

**Oracle® Retail Promotion Intelligence and
Promotion Planning and Optimization**

Standard Interface

Release 12.0.2

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Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Standard Interface, Release 12.0.2

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Preface

Oracle Retail Promotion Intelligence analyzes the results of past promotions and advertising and the affinity effects of products on one another to deliver insight into the performance of a promotional strategy.

Oracle Retail Promotion Planning and Optimization assists you in creating and improving your promotions. It allows you to leverage the information gained from Promotion Intelligence to make the best promotion decisions by using what-if analysis and predictive forecasting.

Promotion Planning and Optimization combines analysis, planning, and implementation components to give retailers the capability to achieve the highest return on their advertising, promotion, and inventory investments.

Audience

This document is intended for administrators of the Oracle Retail Promotion Intelligence and Promotion Planning and Optimization application.

Related Documents

For more information, see the following documents in the Oracle Retail Promote documentation set:

- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Release Notes*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Configuration Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Operations Guide*
- *Oracle Retail Promotion Intelligence User Guide*
- *Oracle Retail Promotion Planning and Optimization User Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Installation Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Sample Dataset Guide*

Customer Support

- <https://metalink.oracle.com>

When contacting Customer Support, please provide:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to recreate
- Exact error message received
- Screen shots of each step you take

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
<code>monospace</code>	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Standard Interface

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Introduction

An important part of getting Promote up and running in a production environment is the gathering and loading of enterprise data. Promote requires historical and weekly data to be loaded into the Promote database. The data must be provided in a standard format, as specified in the standard interface specification. The data can then be loaded according to the standard load procedure.

This chapter contains the standard interface specifications for the data that is loaded into Promote.

Promote Standard Interface Descriptions

This section details the data interface to the Promote application. The interfaces are described in alphabetical order.

Promote requires that customer data be provided in flat files containing pipe-delimited data organized so that the data can be loaded into Promote database tables that follow the formats specified here.

The following special characters are not allowed: colon, semi-colon, comma, forward slash, backward slash, any type of quote, any type of apostrophe, <, or >.

Three interfaces (Merchandise Hierarchy Levels, Location Hierarchy Levels, and Cross Product Information) that are required by Promote are only loaded once. The information contained in these three files is collected during discussions with specific clients; however, the files themselves are not provided by clients but are created and loaded as part of the initial Promote configuration. More information on these three interfaces is provided in the Promote *Operations Guide*.

The standard interface includes the following:

Table 1–1 Interface Specifications

Interface Specification	Required/Optional
APE Price Elasticity	Optional
APE Promotion Elasticity	Optional
Calendar	Required
Cross Products Information	Required
Demand Parameters	Required
Future Price Cost	Optional
Images	Optional
Inventory	Required
Like Location	Optional
Like Merchandise	Optional
Location Hierarchy	Required
Location Hierarchy CDA	Optional
Location Hierarchy Levels	Required
Location Hierarchy Rename	Optional

Table 1–1 (Cont.) Interface Specifications

Interface Specification	Required/Optional
Merchandise Hierarchy	Required
Merchandise Hierarchy CDA	Optional
Merchandise Hierarchy Levels	Required
Merchandise Hierarchy Rename	Optional
Offers	Required
Promotion Allocation	Optional
Promotion Campaign	Optional
Promotion Offer	Required
Promotion Offer Attributes	Required
Promotion Offer Merchandise	Required
Promotion Offer Store	Required
Promotions	Required
Seasonalities	Required
TAE Temp Metrics	Optional
Transaction Log	Required
UDE Type	Required
UDE Value	Required
Vehicle	Required
Vehicle Attributes	Required

APE Price Elasticity Standard Interface Description

The APE price elasticity interface describes the APE price elasticity data generated by the Affinity Parameter Estimator (APE) component of Promote.

Data Fields

Five fields describe each record:

- DRIVER_APE_MERCH_NODE_EXT_ID - the external ID for the Driver Merchandise node.
- TARGET_APE_MERCH_NODE_EXT_ID - the external ID for the Target Merchandise node.
- LOC_LEVEL_DESC - the external ID for the external location level.
- LOC_CLIENT_LOAD_ID - the external ID for the location.
- ELASTICITY - the APE-calculated elasticity value.

An Example

The following table shows sample APE Price Elasticity data.

Table 1–2 Sample APE Price Elasticity Data

Driver	Target	Location Level	Location ID	Elasticity
Toys: HIER3_KEY=1 80: HIER4_KEY=2 17: HIER5_KEY=3 17020:	Toys: HIER3_KEY=1 80: HIER4_KEY=2 17: HIER5_KEY=3 17023:	STORE	3451	0.4907

APE Promotion Elasticity Standard Interface Description

The APE price elasticity interface describes the APE promotion elasticity data generated by the Affinity Parameter Estimator (APE) component of Promote.

Data Fields

Five fields describe each record:

- DRIVER_APE_MERCH_NODE_EXT_ID - the external ID for the Driver Merchandise node.
- TARGET_APE_MERCH_NODE_EXT_ID - the external ID for the Target Merchandise node.
- LOC_LEVEL_DESC - the external ID for the external location level.
- LOC_CLIENT_LOAD_ID - the external ID for the location.
- PROMOTION_EXTERNAL_ATTR - a value generated by concatenating the source column name and its corresponding value.
- ELASTICITY - the APE-calculated elasticity value.

An Example

The following table shows sample APE Promotion Elasticity data.

Table 1–3 Sample APE Promotion Elasticity Data

Driver	Target	Location Level	Location ID	External Attribute	Elasticity
Toys: HIER3_KEY=1 80 HIER4_KEY=2 17 HIER5_KEY=3 17020	Toys: HIER3_KEY=1 80 HIER4_KEY=2 17 HIER5_KEY=3 17023	STORE	3451	VEHICLE:vehicle .circular	0.4907

Calendar Standard Interface Description

The calendar interface describes a retailer's fiscal calendar. Each record in the file corresponds to a single fiscal week.

Data Fields

Seven fields describe each calendar record, which represents a fiscal week:

- EOP_CALEDAR_DT - the last day of the fiscal week, which is usually Saturday.
- FISCAL_YR - the number of the fiscal year for the record.
- FISCAL_QTR - the number of the fiscal quarter for the record.
- FISCAL_MO - the number of the fiscal month for the record.
- FISCAL_WK - the number of the fiscal week for the record.

- CALENDAR_WK - an alternative number for the calendar week for the record.
- SEASON - the number identifying the season associated with the calendar week.

An Example

The following table shows sample data for five weeks of a fiscal calendar.

Table 1–4 Sample Calendar Data

EOP Calendar Date	Fiscal Year	Fiscal Quarter	Fiscal Month	Fiscal Week	Calendar Week	Season
2004-02-07	2004	1	1	1	1	1
2004-02-14	2004	1	1	2	2	1
2004-02-21	2004	1	1	3	3	1
2004-02-28	2004	1	1	4	4	1
2004-03-06	2004	1	2	5	1	1

Technical Notes

The following list provides details to consider regarding the calendar data.

- The calendar must include all weeks, beginning with the earliest historical sales record and extending at least two years into the future.
- Each year included in the data must contain 52 - 53 weeks.
- The calendar file can be sent weekly or loaded all at once during the initial configuration of Promote. If provided all at once, it should contain all the historic data and extend at least three years into the future.
- Retailers can use the SEASON field to designate different seasons within the fiscal year. For example, a retailer might divide the fiscal year into two seasons.

Demand Parameters Standard Interface

The demand parameters standard interface describes the mapping between the analytical parameter values generated by Analytical Services and a specific merchandise/location/attribute.

Data Fields

Nine fields describe each parameter record:

- MERCHANDISE_LEVEL - the external merchandise level.
- MERCHANDISE_KEY - the key from the merchandise hierarchy for the item.
- LOCATION_LEVEL - the external location level.
- LOCATION_KEY - the key from the location hierarchy for the item.
- ITEM_ATTRIBUTE - the item attribute for the parameter (set to % by default).
- PARAMETER_NAME - the name of the parameter. The names can be DEFAULT_GAMMA, DEFAULT_ALPHA, CRITICAL_INVENTORY, or ZERO_INVENTORY.
- PARAMETER_VALUE - the value assigned to the parameter.
- AS_PARAMETER_ID - a number that uniquely identifies the record across all output tables and can be used to trace issues. It is not an analytical value.

- AS_VERSION_NUMBER - the version number for the current run of the output, which is set by APC and can be used to track versions.

Future Price and Cost Standard Interface Description

The future price and cost interface describes future changes for price and cost. Data must be configured at the SKU level for merchandise and at the CHAIN level for location.

Data Fields

Seven fields describe each future price and cost record:

- MERCH_CLIENT_LOAD_ID - the customer's merchandise ID.
- MERCH_LEVEL_DESC - the merchandise level description.
- LOC_CLIENT_LOAD_ID - the customer's location ID.
- LOC_LEVEL_DESC - the location level description.
- EFFECTIVE_DT - the date of the change.
- PRICE - the changed price.
- COST - the changed cost.

An Example

The following is an example of the data for a future price and cost record:

Table 1–5 Future Price and Cost Example Data

Merch Client Load ID	Merch Level Desc	Loc Client Load ID	Loc Level Desc	Effective Dt	Price	Cost
T0000011506	SKU	0	CHAIN	2006-04-06	23.29	12.35

Images Standard Interface Description

The images interface describes the data feed that is used by clients to import their image library. Promote maintains a catalog of references to the images, not the images themselves.

Data Fields

Thirteen fields describe an images record:

- NAME - The display name for the image.
- EXTERNAL_NAME - The ID for the image that is meaningful to the client. It is unique across all images.
- DESCRIPTION - An optional description of the image.
- FILE_NAME - The filename for the image.
- KEYWORDS - Keywords placeholder.
- FILE_SIZE - The size of the image file.
- WIDTH - The image width.
- HEIGHT - The image height.
- RESOLUTION - The on-screen resolution of the image.

- DEPTH - The depth of the image.
- FILE_TYPE_ENUM - The image file type. Must be JPEG (0).
- MERCH_CLIENT_LOAD_ID - The client-specific category ID.
- LEVEL_DESC - The client-specific merchandise hierarchy level description.

An Example

The following is an example of the data for an images record.

Table 1–6 Images Example Data

Name	External Name	Description	File Name	Keywords	File Size	Width	Height	Resolution	Depth	File Type Enum	Merch Client Load ID	Level Desc
CG Barbie Convertible	barbie caligirl convertible	Barbie car	barbie cgconv ertible. jpg	barbie	1024	30	40			0	T00000 8493	SKU

Inventory Standard Interface Description

The inventory interface describes a client’s historical inventory data. This data feed is used for loading the data used by the Affinity Parameter Estimator (APE) component. Promote requires the first five fields.

Data Fields

Twenty seven fields describe an inventory record:

- MERCHANDISE_KEY - The key from the merchandise hierarchy for the item. All items must be at the same level in the merchandise hierarchy, which for Promote is the Item level.
- LOCATION_KEY - The key from the location hierarchy for the item. All items must be at the same level in the location hierarchy, which for Promote is the Store level.
- FISCAL_YR - The fiscal year of the sales record.
- FISCAL_WK - The fiscal week of the sales record.
- END_OH_QTY - The number of units of on-hand inventory at the end of the period.
- END_OO_QTY - The number of inventory units in transit to the location at the end of the period.
- UNIT_RTL - The item’s ticketed price at the end of the period.
- UNIT_CST - The item’s unit cost at the end of the period.
- INIT_RTL - The item’s ticketed price at the start of the season.
- RECEIPT_QTY - The total store receipts (in units) from the distribution centers and from transfers.
- GRSS_SLS_QTY - The gross number of new units sold for the item at the location. This excludes returns.
- GRSS_SLS_AMT - The gross dollar amount of new sales for the item at the location during the period. This excludes returns.

- NET_SLS_QTY - The net number of units sold of the item at the location. This includes returns.
- NET_SLS_AMT - The net dollar amount of sales for the item at the location during the period. This includes returns.
- TOT_DSC_AMT - The total discount amount.
- PROMO_MKDN_DSC_AMT - The total promotional markdown discount amount.
- SELLIT_MKDN_DSC_AMT - The total sell-it discount amount.
- CLR_DSC_AMT - The total clearance discount amount.
- FREIGHT - The freight cost.
- GRSS_PROFIT_AMT - The total gross margin (profit).
- DUMMY - A dummy field.
- POS_SLS_QTY - The number of new units sold of the item at the location during the period.
- POS_SLS_AMT - The dollar amount of the new sales for the item at the location during the period.
- MD_SALES_QTY - The units sold while on markdown.
- MD_SALES_AMT - The sales dollars of the units sold while on markdown.
- POS_MD_AMT - The total difference in weekly sales dollars between the promotional sales price and the inventory price.
- PERM_MD_AMT - Includes distribution center, on hand, in transit, and store on hand.

An Example

The following is an example of the data for an inventory record. Only the first five fields, which are required, are shown.

Table 1-7 Inventory Example Data

Merchan- dise Key	Location Key	Fiscal Yr	Fiscal Wk	End OH Qty
T00000849	5773	2004	9	2568

53

Like Location Standard Interface Description

The like location interface describes the association between a store and a similar store. The data feed can be used to add or remove associations.

Data Fields

Four fields describe a like location record:

- LOC_CLIENT_LOAD_ID - the customer's location ID for the location without promotion history.
- LOC_LEVEL_DESC - the location level description.
- LIKE_LOC_CLIENT_LOAD_ID - the customer's like location ID for the location with promotion history information available. These attributes are used for the substitution.

- LIKE_LOC_LEVEL_DESC - the like location level description.

Like Merchandise Standard Interface Description

The like merchandise interface describes the association between an item and a similar item. The data feed can be used to add or remove associations. Note that since the data feed can remove most entries in the target table, it is expected that a user will either use the data feed exclusively or the Promote UI exclusively. (In either case, the data feed can be used to initially set up the system.)

Data Feeds

Four fields describe a like merchandise record:

- MERCH_CLIENT_LOAD_ID - the customer's merchandise ID for merchandise without promotion history.
- MERCH_LEVEL_DESC - the merchandise level description.
- LIKE_MERCH_CLIENT_LOAD_ID - the customer's like merchandise ID for merchandise with promotion history available. These attributes are used for the substitution.
- LIKE_MERCH_LEVEL_DESC - the like merchandise level description.

Location Hierarchy Standard Interface Description

The location hierarchy interface describes how a retailer categorizes locations. The location hierarchy begins with the highest level, such as company or chain, and typically extends to the lowest level, the store. For example, a three-level location hierarchy might consist of Company, Region, and Store. Each entry (row) in the location hierarchy standard interface describes a specific location. In the example of a location hierarchy shown in [Table 1–8, "Location Hierarchy Sample Data"](#), each record describes the region and company of a specific store.

Data Fields

The location hierarchy can have up to twelve levels. Each level in the location hierarchy, just like the merchandise hierarchy, is described by three fields:

- HIERARCHY_ID - an identifier or value for the hierarchy level that is meaningful to the end user. It does not have to be unique.
- HIERARCHY_KEY - a key used to identify the location level that is unique across the chain for that level. It is used to reference the location in other data files.
- HIERARCHY_DESC - a description for the level that describes that level in the location hierarchy.

These three fields are required for each level of the location hierarchy that is used. For example, if a retailer's location hierarchy contains three levels, then the location hierarchy file will contain nine required fields. Any unused fields in the location hierarchy file should be present in the file as NULL (that is, consecutive delimiters) when the file is sent in delimited file format.

An Example

The following table shows sample data for a three-level location hierarchy that consists of Company, Region, and Store.

Table 1–8 Location Hierarchy Sample Data

Hierarchy 1 (Company)			Hierarchy 2 (Region)			Hierarchy 3 (Store)		
ID	Key	Desc	ID	Key	Desc	ID	Key	Desc
1	1	Full Line	1	FL1	Northeast	1000	1000	New York
1	1	Full Line	2	FL2	Southeast	1001	1001	Atlanta
1	1	Full Line	2	FL2	Southeast	1010	1010	Charlotte
1	1	Full Line	3	FL3	Resort	1002	1002	Puerto Rico
2	2	Outlet	1	O1	Northeast	2000	2000	Philadelphia
2	2	Outlet	2	O2	Southeast	1003	1003	Atlanta

Technical Notes

The following list provides details to consider regarding the location hierarchy data.

- The best way to create a unique Key for each level in the location hierarchy depends on the retailer’s hierarchy data. Whenever possible, the hierarchy Keys should not be dependent on higher levels in the hierarchy. In this way, Promote can automatically detect and handle hierarchy moves without additional data. For more information on how Promote manages location hierarchy changes, see “Location Hierarchy Rename Standard Interface Description” on page 1-11.
- The location hierarchy file must contain a record for each location that is referenced in any of a given week’s data files.
- The location hierarchy must be described consistently throughout the data file: each hierarchy node must have the same hierarchy ancestors for all records in the file that describes the hierarchy node. In the example shown in Table 1–8 on page 11, the two records describing the hierarchy above Region FL2 are identical. Note that this consistency requirement applies to all three of the hierarchy fields (Key, ID, and Desc). Inconsistent values for hierarchy descriptions are a common reason why some location hierarchy records fail to load.
- Each node in a hierarchy can only have one parent node.
- The lowest level in the location hierarchy should be the level at which sales data is provided.
- The historical location hierarchy should contain a record for each location that is referenced in any historical sales records, even if the location is now closed. It is recommended that retailers provide a single location hierarchy file for all the historical data, rather than one file for each historical week.

Location Hierarchy CDA Standard Interface Description

The location hierarchy cda interface provides 24 additional optional attributes.

Location Hierarchy Rename Standard Interface Description

The location hierarchy rename interface facilitates moving locations within the location hierarchy. You can rename any node in the hierarchy by supplying the old node name, the new node name, and the level in the hierarchy. You cannot do this through the Location Hierarchy Standard Interface.

Merchandise Hierarchy Standard Interface Description

The merchandise hierarchy interface describes how a retailer categorizes merchandise. The merchandise hierarchy begins with the highest level, such as company or division, and typically extends to the style-color level. For example, a five-level merchandise hierarchy might consist of Division, Department, Class, Style, and Color. Each entry (row) in the merchandise hierarchy standard interface describes the hierarchy for a specific piece of merchandise. In the example of a merchandise hierarchy shown in Table 1–9 on page 12, the merchandise is an item of a specific color, and each row in the file describes the Division, Department, Class, and Style to which the specific color belongs.

Data Fields

The merchandise hierarchy can have up to fifteen levels. Each level in the merchandise hierarchy is described by three fields:

- **HIERARCHY_ID** - an identifier or value for the hierarchy level that is meaningful to the end user. It does not have to be unique.
- **HIERARCHY_KEY** - a key used to identify the merchandise level that is unique across the chain for that level. It is used to reference the merchandise in other data files.
- **HIERARCHY_DESC** - a description for the level that describes that level in the merchandise hierarchy.

These three fields are required for each level of the merchandise hierarchy that is used. For example, if a retailer's merchandise hierarchy contains five levels, then the merchandise hierarchy file will contain fifteen required fields. Any unused fields in the merchandise hierarchy file should be present in the file as NULL (that is, consecutive delimiters) when the file is sent in delimited file format.

An Example

The following table shows sample data for a five-level hierarchy that consists of Division, Department, Class, Style, and Color. (The hierarchy descriptions are not included here):

Table 1–9 Merchandise Hierarchy Sample Data

Hierarchy 1 (Division)		Hierarchy 2 (Dept.)		Hierarchy 3 (Class)		Hierarchy 4 (Style)		Hierarchy 5 (Color)	
ID	Key	ID	Key	ID	Key	ID	Key	ID	Key
1	1	10	10	20	1020	1234	101234	9	101234509
1	1	10	10	20	1020	1234	101234	12	101234512
6	6	60	60	20	6020	1234	601234	12	601234512

In this example, the class, style, and color levels all have ID values that are not unique across the chain. Because of this, the Key values for these three levels cannot be the same as the ID values. The unique Key values for these three levels were created by combining values from higher levels in the hierarchy. The Key for the Class level was created by appending the Class ID to the Department Key. The Key for the Style level was created by appending the Style ID to the Department Key.

Technical Notes

The following list provides details to consider regarding the merchandise hierarchy data.

- The best way to create a unique Key for each level in the merchandise hierarchy depends on the retailer's hierarchy data. Whenever possible, the hierarchy Keys should not be dependent on higher levels in the hierarchy. In this way, Promote can automatically detect and handle hierarchy moves without additional data. For more information on how Promote manages merchandise hierarchy changes, see "Merchandise Hierarchy Rename Standard Interface Description" on page 1-13.
- The merchandise hierarchy file must contain a record for each product that is referenced in any other of a given week's data files.
- The merchandise hierarchy must be described consistently throughout the data file: each hierarchy node must have the same hierarchy ancestors for all records in the file that describes the hierarchy node. In the example shown in Table 1-9 on page 12, the first two records describe the hierarchy above Style 101234 in an identical way. Note that this consistency requirement applies to all three of the hierarchy fields (Key, ID, and Desc). Inconsistent values for hierarchy descriptions are a common reason why some merchandise hierarchy records fail to load.
- Each node in a hierarchy can only have one parent node.
- The lowest level in the merchandise hierarchy must be the level at which sales and distribution data are provided.
- The historical data files should include a record for each product that is referenced in any historical sales records, even if the product is inactive. It is recommended that retailers provide a single merchandise hierarchy file for all the historical data, rather than one file for each historical week.

Merchandise Hierarchy CDA Standard Interface Description

The merchandise hierarchy cda interface provides 24 additional optional attributes.

Merchandise Hierarchy Rename Standard Interface Description

The merchandise hierarchy rename interface facilitates reclassifying and moving merchandise within the merchandise hierarchy. Any node in the hierarchy can be renamed by supplying the old node name, the new node name, and the level in the hierarchy. This cannot be done through the Merchandise Hierarchy Standard Interface.

Offers Standard Interface Description

The offers interface contains the master data that describes a client's specific promotion (for example, a 2 for 1 promotion).

Data Fields

Eight fields describe an offer:

- NAME - The display name for the offer.
- INACTIVE - Activity flag. A value of 0 indicates the offer is active; a value of 1 indicates the offer is inactive.
- EXTERNAL_NAME - The ID for the offer that is meaningful to the client. It is unique across all offers.

- DESCRIPTION - An optional description of the offer.
- BUSINESS_RULE_CLASS_NAME - The instance of what class to use in the validation.
- TYPE_EXTERNAL_NAME - The name of the user-defined type.
- MODEL_CODE - The bit identifier of the offer. The value must be a power of 2 and is unique across the universe of all offers (for example, 0, 1, 2, 4, 8...).
- FORMAT - The output format for the offer (for example to put \$ in front of the number).

An Example

The following is an example of the data for an offers record.

Table 1–10 Offers Example Data

Name	Inactive	External Name	Description	Business Rule Class Name	Type External Name	Model Code	Format
% Off	0	offer.per cent_off	% Off	com.profit logic.pro mote.bean .rule.Per centOff OfferRule	ude.per cent.off	1	{0}

Promotion Allocation Standard Interface Description

The promotion allocation interface provides a way to import historical space allocation usage. This applies only to promotions managed external to the application.

Data Fields

Four fields describe a promotion allocation:

- PROMO_EXTERNAL_NAME - The ID for the promotion that is meaningful to the client.
- MERCH_CLIENT_LOAD_ID - The client-specific category ID.
- LEVEL_DESC - The client-specific merchandise hierarchy level description.
- SPACE_ALLOCATION - The allocation for the given category.

An Example

The following is an example of the data for a promotion allocation.

Table 1–11 Promotion Allocation Example Data

Promo External Name	Merch Client Load ID	Level Desc	Space Allocation
1-003-1-99 9000002	236	DEPART MENT	0.1

Promotion Campaign Standard Interface Description

The promotion campaign interface describes a client's promotional data. This data feed provides Promote with promotional calendar information from other systems. It is also used to import historical data into the system for ad effectiveness analysis.

Data Fields

Five fields describe a promotion campaign.

- NAME - A display name for the campaign.
- DESCRIPTION - An optional description of the campaign.
- EXTERNAL_NAME - The ID for the campaign that is meaningful to the client. It is unique across all campaigns.
- BEGIN_DATE - The start date for the campaign.
- END_DATE - The end date for the campaign.
- INACTIVE - Activity flag. A value of 0 indicates the campaign is active; a value of 1 indicates the campaign is inactive.

An Example

The following is an example of the data for a promotion campaign.

Table 1–12 Promotion Campaign Example Data

Name	Description	External Name	Begin Date	End Date	Inactive
campaign 0001	BTS Campaign	Campaign for Back-to- School	2003-10-10	2003-10-17	1

Promotion Offer Standard Interface Description

The promotion offer interface describes all the offers in a promotion.

Data Fields

Twelve fields describe a promotion offer:

- NAME - The display name for the offer.
- EXTERNAL_NAME - The ID for the offer that is meaningful to the client.
- DESCRIPTION - An optional description of the offer.
- BEGIN_DATE - The start date for the offer.
- END_DATE - The end date for the offer.
- PROMO_EXTERNAL_NAME - The ID for the promotion that is meaningful to the client.
- OFFER_EXTERNAL_NAME - The ID for the offer that is meaningful to the client. It is unique across all offers.
- UDV_EXTERNAL_NAME - The actual user-defined type value.
- VALUE_INT - The integer value of the offer (either UDV_EXTERNAL_NAME, VALUE_INT, or VALUE_DEC should be set).

- VALUE_DEC - The decimal value for the actual offer.
- PAGE_NUM - The page of the offer.
- POS_NUM - The position of the offer.

An Example

The following is an example of the data for a promotion offer.

Table 1–13 Promotion Offer Example Data

Name	External Name	Description	Begin Date	End Date	Promo External Name	Offer External Name	UDV External Name	Value Int	Value Dec	Page Num	Pos Num
Barbie Sale	PO-9010-1	CG Barbie Offer	2003-01-31	2003-02-02	1-001-1-9010	offer.percent.off	udev.percent_off.10			1	2

Promotion Offer Attributes Standard Interface Description

The promotion offer attributes interface describes the additional attributes for each offer (for example, page position: front, middle, and back).

Data Fields

Six fields describe a promotion offer attribute.

- PROMO_EXTERNAL_NAME - The ID for the promotion that is meaningful to the client.
- PROMO_OFFER_EXTERNAL_NAME - The ID for the promotion offer that is meaningful to the client. It is unique across all promotion offers.
- VEH_ATTR_EXTERNAL_NAME - The vehicle attribute name that is meaningful to the client.
- UDV_EXTERNAL_NAME - The actual user-defined type value.
- VALUE_INT - The integer value of the offer (either UDV_EXTERNAL_NAME, VALUE_INT, or VALUE_DEC should be set).
- VALUE_DEC -The currency value for the actual offer.

An Example

The following is an example of the data for a promotion offer attribute.

Table 1–14 Promotion Offer Attribute Example Data

Promo External Name	Promo Offer External Name	Veh Attr External Name	UDV External Name	Value Int	Value Dec
1-001-1-999000000	LR-999000000-0T0000099958	page_location	udev.page_location.front		

Promotion Offer Merchandise Standard Interface Description

The promotion offer merchandise interface describes the SKUs associated with an offer.

Data Fields

Seven fields describe a promotion offer merchandise record.

- PROMO_EXTERNAL_NAME - The ID for the promotion that is meaningful to the client.
- PROMO_OFFER_EXTERNAL_NAME - The ID for the promotion offer that is meaningful to the client. It is unique across all promotion offers.
- MERCH_CLIENT_LOAD_ID - The client-specific category ID.
- LEVEL_DESC - The client-specific merchandise hierarchy level description.
- FULL_PRICE - The price of the item.
- PROMO_PRICE - The promotion price of the item.
- COST - The actual cost of the item.

An Example

The following is an example of the data for a promotion offer merchandise record.

Table 1–15 Promotion Offer Merchandise Example Data

Promo External Name	Promo Offer External Name	Merch Client Load ID	Level Desc	Full Price	Promo Price	Cost
1-001-1-99 9000000	LR-999000 000-0 T00000999 58	T00000999 58	SKU	24.50	18.37	12.25

Promotion Offer Store Standard Interface Description

The promotion offer store interface describes the stores on a promotion.

Data Fields

Three fields describe a promotion offer stores record.

- PROMO_EXTERNAL_NAME - The ID for the promotion that is meaningful to the client.
- LOC_CLIENT_LOAD_ID - The client-specific store ID.
- LEVEL_DESC - The client-specific store hierarchy level description.

An Example

The following is an example of the data for a promotion offer store record.

Table 1–16 Promotion Offer Store Example Data

Promo External Name	Loc Client Load ID	Level Desc
1-001-1-99 9000000	6493	STORE

Promotions Standard Interface Description

The promotions interface describes a client's promotions data. The data feed provides Promote with promotional calendar information from other systems. It is also used to import historical data into the system that is used for ad effectiveness analysis.

Data Fields

Ten fields describe a promotion record.

- NAME - The display name for the promotion.
- EXTERNAL_NAME - The ID for the promotion that is meaningful to the client. It is unique across all promotions.
- DESCRIPTION - An optional description of the promotion.
- BEGIN_DATE - The start date for the promotion.
- END_DATE - The end date for the promotion.
- TOTAL_COST - The total cost allocated to the promotion.
- VEHICLE_EXTERNAL_NAME - The vehicle that is used when promoting items.
- PAGES - The number of pages for the vehicle.
- CAMPAIGN_EXTERNAL_NAME - The name of the campaign being used when promoting items.

An Example

The following is an example of the data for a promotion record.

Table 1–17 Promotion Example Data

Name	Inactive	External Name	Descrip- tion	Begin Date	End Date	Total Cost	Vehicle External Name	Pages	Cam- paign External Name
Circular for Week 20	0	promo00 01	Stand ard Weekly Circular	2003-10- 10	2003-10- 17	120000. 00	vehicle. circular	4	Campai gn for Back-to- School

Seasonalities Standard Interface

The seasonalities standard interface describes the seasonality values (effects related to the time of year) provided by Analytical Services that are used by Promote for calculations.

Data Fields

Eight fields describe a seasonality map record:

- PRIORITY - the search priority for the seasonality.
- SEASONALITY_ID - the ID for the seasonality.
- MERCHANDISE_LEVEL - description of the level of the merchandise hierarchy.
- MERCHANDISE_KEY - key for the merchandise hierarchy level.
- LOCATION_LEVEL - description of the level of the location hierarchy.
- LOCATION_KEY - key for the location hierarchy level.
- ATTRIBUTE_VALUE_MASK - the search mask that specifies the season code and, optionally, the item attributes of the seasonality curves.
- AS_VERSION - the version number for the current run. Set by Analytical Parameter Calculator (APC) and used to track run versions.

Six fields describe a seasonality values record:

- SEASONALITY_ID - the ID for the seasonality.
- CALENDAR_DT - the date for the seasonality.
- SEAS_INDX - the value for the seasonality for the date.
- SEAS_ERR - for future use. Set to 0.
- AS_PARAMETER_ID - a number that uniquely identifies the current record and that is used for tracking.
- AS_VERSION - the version number for the current run. Set by APC and used to track run versions.

TAE Temp Metric Standard Interface Description

The TAE temp metric interface describes the data loaded into a temporary table for use in reporting and comparison.

Data Fields

Thirty six fields describe a TAE temp metric record:

- RUN_ID - the execution ID.
- PROMO_ID - the internal promotion ID.
- AD_DATE - the date of the promotion.
- PI_ID - the merchandise ID.
- LOCATION_ID - the internal location ID.
- AD_ITEM_PRICE - TAE-generated metric.
- AD_ITEM_ROSALE - TAE-generated metric.
- AD_ITEM_VISIT_RATE - TAE-generated metric.
- AD_ITEM_SALES - TAE-generated metric.
- AD_ITEM_GM - TAE-generated metric.
- TTL_AD_DAYS - TAE-generated metric.
- AD_ITEM_AC_SALES - TAE-generated metric.
- AD_ITEM_AC_GM - TAE-generated metric.
- AD_ITEM_PR_SALES - TAE-generated metric.

- AD_ITEM_PR_GM - TAE-generated metric.
- AD_NONAD_SALES - TAE-generated metric.
- AD_NONAD_GM - TAE-generated metric.
- BL_SUBST_CODE - TAE-generated metric.
- BL_SUBST_ITEM - TAE-generated metric.
- TTL_BASE_PERIODS - TAE-generated metric.
- BL_ITEM_ROSALE - TAE-generated metric.
- BL_ITEM_SALES - TAE-generated metric.
- BL_ITEM_VISIT_RATE - TAE-generated metric.
- BL_ITEM_GM - TAE-generated metric.
- BL_ITEM_PRICE - TAE-generated metric.
- BL_ITEM_AC_SALES - TAE-generated metric.
- BL_ITEM_AC_GM - TAE-generated metric.
- BL_ITEM_PR_SALES - TAE-generated metric.
- BL_ITEM_PR_GM - TAE-generated metric.
- BL_NONAD_SALES - TAE-generated metric.
- BL_NONAD_GM - TAE-generated metric.
- AD_MB_ITEM_ONLY - TAE-generated metric.
- AD_MB_ITEM_AD - TAE-generated metric.
- AD_MB_ITEM_NONAD - TAE-generated metric.
- AD_MB_ITEM_ADNONAD - TAE-generated metric.
- AD_ITEM_OTHAD_ROS - TAE-generated metric.

Transaction Log Standard Interface Description

The transaction log interface describes a client's basic transactional information. This data feed is used when using Promote's built-in data warehousing feature. Alternative configurations are available when leveraging a client's existing data warehouse.

Data Fields

Ten fields describe a transaction log record:

- TXN_ID - The unique identifier for the transaction.
- TXN_DATE - The transaction date.
- LOC_CLIENT_LOAD_ID - The ID for the location of the transaction.
- MERCH_CLIENT_LOAD_ID - The ID of the product being sold.
- UNIT_COST - The per-unit cost of the sold product.
- UNIT_NORMAL_PRICE - The per-unit non-promotional price of the sold product.
- UNITS_SOLD - The number of a given item that were purchased in the market basket.
- EXT_RETAIL_AMT - The at-register price for the product being sold.

- EXT_MARGIN_AMT - The amount that the price has been reduced if the item is on promotion for this kind of item in the market basket.
- AD_IND - Discount flag. 0 = none; 1 = on Ad (item was promoted).

An Example

The following is an example of the data for a transaction log record.

Table 1–18 Values Example Data

Txn ID	Txn	Loc Client Load ID	Merch Client Load ID	Unit Cost	Unit Normal Price	Units Sold	Ext Retail Amt	Ext Margin Amt	Dis-count Code
100175	2006-02-28	459901	T8946094	6.0	8.99	2	17.98	6.0	1

User Defined Type Standard Interface Description

The user defined type interface describes a client-defined type (for example, percent off and page units). The data feed typically provides Promote with user-defined information from other systems.

Data Fields

Four fields describe a user-defined type:

- TYPE_NAME - The display name for the type.
- INACTIVE - Activity flag. A value of 0 indicates the offer is active; a value of 1 indicates the offer is inactive.
- EXTERNAL_NAME - The ID for the type that is meaningful to the client. It is unique across all types.
- DESCRIPTION - An optional description of the type.

An Example

The following is an example of the data for a type record.

Table 1–19 Type Example Data

Type Name	Inactive	External Name	Description
% Off	0	ude.percent_off	Percent Off

User Defined Value Standard Interface Description

The user defined value interface describes a value for a client-defined type (for example, 5% for a Percent Off user-defined type). The data feed typically provides Promote with user-defined values information from other systems.

Data Fields

Seven fields describe a user-defined value:

- VALUE_NAME - The display name for the value.
- INACTIVE - Activity flag. A value of 0 indicates the offer is active; a value of 1 indicates the offer is inactive.

- EXTERNAL_NAME - The ID for the type that is meaningful to the client. It is unique across all types.
- TYPE_EXTERNAL_NAME - The name of the user-defined type.
- DESCRIPTION - An optional description of the type.
- ORDER_ID - The position of the element in an ordered list.
- EXTERNAL_CODE - The element's ID in the external system.

An Example

The following is an example of the data for a values record.

Table 1–20 Values Example Data

Value Name	Inactive	External Name	Type External Name	Description	Order ID	External Code
10 %	0	ude.per cent_off.10	ude.per cent_off	10 % Off	2	1

Vehicle Standard Interface Description

The vehicle interface describes a client's promotion vehicle (for example, circular or TV ad). The data feed typically provides Promote with vehicles information from other systems. It is also used to import historical data into the system for ad effectiveness analysis.

Data Fields

Six fields describe a vehicle:

- VEHICLE_NAME - The display name for the vehicle.
- INACTIVE - Activity flag. A value of 0 indicates the offer is active; a value of 1 indicates the offer is inactive.
- EXTERNAL_NAME - The ID for the vehicle that is meaningful to the client. It is unique across all vehicles.
- DESCRIPTION - An optional description of the vehicle.
- BUSINESS_RULE_CLASS_NAME - The instance of what class to use in the validation.
- MODEL_CODE - The bit identifier of the offer. The value must be a power of 2 and unique across the universe of all offers (for example, 0, 1, 2, 4, 8...).

An Example

The following is an example of the data for an vehicles record.

Table 1–21 Vehicles Example Data

Name	Inactive	External Name	Description	Business Rule Class Name	Model Code
Circular	0	vehicle.circular	Circular	com.profit logic.promote.bean .rule.CircularVehicleRule	1

Vehicle Attributes Standard Interface Description

The vehicle attributes interface describes the attributes of a client's vehicle (for example, pages and space allocation). The data feed typically provides Promote with vehicle attributes information from other systems. It is also used to import historical data into the system for ad effectiveness analysis.

Data Fields

Twelve fields describe a vehicle attribute:

- VEHICLE_ATTR_NAME - The display name for the vehicle attribute.
- INACTIVE - Activity flag. A value of 0 indicates the offer is active; a value of 1 indicates the offer is inactive.
- EXTERNAL_NAME - The ID for the vehicle attribute that is meaningful to the client. It is unique across all vehicle attributes.
- DESCRIPTION - An optional description of the vehicle attribute.
- ATTRIBUTE_LEVEL - The level at which to show the attribute. A value of 0 indicates vehicle; a value of 1 indicates item.
- VEHICLE_EXTERNAL_NAME - The ID for the parent vehicle that is meaningful to the client. It is unique across all vehicles.
- TYPE_EXTERNAL_NAME - The name of the user-defined type.
- MODEL - Indicates if the attribute is to be sent to the analysis engine. A value of 0 indicates do not send; a value of 1 indicates send.
- VISIBLE - Visibility flag. A value of 0 indicates invisible; a value of 1 indicates visible.
- ORDER_ID - Not used.
- FORMAT - The output format for the vehicle attribute (for example, to put Page label in front of the number).
- TYPE_ENUM - The type of vehicle attribute. Values include:
 - 0 for integer
 - 1 for User Defined (specified by TYPE_EXTERNAL_NAME)
 - 2 for decimal
 - 3 for text
 - 4 for boolean
 - 5 for date

- 6 for none

An Example

The following is an example of the data for a vehicle attribute record.

Table 1–22 Vehicle Attributes Example Data

Vehicle Attribute Name	Inactive	External Name	Description	Attribute Level	Vehicle External Name	Type External Name	Model	Visible	Order ID	Format	Type Enum
Page Location	0	page_location	Page Location	1	vehicle_circular	ude_page_location	1	0		{0}	0

Promote Interface Specifications

The following tables provide ordered lists of the contents of each of the Promote interface specifications. The specifications are organized into alphabetical order.

APE Price Elasticity Specification (BEE_APE_PRICE_ELASTICITY)

Table 1–23 APE Price Elasticity Standard Interface Specification¹

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
DRIVER_APE_MERCH_NODE_EXT_ID	The external ID for the Driver Merchandise node.	String	200	Y
TARGET_APE_MERCH_NODE_EXT_ID	The external ID for the Target Merchandise node.	String	200	Y
LOC_LEVEL_DESC	The external ID for the external location level.	String	50	Y
LOC_CLIENT_LOAD_ID	The external ID for the location.	String	50	Y
ELASTICITY	The APE-calculated elasticity value.	Decimal	15,4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

APE Promotion Elasticity Specification (BEE_APE_PROMO_ELASTICITY)

Table 1–24 APE Promotion Elasticity Standard Interface Specification¹

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
DRIVER_APE_MERCH_NODE_EXT_ID	The external ID for the Driver Merchandise node.	String	200	Y
TARGET_APE_MERCH_NODE_EXT_ID	The external ID for the Target Merchandise node.	String	200	Y
LOC_LEVEL_DESC	The external ID for the external location level.	String	50	Y
LOC_CLIENT_LOAD_ID	The external ID for the location.	String	50	Y
PROMOTION_EXTERNAL_ATTR	A value generated by concatenating the source column name and its corresponding value.	String	200	Y
ELASTICITY	The APE-calculated elasticity value.	Decimal	15,4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Calendar Specification (ASH_CAL_TBL)

Table 1–25 Calendar Standard Interface Specification

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
EOP_CALENDAR_DT	Ending calendar date of the fiscal week (which is usually a Saturday).	Date in format YYYY-MM-DD	10	N
FISCAL_YR	Number of the fiscal year.	Integer	4	N
FISCAL_QTR	Number of fiscal quarter.	Integer	1	N
FISCAL_MO	Number of the fiscal month.	Integer	2	N
FISCAL_WK	Number of the fiscal week.	Integer	2	N
CALENDAR_WK	An alternative number for the calendar week (optional).	Integer	2	Y
SEASON	Season number associated with the week.	Integer	2	N

Demand Parameters Specification (ASH_PARAMETER_VALUES_TBL)

Table 1–26 Demand Parameters Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
MERCHANDISE_LEVEL	The external merchandise level.	String	50	N
MERCHANDISE_KEY	In combination with the location key, identifies the item being marked down.	String	25	N
LOCATION_LEVEL	The external location level.	String	50	N
LOCATION_KEY	In combination with the merchandise key, identifies the item being marked down.	String	25	N
ITEM_ATTRIBUTE	The item attribute for the parameter (set to % by default).	String	100	N
PARAMETER_NAME	The name of the parameter. The names can be DEFAULT_GAMMA, DEFAULT_ALPHA, CRITICAL_INVENTORY, or ZERO_INVENTORY.	String	50	N
PARAMETER_VALUE	The value assigned to the parameter.	String	25	Y
AS_PARAMETER_ID	A number that uniquely identifies the record across all output tables and can be used to trace issues. It is not an analytical value.	Integer	32	Y
AS_VERSION_NUMBER	The version number for the current run of the output, which is set by APC and can be used to track versions.	String	20	Y

Future Price and Cost Specification (BEE_FUTURE_PRICE_COST)

Table 1–27 Future Price and Cost Standard Interface Specification

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MERCH_CLIENT_LOAD_ID	Customer's merchandise ID.	String	50	N
MERCH_LEVEL_DESC	Merchandise level description.	String	50	N
LOC_CLIENT_LOAD_ID	Customer's location ID.	String	50	N
LOC_LEVEL_DESC	Location level description.	String	50	N

Table 1–27 (Cont.) Future Price and Cost Standard Interface Specification

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
EFFECTIVE_DT	The date of the change.	Date in format YYYY-MM-DD	10	N
PRICE	The changed price.	Decimal	15,4	N
COST	The changed cost.	Decimal	15,4	N

Images Specification (BEE_IMAGE)

Table 1–28 Images Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
NAME	Display name for image.	String	40	N
EXTERNAL_NAME	The ID for the image that is meaningful to the client. Unique across the images.	String	40	N
DESCRIPTION	An optional description of the image.	String	1000	Y
FILE_NAME	The filename of the image.	String	250	N
KEYWORDS	Keywords placeholder.	String	1000	Y
FILE_SIZE	The size of the image file.	Integer	10	Y
WIDTH	The image width.	Integer	10	Y
HEIGHT	The image height.	Integer	10	Y
RESOLUTION	The on-screen resolution of the image.	Integer	10	Y
DEPTH	The depth of the image.	Integer	10	Y
FILE_TYPE_ENUM	The image file type. Must be JPEG (0).	Integer	10	Y
MERCH_CLIENT_LOAD_ID	The client-specific category ID.	String	50	Y
LEVEL_DESC	The client-specific merchandise hierarchy level description.	String	50	Y

Inventory Specification (WK_HIST_SALES_INV_TBL)

Table 1-29 Inventory Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
MERCHANDISE_KEY	The key from the merchandise hierarchy for the item.	String	25	N
LOCATION_KEY	The key from the location hierarchy for the item.	String	25	N
FISCAL_YR	The fiscal year of the sales record.	Integer	4	N
FISCAL_WK	The fiscal week of the sales record.	Integer	2	N
END_OH_QTY	The number of units of on-hand inventory at the end of the period.	Integer	12	N
END_OO_QTY	The number of inventory units in transit to the location at the end of the period.	Integer	12	Y
UNIT_RTL	The item's ticketed price at the end of the period.	Decimal	7,2	Y
UNIT_CST	The item's unit cost at the end of the period.	Decimal	7,2	Y
INIT_RTL	The item's ticketed price at the start of the season.	Decimal	7,2	Y
RECEIPT_QTY	The total store receipts (in units) from the distribution centers and from transfers.	Integer	12	Y
GRSS_SLS_QTY	The gross number of new units sold for the item at the location. This excludes returns.	Integer	12	Y
GRSS_SLS_AMT	The gross dollar amount of new sales for the item at the location during the period. This excludes returns.	Decimal	16,2	Y
NET_SLS_QTY	The net number of units sold of the item at the location. This includes returns.	Integer	12	Y
NET_SLS_AMT	The net dollar amount of sales for the item at the location during the period. This includes returns.	Decimal	16,2	Y

Table 1–29 (Cont.) Inventory Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
TOT_DSC_AMT	The total discount amount.	Decimal	16,2	Y
PROMO_MKDN_DSC_AMT	The total promotional markdown discount amount.	Decimal	16,2	Y
SELLIT_MKDN_DSC_AMT	The total sell-it discount amount.	Decimal	16,2	Y
CLR_DSC_AMT	The total clearance discount amount.	Decimal	16,2	Y
FREIGHT	The freight cost.	Decimal	16,2	Y
GRSS_PROFIT_AMT	The total gross margin (profit).	Decimal	16,2	Y
DUMMY	A dummy field.			
POS_SLS_QTY	The number of new units sold of the item at the location during the period.	Integer	12	Y
POS_SLS_AMT	The dollar amount of the new sales for the item at the location during the period.	Decimal	16,2	Y
MD_SALES_QTY	The units sold while on markdown.	Integer	12	Y
MD_SALES_AMT	The sales dollars of the units sold while on markdown.	Decimal	16,2	Y
POS_MD_AMT	The total difference in weekly sales dollars between the promotional sales price and the inventory price.	Decimal	16,2	Y
PERM_MD_AMT	Includes distribution center, on hand, in transit, and store on hand.	Decimal	16,2	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Like Location Specification (BEE_PR_LIKE_LOCATION)

Table 1–30 Like Location Standard Interface Specification

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
LOC_CLIENT_LOAD_ID	Customer's location ID.	String	50	N
LOC_LEVEL_DESC	Location level description.	String	50	N
LIKE_LOC_CLIENT_LOAD_ID	Customer's like location ID.	String	50	N
LIKE_LOC_LEVEL_DESC	Like location level description.	String	50	N

Like Merchandise Specification (BEE_PR_LIKE_MERCHANDISE)

Table 1–31 Like Merchandise Standard Interface Specification

Attribute	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MERCH_CLIENT_LOAD_ID	Customer's merchandise ID.	String	50	N
MERCH_LEVEL_DESC	Merchandise level description.	String	50	N
LIKE_MERCH_CLIENT_LOAD_ID	Customer's like merchandise ID.	String	50	N
LIKE_MERCH_LEVEL_DESC	Like merchandise level description.	String	50	N

Location Hierarchy Specification (ASH_LH_TBL)

Table 1–32 Location Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY1_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY1_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY1_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY2_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY2_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY2_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY3_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY3_KEY	Key for this level of the hierarchy.	String	25	Y

Table 1–32 (Cont.) Location Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY3_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY4_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY4_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY4_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY5_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY5_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY5_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY6_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY6_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY6_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY7_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY7_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY7_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY8_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY8_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY8_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY9_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY9_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY9_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY10_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY10_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY10_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY11_ID	ID for this level of the hierarchy.	String	25	Y

Table 1–32 (Cont.) Location Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY11_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY11_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY12_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY12_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY12_DESC	Description of this level of the hierarchy.	String	50	Y

LH CDA Specification (ASH_LH_CDA_TBL)

Table 1–33 Location Hierarchy CDA Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
LOCATION_KEY	Unique identifier for location hierarchy.	String	25	N
LOCATION_LEVEL	Level within the location hierarchy.	String	50	N
ATTRIBUTE1		String	100	Y
ATTRIBUTE2		String	100	Y
ATTRIBUTE3		String	100	Y
ATTRIBUTE4		String	100	Y
ATTRIBUTE5		String	100	Y
ATTRIBUTE6		String	100	Y
ATTRIBUTE7		String	100	Y
ATTRIBUTE8		String	100	Y
ATTRIBUTE1_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE2_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE3_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE4_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE5_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE6_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE7_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE8_DATE		Date in format YYYY-MM-DD	10	Y

Table 1–33 (Cont.) Location Hierarchy CDA Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
ATTRIBUTE1_NUMBER		Decimal	31,3	Y
ATTRIBUTE2_NUMBER		Decimal	31,3	Y
ATTRIBUTE3_NUMBER		Decimal	31,3	Y
ATTRIBUTE4_NUMBER		Decimal	31,3	Y
ATTRIBUTE5_NUMBER		Decimal	31,3	Y
ATTRIBUTE6_NUMBER		Decimal	31,3	Y
ATTRIBUTE7_NUMBER		Decimal	31,3	Y
ATTRIBUTE8_NUMBER		Decimal	31,3	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

LH Rename Specification (ASH_LHRENAME_TBL)

Table 1–34 Location Hierarchy Rename Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
OLD_LOCATION_KEY	Old unique identifier for location hierarchy.	String	25	N
NEW_LOCATION_KEY	New unique identifier for location hierarchy.	String	25	N
LOCATION_LEVEL	Level within the location hierarchy.	String	50	N

Merchandise Hierarchy Specification (ASH_MH_TBL)

Table 1–35 Merchandise Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY1_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY1_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY1_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY2_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY2_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY2_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY3_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY3_KEY	Key for this level of the hierarchy.	String	25	Y

Table 1–35 (Cont.) Merchandise Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY3_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY4_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY4_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY4_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY5_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY5_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY5_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY6_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY6_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY6_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY7_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY7_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY7_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY8_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY8_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY8_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY9_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY9_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY9_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY10_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY10_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY10_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY11_ID	ID for this level of the hierarchy.	String	25	Y

Table 1–35 (Cont.) Merchandise Hierarchy Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
HIERARCHY11_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY11_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY12_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY12_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY12_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY13_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY13_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY13_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY14_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY14_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY14_DESC	Description of this level of the hierarchy.	String	50	Y
HIERARCHY15_ID	ID for this level of the hierarchy.	String	25	Y
HIERARCHY15_KEY	Key for this level of the hierarchy.	String	25	Y
HIERARCHY15_DESC	Description of this level of the hierarchy.	String	50	Y

MH CDA Specification (ASH_MH_CDA_TBL)

Table 1–36 Merchandise Hierarchy CDA Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
MERCHANDISE_KEY	Unique identifier for merchandise hierarchy.	String	25	N
MERCHANDISE_LEVEL	Level within the merchandise hierarchy.	String	50	N
ATTRIBUTE1		String	100	Y
ATTRIBUTE2		String	100	Y
ATTRIBUTE3		String	100	Y
ATTRIBUTE4		String	100	Y
ATTRIBUTE5		String	100	Y
ATTRIBUTE6		String	100	Y

Table 1–36 (Cont.) Merchandise Hierarchy CDA Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
ATTRIBUTE7		String	100	Y
ATTRIBUTE8		String	100	Y
ATTRIBUTE1_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE2_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE3_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE4_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE5_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE6_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE7_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE8_DATE		Date in format YYYY-MM-DD	10	Y
ATTRIBUTE1_NUMBER		Decimal	31,3	Y
ATTRIBUTE2_NUMBER		Decimal	31,3	Y
ATTRIBUTE3_NUMBER		Decimal	31,3	Y
ATTRIBUTE4_NUMBER		Decimal	31,3	Y
ATTRIBUTE5_NUMBER		Decimal	31,3	Y
ATTRIBUTE6_NUMBER		Decimal	31,3	Y
ATTRIBUTE7_NUMBER		Decimal	31,3	Y
ATTRIBUTE8_NUMBER		Decimal	31,3	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

MH Rename Specification (ASH_MHRENAME_TBL)

Table 1–37 Merchandise Hierarchy Rename Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
OLD_MERCHANDISE_KEY	Old unique identifier for merchandise hierarchy.	String	25	N
NEW_MERCHANDISE_KEY	New unique identifier for merchandise hierarchy.	String	25	N
MERCHANDISE_LEVEL	Level within the merchandise hierarchy.	String	50	N

Offers Specification (BEE_OFFER)

Table 1–38 *Offers Standard Interface Specification*

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
NAME	Display name for the offer.	String	40	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Integer	1	N
EXTERNAL_NAME	The ID for the offer that is meaningful to the client. Unique across all offers.	String	40	N
DESCRIPTION	An optional description of the offer.	String	1000	Y
BUSINESS_RULE_CLASS_NAME	Instance of what class to use in validation.	String	250	Y
TYPE_EXTERNAL_NAME	Name of user defined type.	String	40	N
MODEL_CODE	Bit identifier for offer. Must be power of 2 (e.g., 0, 1, 2, 4, 8...).	Integer	10	N
FORMAT	Output format for offer (e.g., to put \$ in front of number).	String	40	N

Promotion Allocation Specification (BEE_PROMO_ALLOC)

Table 1–39 *Promotion Allocation Standard Interface Specification*¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
PROMO_EXTERNAL_NAME	The ID for the promotion that is meaningful to the client.	String	120	N
MERCH_CLIENT_LOAD_ID	The client-specific category ID.	String	50	N
LEVEL_DESC	The client-specific merchandise hierarchy level description.	String	50	N
SPACE_ALLOCATION	The allocation for a given category.	Decimal	15,4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Promotion Campaign Specification (BEE_PROMO_CAMPAIGN)

Table 1–40 Promotion Campaign Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
NAME	A display name for the campaign.	String	40	N
DESCRIPTION	An optional description of the campaign.	String	1000	N
EXTERNAL_NAME	The ID for the campaign that is meaningful to the client. It is unique across all campaigns.	String	120	Y
BEGIN_DATE	The start date of the campaign.	Date in format YYYY-MM-DD	10	N
END_DATE	The end date of the campaign.	Date in format YYYY-MM-DD	10	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Boolean (0,1)	1	N

Promotion Offer Specification (BEE_PROMO_OFFER)

Table 1–41 Promotion Offer Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
NAME	The display name for the offer.	String	40	N
EXTERNAL_NAME	The ID for the offer that is meaningful to the client.	String	120	N
DESCRIPTION	An optional description of the offer.	String	1000	Y
BEGIN_DATE	The start date for the offer.	Date in format YYYY-MM-DD	10	N
END_DATE	The end date for the offer.	Date in format YYYY-MM-DD	10	N
PROMO_EXTERNAL_NAME	The ID for the promotion that is meaningful to the client.	String	120	N
OFFER_EXTERNAL_NAME	The ID for the offer that is meaningful to the client.	String	120	N
UDV_EXTERNAL_NAME	The actual user-defined type value.	String	120	Y
VALUE_INT	The integer value of the offer.	Integer	8	Y

Table 1–41 (Cont.) Promotion Offer Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
VALUE_DEC	The currency value for the actual offer.	Decimal	15,4	Y
PAGE_NUM	The page of the offer.	Integer	8	Y
POS_NUM	The position of the offer.	Integer	4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Promotion Offer Attribute Specification (BEE_PROMO_OFFER_ATTR)

Table 1–42 Promotion Offer Attribute Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
PROMO_EXTERNAL_NAME	The ID for the promotion that is meaningful to the client.	String	120	N
PROMO_OFFER_EXTERNAL_NAME	The ID for the promotion offer that is meaningful to the client.	String	120	N
VEH_ATTR_EXTERNAL_NAME	The vehicle attribute name that is meaningful to the client.	String	120	N
UDV_EXTERNAL_NAME	The actual user-defined type value.	String	120	Y
VALUE_INT	The integer value of the offer.	Integer	8	Y
VALUE_DEC	The currency value for the actual offer.	Decimal	15,4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Promotion Offer Merchandise Specification (BEE_PROMO_OFFER_MERCH)

Table 1–43 Promotion Offer Merchandise Standard Interface Specification ¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
PROMO_EXTERNAL_NAME	The ID for the promotion that is meaningful to the client.	String	120	N
PROMO_OFFER_EXTERNAL_NAME	The ID for the promotion offer that is meaningful to the client.	String	120	N
MERCH_CLIENT_LOAD_ID	The client-specific category ID.	String	50	N
LEVEL_DESC	The client-specific merchandise hierarchy level description.	String	50	N
FULL_PRICE	The price of the item.	Decimal	15,4	Y
PROMO_PRICE	The promotion price of the item.	Decimal	15,4	Y
COST	The actual cost of the item.	Decimal	15,4	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Promotion Offer Store Specification (BEE_PROMO_STORE)

Table 1–44 Promotion Offer Store Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
PROMO_EXTERNAL_NAME	The ID for the promotion that is meaningful to the client.	String	120	N
LOC_CLIENT_LOAD_ID	The client-specific store hierarchy level description.	String	50	N
LEVEL_DESC	The client-specific hierarchy level description.	String	50	N

Promotions Specification (BEE_PROMOTIONS)

Table 1–45 Promotions Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
NAME	A display name for the promotion.	String	40	N
EXTERNAL_NAME	The ID for the promotion that is meaningful to the client. Unique across the promotion.	String	40	N
DESCRIPTION	An optional description of the promotion.	String	1000	Y
BEGIN_DATE	Start date of the promotion.	Date in format YYYY-MM-DD	10	N
END_DATE	End date of the promotion.	Date in format YYYY-MM-DD	10	N
TOTAL_COST	The total cost allocated to the promotion.	Decimal	15,4	Y
VEHICLE_EXTERNAL_NAME	The vehicle used when promoting items.	String	120	N
PAGES	The number of pages for the vehicle.	Integer	8	Y
CAMPAIGN_EXTERNAL_NAME	The name of the campaign used for the promotion.	String	120	N

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Seasonalities Specification (ASH_SEASONALITY_MAPS_TBL and ASH_SEASONALITY_VALUES_TBL)

The seasonalites interface populates two tables in Promote.

Table 1–46 Seasonalities (Maps) Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
PRIORITY	The search priority for the seasonality.	Integer		N
SEASONALITY_ID	The ID for the seasonality.	Integer		N
MERCHANDISE_LEVEL	Description of this level of the merchandise hierarchy.	String	50	N
MERCHANDISE_KEY	Key for this level of the merchandise hierarchy.	String	25	N
LOCATION_LEVEL	Description of this level of the location hierarchy.	String	50	N

Table 1–46 (Cont.) Seasonalities (Maps) Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
LOCATION_KEY	Key for this level of the location hierarchy.	String	25	N
ATTRIBUTE_VALUE_MASK	The search mask that specifies the season code and, optionally, the item attributes of the seasonality curves.	String	50	Y
AS_VERSION_NUMBER	The version number for the current run. Set by APC and used to track run versions.	String	20	Y

Table 1–47 Seasonalities (Values) Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
SEASONALITY_ID	The ID for the seasonality.	Integer		N
CALENDAR_DT	The date for the seasonality	Date in format YYYY-MM-DD	10	N
SEAS_INDX	The value of the seasonality for the date.	Decimal	11,4	Y
SEAS_ERR	For future use. Set to 0.	Decimal	11,4	Y
AS_PARAMETER_ID	A number that uniquely identifies the current record and that is used for tracking.	Integer		Y
AS_VERSION_NUMBER	The version number for the current run. Set by APC and used to track run versions.	String	20	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

TAE Temp Metric Specification (BEE_TAE_TEMP_METRIC)

Table 1–48 TAE Temp Metric Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
RUN_ID	Execution ID	Integer	32	Y
PROMO_ID	Internal promotion ID	Integer	32	Y
AD_DATE	Promotion date	Date in format YYYY-MM-DD	10	Y
PI_ID	Merchandise ID	Integer	32	Y
LOCATION_ID	Location ID	Integer	32	Y
AD_ITEM_PRICE	Metric	Decimal	15,4	Y
AD_ITEM_ROSALE	Metric	Integer	20	Y

Table 1–48 (Cont.) TAE Temp Metric Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
AD_ITEM_VISIT_RATE	Metric	Integer	9	Y
AD_ITEM_SALES	Metric	Decimal	15,4	Y
AD_ITEM_GM	Metric	Decimal	15,4	Y
TTL_AD_DAYS	Metric	Integer	9	Y
AD_ITEM_AC_SALES	Metric	Decimal	15,4	Y
AD_ITEM_AC_GM	Metric	Decimal	15,4	Y
AD_ITEM_PR_SALES	Metric	Decimal	15,4	Y
AD_ITEM_PR_GM	Metric	Decimal	15,4	Y
AD_NONAD_SALES	Metric	Decimal	15,4	Y
AD_NONAD_GM	Metric	Decimal	15,4	Y
BL_SUBST_CODE	Metric	Integer	9	Y
BL_SUBST_ITEM	Metric	Integer	32	Y
TTL_BASE_PERIODS	Metric	Integer	9	Y
BL_ITEM_ROSALE	Metric	Decimal	15,4	Y
BL_ITEM_SALES	Metric	Decimal	15,4	Y
BL_ITEM_VISIT_RATE	Metric	Decimal	15,4	Y
BL_ITEM_GM	Metric	Decimal	15,4	Y
BL_ITEM_PRICE	Metric	Decimal	15,4	Y
BL_ITEM_AC_SALES	Metric	Decimal	15,4	Y
BL_ITEM_AC_GM	Metric	Decimal	15,4	Y
BL_ITEM_PR_SALES	Metric	Decimal	15,4	Y
BL_ITEM_PR_GM	Metric	Decimal	15,4	Y
BL_NONAD_SALES	Metric	Decimal	15,4	Y
BL_NONAD_GM	Metric	Decimal	15,4	Y
AD_MB_ITEM_ONLY	Metric	Integer	20	Y
AD_MB_ITEM_AD	Metric	Integer	20	Y
AD_MB_ITEM_NONAD	Metric	Integer	20	Y
AD_MB_ITEM_ADNONAD	Metric	Integer	20	Y
AD_ITEM_OTHAD_ROS	Metric	Integer	20	Y

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

Transaction Log Specification (BEE_MB_DETAIL)

Table 1–49 Transaction Log Standard Interface Specification¹

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
TXN_ID	Unique identifier for transaction.	String	50	N
TXN_DATE	Transaction date.	Date in format YYYY-MM-DD	10	N
LOC_CLIENT_LOAD_ID	ID for location where transaction occurred.	String	50	N
MERCH_CLIENT_LOAD_ID	ID of sold product.	String	50	N
UNIT_COST	Per-unit cost of sold product.	Decimal	15,4	N
UNIT_NORMAL_PRICE	Per-unit non-promotional price of sold product.	Decimal	15,4	N
UNITS_SOLD	The number of a given item that were purchased in the market basket.	Integer	9	N
EXT_RETAIL_AMT	At-register price of product sold.	Decimal	15,4	Y
EXT_MARGIN_AMT	The amount that the price has been reduced if the item is on promotion for this type of item in the market basket.	Decimal	15,4	Y
AD_IND	Discount flag. 0 = none. 1 = on Ad (item was promoted).	Integer	9	N

¹ For Decimal, the requirement is a number of a certain defined length and with a certain number of decimal places. For example, (22,2) is a number that can be up to 22 digits long and that can have two digits after the decimal point.

User Defined Type Specification (BEE_USER_DEFINED_TYPE)

Table 1–50 User Defined Type Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
TYPE_NAME	A display name for the type.	String	40	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Integer	1	N
EXTERNAL_NAME	The ID for the type that is meaningful to the client. Unique across all types.	String	40	N
DESCRIPTION	An optional description of the offer.	String	1000	Y

User Defined Value Specification (BEE_USER_DEFINED_VALUE)

Table 1–51 *User Defined Value Standard Interface Specification*

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
VALUE_NAME	A display name for the user-defined value.	String	40	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Integer	1	N
EXTERNAL_NAME	The ID for the type that is meaningful to the client. Unique across all types.	String	40	N
TYPE_EXTERNAL_NAME	A string name of the user-defined type.	String	40	N
DESCRIPTION	Optional description of user-defined type.	String	1000	Y
ORDER_ID	Position of the element in an ordered list.	Integer	8	Y
EXTERNAL_CODE	The element's ID in the external system.	Integer	8	Y

Vehicle Specification (BEE_VEHICLE)

Table 1–52 *Vehicle Standard Interface Specification*

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
VEHICLE_NAME	A display name for the vehicle.	String	40	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Integer	1	N
EXTERNAL_NAME	The ID for the vehicle that is meaningful to the client. Unique across all vehicles.	String	40	N
DESCRIPTION	An optional description of the vehicle.	String	1000	Y
BUSINESS_RULE_CLASS_NAME	Instance of what class to use in validation.	String	250	Y
MODEL_CODE	Bit identifier for vehicle. Must be power of 2 (e.g., 0, 1, 2, 4, 8...).	Integer	10	N

Vehicle Attributes Specification (BEE_VEHICLE_ATTR)

Table 1–53 Vehicle Attributes Standard Interface Specification

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
VEHICLE_ATTR_NAME	A display name for the vehicle attribute.	String	40	N
INACTIVE	Activity flag. 0 = active. 1 = inactive.	Integer	1	N
EXTERNAL_NAME	The ID for the vehicle attribute that is meaningful to the client. Unique across all vehicle attributes.	String	40	N
DESCRIPTION	An optional description of the vehicle attribute.	String	1000	Y
ATTRIBUTE_LEVEL	The level at which to show the attribute. 0 = vehicle. 1 = item.	Integer	1	Y
VEHICLE_EXTERNAL_NAME	ID for the parent vehicle that is meaningful to the client. Unique across all vehicles.	String	40	N
TYPE_EXTERNAL_NAME	Name of user defined type.	String	40	N
MODEL	Flag indicating if attribute should be sent to analysis engine. 0 = not send. 1 = send.	Integer	1	N
VISIBLE	Visibility flag. 0 = invisible. 1 = visible.	Integer	1	Y
ORDER_ID	Not used.	Integer	8	Y
FORMAT	Output format for vehicle attribute (e.g., to put Page label in front of number).	String	40	N
TYPE_ENUM	The type of vehicle attribute: 0 = integer 1 = user defined 2 = decimal 3 = text 4 = boolean 5 = date 6 = none	Integer	10	N