To-date as a previous file is received, the data from the previous file will be replaced.

The From-date and To-Date have the following format: YYYYMMDD

Please include the weekends in the From-date and To-Date, otherwise they will be seen as missing data and you will keep receiving overviews of missing data.

Weeks start at Monday and end on Sunday.

The From-date and To-date 'Sold dates' (if any) should be included in the file

1.3.5   Time Stamp

The time stamp is to differentiate between files send in for the same period. The files with the latest date stamp will always be used to load or overwrite data.

Format of the Time Stamp: YYYYMMDDhhmm

1.3.6   File trailer format

The first field on each line should indicate whether the line contains a data record or a file trailer. The encoding is shown in "Table 2: Record types in file". Please note all fields are Mandatory

Record types in file

Code	Content
DR	Data record
FT	File Trailer

The file trailer must be according to the following format.

Field number	Content	Type
1	FT (Constant string)	Char(2)
2	Data Record count. Record count must not include file trailer	Number

1.3.7   Sample File and Trailer

The following example shows a (simplified) sales file with two records

**File name:
RET_SALE_MEGASTORENL0000_20100913_20100919_201009191800.TXT**

File content
DR;MEGASTORE1;1234B123AA;...
DR;MEGASTORE2;1234B123AA;...
FT;2

2.   File Content

2.1   Sales records

This file contains Sales Records concerning sale of Canon products from the Retailer Outlets to End Users.

PLEASE MAKE SURE TO INCLUDE ALL CANON PRODUCTS PURCHASED FROM ANY ORGANISATION. INCLUDING CANON CCI, CANON CBS (if any) DISTRIBUTORS AND RETAILERS.

Filename:
RET_SALE_<ORIGINATO ID>_<From Date>_<To Date>_<Time Stamp>.TXT
E.g. :
RET_SALE_ MYORGNL00000000_20100913_20100919_201009191800.TXT

	Field	Type	Mandatory Or Optional	Description
1	Record Type	Char(2)	M	Data Record Type (constant) "DR"
2	Outlet / Warehouse ID	Char(15)	M	ID generated by the retailer to identify an outlet or warehouse
3	EAN Code	Char(13)	M	EAN-13 code (bar code number)
4	Canon Item Code	Char(20)	O	The Canon product/item code (Mercury Code)
5	Retailer Item Code	Char(30)	M	The customers(retailers) item/product code
6	Item Description	Char(100)	M	Retailer Item Description of the item(s) sold
7	Date Sold	Char(8)	M	Selling date of item(s); format [yyyymmdd]
8	Quantity Sold	Number	M	Number of items sold. Whole number, no thousand separators. No decimals
9	Customer Type	Char(100)	O	Used for ENDUSER segmentation. Mandatory for Pro Dealers. (See appendix 3.2 for more information)
10	Country	Char(2)	M	Country code where the customer is based (ISO 3166 code)

Return of goods from customers is handled as negative quantities.

Please Note! >> Numeric Type fields should never contain thousand separators!

Please Note! >> If you have online sales (e-tail) or wholesale business, please report these sales each as coming from a separate outlet or if you have no specific outlet for this than please use the 'Customer Type' field to separate your sales between e-tail, retail and wholesale sales. Than just fill in that field respectively 'e-tail', 'retail' or 'wholesale'. See Appendix 3.2 for more information. Pro dealers are subject to additional reporting requirements which can be found in Appendix 3.3.

2.2 Inventory records

Inventory records contain the retailer inventory for Canon products. By default the inventory records for a given day should reflect the inventory after all sales records of that day have been processed.
The file contains records for the outlets that sell Canon items, as well as the warehouse that holds stock for these outlets.

PLEASE MAKE SURE TO INCLUDE ALL CANON PRODUCTS PURCHASED FROM ANY ORGANISATION. INCLUDING CANON CCI, CANON CBS (if any) DISTRIBUTORS AND RETAILERS.

Filename:
RET_INVE_<ORIGINATOR ID>_<From Date>_<To Date>_<Time Stamp>.TXT
E.g.:
RET_INVE_ MYORGNL00000000_20100913_20100919_201009191801.TXT

	Field	Type	(M)andatory/ (O)ptional	Description
1	Record Type	Char(2)	M	Data Record Type (constant) "DR"
2	Outlet Warehouse ID	Char(15)	M	ID generated by the retailer to identify an outlet or warehouse
3	EAN Code	Char(13)	M	The EAN-13 code (bar code number)
4	Canon Item Code	Char(20)	O	The Canon product/item code (Mercury Code)
5	Retailer Item Code	Char(30)	M	The customers(retailers) item/product code
6	Item Description	Char(100)	M	Retailer Item Description of the item(s) sold
7	Stock Closing Date	Char(8)	M	Date Stock is counted and confirmed; format [yyyymmdd]. Should be the same for the entire file
8	Physical Stock / On Hand Stock	Number	M	Number of items on stock. Whole number, no thousand separators, no decimals.

Please Note! >> Numeric Type fields should never contain thousand separators!

2.3   Outlet/Warehouse records

Outlet/Warehouse records contain the retailer stores, outlets, warehouses. The file contains records for the outlets that sell Canon items, as well as the warehouse that holds stock for these outlets.

PLEASE MAKE SURE TO INCLUDE ALL OUTLET/WAREHOUSES

Filename:
RET_OUTL_<ORIGINATOR ID>_<From Date>_<To Date>_<Time Stamp>.TXT
E.g.:
RET_OUTL_ MYORGNL00000000_20100913_20100919_201009191802.TXT

	Field	Type	(M)andatory/ (O)ptional	Description
1	Record Type	Char(2)	M	Data Record Type (constant) "DR"
2	Outlet/Warehouse ID	Char(15)	M	ID generated by the retailer to identify an outlet or warehouse
3	Outlet/Warehouse Name	Char(100)	M	Name of outlet that sold item(s) or Retailer's warehouse that holds stock
4	Outlet/Warehouse Street	Char(100)	M	Street of outlet that sold item(s) or Retailer's warehouse that holds stock
5	Outlet/Warehouse Postal Code	Char(10)	M	Postal code of outlet that sold item(s) or Retailer's warehouse that holds stock
6	Outlet/Warehouse City	Char(50)	M	City of outlet that sold item(s) or Retailer's warehouse that holds stock
7	Outlet/Warehouse Country Code	Char(2)	M	ISO 3166 Country code of outlet that sold item(s) or Retailer's warehouse that holds stock

3.   Appendix

3.1   Country codes

The country codes should be according to the ISO 3166 standard (http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html).

E.g. (beware this list is not complete)

ISO 3166 code	Country
GB	Great Britain
FR	France
DE	Germany
IT	Italy
CH	Switzerland
AT	Austria
BE	Belgium
NL	Netherlands
ES	Spain
PT	Portugal
DK	Denmark
FI	Finland
NO	Norway
SE	Sweden

3.2   'Customer Type' field SALE file

We have classified 3 customer types:

- Retail – Sales to end users (business or consumer) which happen in store

- E-tail – Sales to end users (business or consumer) which happen online

- Wholesale – Sales to business which sell products on to end users (e.g. other retailers or distributors)

If you have online sales (e-tail) or wholesale business, please report these sales each as coming from a separate outlet. If you have no specific outlet for this than please use the 'Customer Type' field in the SALE file to separate your sales between e-tail, retail and wholesale sales. Than just fill in that field respectively 'e-tail', 'retail' or 'wholesale'.

3.3   Pro Dealers

Pro-Dealers should use this 'Customer Type' field to split their sales in more detail by end-user segment. The five segments are given below. The dealer should enter the appropriate shortcode in the 'Customer Type' field.

Agencies/Publishing – Shortcode - AgPub

News or publishing agencies including:

- (Publishing) Agencies
- Newspapers
- Stock libraries
- Editorial Magazines

Individual Pro Photographer – Shortcode - ProPhoto

Dedicated individual professional photographers. Can serve various segments such as:

- Press / Photojournalists
- Paparazzi
- Wildlife / Nature
- Landscape
- Architecture
- Travel
- Product Photography
- Commercial Fashion
- High Street Portrait
- Wedding
- Event Photography
- Sort / Art Movie production

Industry & Commercial Organisations – Shortcode - IndCom

Any commercial organizations which purchase pro products. Can include:

- Medical Industry
- Portrait Industry
- Event Franchises
- Broadcast / TV
- Film Production
- Gaming Production
- Photo / Video Rental
- Corporate (insurance e.g.)
- In-house studio product photography
- Construction companies
- Manufacturing companies
- Estate agents

Government – Shortcode - Gov

Any governmental agencies which buy pro products. These could include:

- Military
- Border Police / Customer Police
- University / Schools
- Other Public / Governmental Organizations

Prosumer – Shortcode - Prosum

Consumers which buy pro products for non-commercial use..

The requirement to report these segments is specific to pro-dealers. Standard retailers are not required to report to this detailed level.