

Supplier Product Content Guidebook

FY20



Data_{lock}
Unlocking Business Value

There are three primary One Sysco Data projects that will be a focus for this guidebook:

**Enriched Product
Content
Requirements**

**Supplier Data
Quality & Self-
Service Portal**

**Supplier & Sysco
Responsibilities**

For the duration of the One Sysco Data Program, use the mailboxes below to ask questions regarding Supplier requirements for these initiatives.

**Enriched Product
Content Requirements**
OSD Item
Features & Benefits
Support

**Supplier Data Quality
& Self-Service Portal**
OSD Supplier

**Product & Supplier
Data Responsibilities**
OSD Supplier

Enriched Product Content Requirements



Over the past year or so, One Sysco Data has made several requests of our Supplier partners to provide the content our Customers are requiring. This is NOT a one time request, but rather an ongoing requirement.

Here are the ways in which you can provide **rich product content** for our collective customers:



Images



Attribution



**Features
& Benefits**



Goal: Improve the customer experience through enriched content including product images, attribution, and product features & benefits to enable enhanced search and **make it easier to do business with us**

Provide **Customers** with **the information** they need to make an informed **purchasing decision**

The screenshot displays the Sysco Shop web application. At the top, there is a search bar with the text 'chicken' and a magnifying glass icon. Below the search bar is a large banner for 'FreshPoint' featuring a close-up of various green vegetables. A 'Shop Now' button is visible on the banner. To the left of the main content area is a sidebar with navigation links: 'Dashboard', 'Home', 'Orders', and 'Account'. The main content area is titled 'Shop by Category' and contains six category tiles, each with a list of items and a representative image. The categories are: Meats (Beef, Pork, Lamb), Seafood (Fresh Fish, Shellfish, Canned Seafood), Frozen (Bakery, Fruits, Juice), Canned & Dry (Baking, Cereal, Condiments), Poultry, and Produce (Fruit, Vegetable, Plants). A 'Create Order' button is located in the top right corner of the category grid. Three green callout boxes with arrows point to specific features: one on the left points to the sidebar with the text 'Shop by category, item, price, etc.', one on the top right points to the search bar with the text 'Easy, quick and reliable search capability', and one at the bottom center points to the category tiles with the text 'Images per GS1 Standards'.

Shop by category, item, price, etc.

Easy, quick and reliable search capability

Images per GS1 Standards



Every product listed on Sysco's e-Commerce platform will have an image and preferably at least four images: Raw, In Packaging, Innerpack, and Case



Enriched product attributes as part of a Customer friendly Taxonomy will improve the overall Customer experience by enabling search and providing necessary information to differentiate items

These attributes (i.e. cheese type) are aligned to one or more specific product categories which contain a set of values (i.e. Mozzarella, Cheddar, American)



Features and Benefits statements should include relevant, concise, consistent and accurate information that provides the customer with key the features of the products that translate into benefits to the Customer to helm make informed purchasing decisions



- **Marketing Associates** need category specific item information to facilitate more effective sales conversations
- **Customers** require better, smarter search and online order capabilities to make more informed purchasing decisions
- **Grow Sales:** Better item information leads to easier/more informed purchasing decisions, which drives sales activity for Suppliers.



- Improved taxonomy and attributes allows the customers to make more **informed purchasing** decisions
 - Gives Sysco, and you, a competitive edge over the less complete information other retailers/distributors provide
 - Increases customer satisfaction and engagement
 - Ensures item completeness and differentiation
 - Allows for easier search and filtering



- **Promote Consistency and Product Image:** Give Suppliers input over how their product information is presented by allowing for the syndication of consistent, relevant, and concise product information across the Sysco enterprise.

Primary Images

The primary image is the first, most important image that appears on each product page. This image sets the customer's expectations and ultimately influences customer purchasing decisions. Primary product images should conform to the following general guidelines.

- **Composition:** Show a single item (or a small serving size for items that typically appear in groups), as it first appears "out of the package." The complete product should be visible inside the frame, without being clipped or cropped, and without any unnecessary negative space.
- **Brands:** Product images should not be branded, except for company logos and branding already in place on product packaging. No additional brands, logos or watermarks may be added to the image.
- **Orientation:** The image frame should be in a square format, with equal dimensions both horizontally and vertically. The image may be cropped. Remove white space. The entire product must remain visible.
- **Lighting:** Full, well-balanced lighting ensures that the product and surrounding background are evenly lit, with very slight or no shadows.
- **Shadows:** Subtle, natural shadows are acceptable. Do not alter the image to create artificial shadows or remove existing ones.
- **Angle of View:** Images should be taken at a downward angle to show all three dimensions—depth, width and height. Avoid using a straight-ahead or straight-down image (although straight-down views are acceptable for soups, sauces and other liquids shown in bowls).
- **Focus / Depth of Field:** The product should be clearly visible with an overall balanced focus.
- **Background:** The image background should be solid white and evenly lit. For certain food items, a solid white plate or bowl may also be used. If necessary, background lighting can be reduced to provide contrast with the product.



Raw



Prepared



Plated



Styled



Staged



Family



Out of Packaging



In Packaging



Held



Used



Worn



Open Case



Case

Audiences

The F&B statement is used by customers and sales associates, so content must be designed for customer-facing and not contain internal lingo or definitions.

Focus & Purpose

Keep customer application foremost as you prioritize the F&B statements; every marketed product provides the customer either a profit, cost reduction or customer satisfaction opportunity.

Attention to Detail

Make every word count – including words listed in the extended first line description. Words chosen should be the right amount of detail. Resist urge to provide unnecessary details that don't tie to a customer benefit.

Product Evaluation

Understand how customers evaluate products based on a selection within your offering (or competitor's offering) and provide factual information to assist in buying decisions.

Picture = 1000 Words

Every product should have an image in addition to descriptive content; however, descriptions should be written to stand alone if the image is missing.

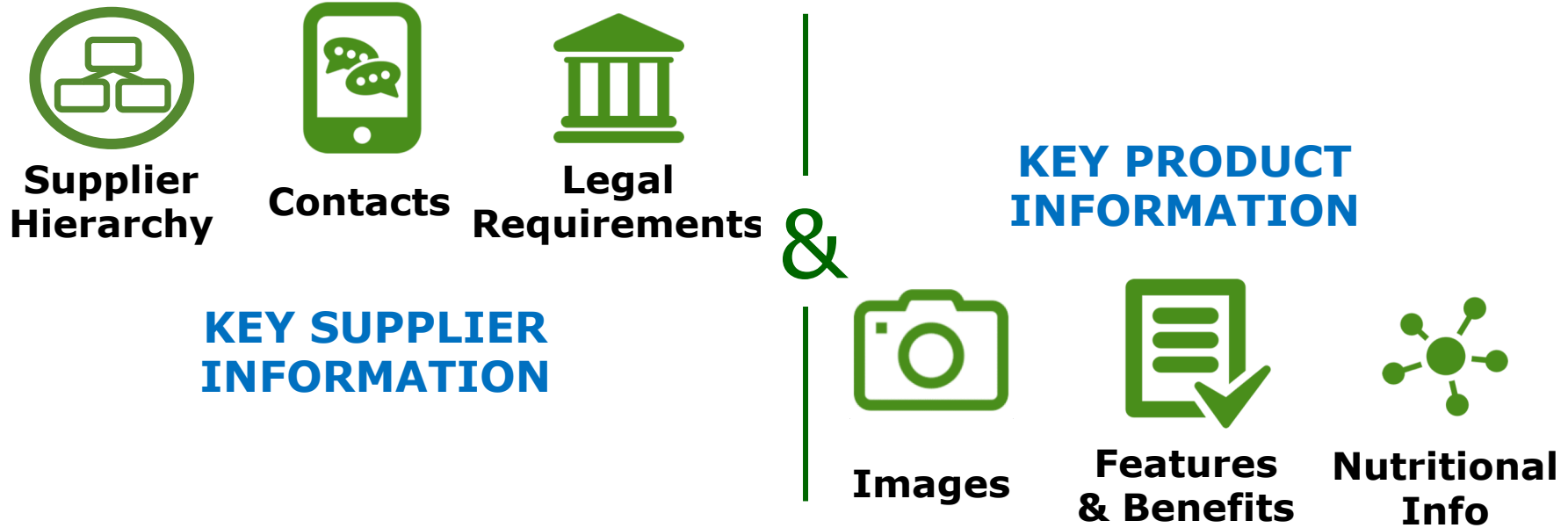
Attributions

Items should include all required attributions to ensure a customer understands such things as: storage requirements, cooking & thawing instructions, allergens, product yield, etc.

Supplier Data Quality & Self-Service Portal



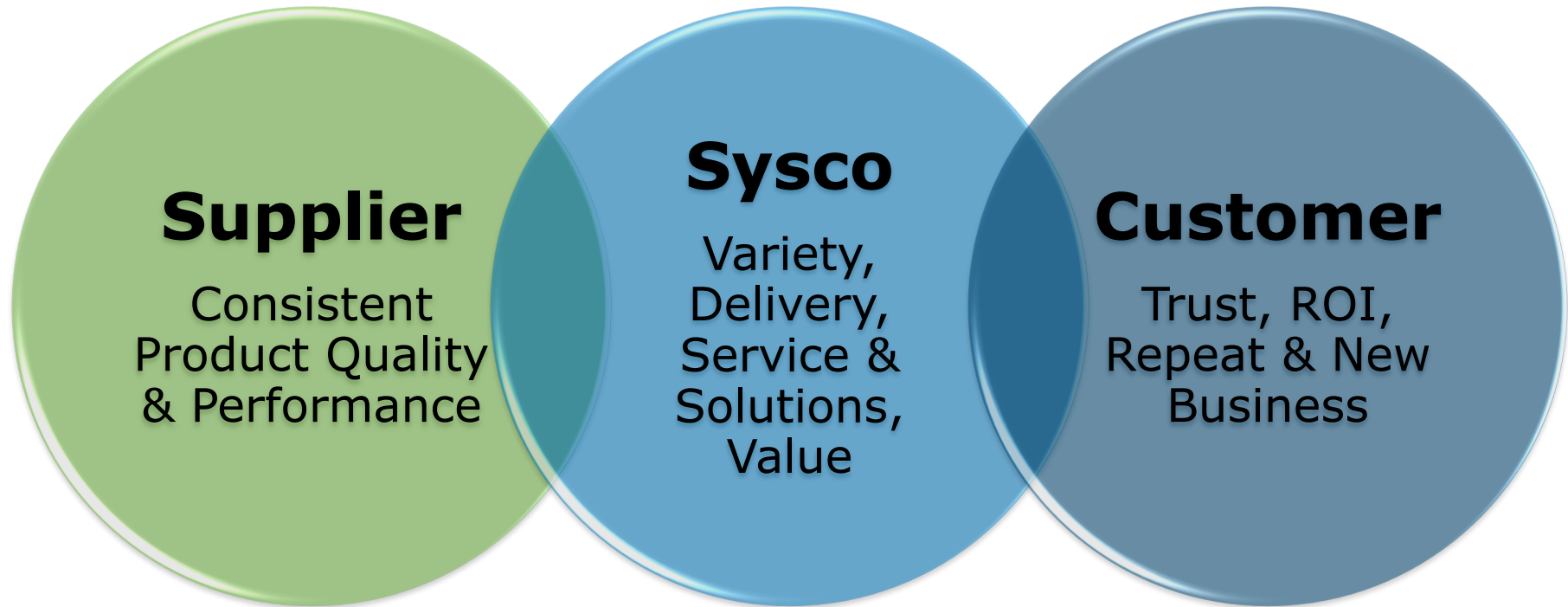
Sysco will implement a new cloud-based Supplier Self-Service portal to allow self-maintained product content and vendor information by the Supplier in real-time.



Goal: Improve the customer experience through enriched content including product images, features & benefits statements and nutritionals, as well as make it easier to do business with Sysco and reach more Customers through enabled and enhanced search.

Supplier & Sysco Responsibilities





True **partnerships** require give and take on both sides; and Sysco highlights **some** of the Supplier's and/or Manufacturer's expectations below:

- **Enrollment in GS1 GDSN** to most efficiently and effectively synchronize product information between supply chain trading partners
- **Robust, complete and accurate core product information**, across three data categories: Core (pack, size, brand, description, GTIN, dimensions, weights, etc.); Nutritional (total calories, allergens, serving size, child nutrition, fat, carbohydrates, protein, etc.); and Marketing (photographs, features and benefits statement, marketing message, serving suggestions, etc.)
- At least **four high quality images for each product listed with Sysco**, that meets the GDSN image style and quality standards
- **Adherence to Sysco's Corporation Supplier Code of Conduct**, which requires the highest legal, moral and ethical standards of honesty, integrity and fairness be practiced in the conduct of Sysco's affairs.
- **Heightened responsiveness** to ensure all Sysco requests are turned around quickly
- **Maintenance of contact information**, pay-to and ship-point addresses, Tax ID, legal name, and all other supplier data.

Sysco values supplier relationships and are continually updating our capabilities and library of resources to help supplier partners be successful. We provide now, or will provide in the near future, the following to all Suppliers we partner with, in order to give the most to our Customers and to get the most out of our Supplier partnerships:

- **A Supplier Playbook** with reference information on current strategic initiatives, iTradeNetwork (buy-side B2B network provider), packaging requirements, corporate billing, GS1 Global Data Synchronization Network (GDSN), etc.
- **eCommerce platforms** to showcase product content, with innovative technology including mobile access, carousel image viewing, recommended alternatives, etc.
- **Continually updated training** on various topics, including assistance with GS1 enrollment and GDSN compliance and quality standards

Our Customers are requiring enriched digital product content. Upon request (but not more than twice a year), Sysco will provide Supplier Scorecards that will measure the content completeness for your items that our Customers are requiring

Performance Metrics

- Supplier performance across various enriched content types
- Including Images, Features & Benefits, and attribute information (i.e. Nutritional data)

Scorecard

- Provided during Supplier business reviews or other meetings
- Provides visibility into Supplier performance with Sysco and any content gaps visible by Customers through e-Commerce site

Business Centers

- Responsible for creating and sending Scorecards to their respective Suppliers (for which we have an agreement and/or commitment with) upon request
- Internal product content review is a high priority and will continue to be a Sysco focus going forward