

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

Standard Interface

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## Value-Added Reseller (VAR) Language

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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

## Review Patch Documentation

For a base release (".0" release, such as 12.0), Oracle Retail strongly recommends that you read all patch documentation before you begin installation procedures. Patch documentation can contain critical information related to the base release, based on new information and code changes that have been made since the base release.

## Oracle Retail Documentation on the Oracle Technology Network

In addition to being packaged with each product release (on the base or patch level), all Oracle Retail documentation is available on the following Web site:

[http://www.oracle.com/technology/documentation/oracle\\_retail.html](http://www.oracle.com/technology/documentation/oracle_retail.html)

Documentation should be available on this Web site within a month after a product release. Note that documentation is always available with the packaged code on the release date.

## Conventions

The following text conventions are used in this document:

Convention	Meaning
<b>boldface</b>	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.

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# 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.

The standard interface includes the following:

**Table 1–1 Interface Specifications**

Interface Specification	Required/Optional	Needed for PI-only Implementation?
APE Price Elasticity	Optional	No
APE Promotion Elasticity	Optional	No
Calendar	Required	Yes
Cross Products Information	Required	Yes
Demand Parameters	Required	Yes
Future Price Cost	Optional	No
Images	Optional	No
Inventory	Required	Yes
Items	Required	No
Like Location	Optional	No
Like Merchandise	Optional	Yes
Location Hierarchy	Required	Yes
Location Hierarchy Attributes	Required	Yes
Location Hierarchy CDA	Optional	No
Location Hierarchy Levels	Required	Yes
Location Hierarchy Rename	Optional	Yes
Merchandise Hierarchy	Required	Yes
Merchandise Hierarchy Attributes	Required	Yes
Merchandise Hierarchy CDA	Optional	No

**Table 1–1 (Cont.) Interface Specifications**

<b>Interface Specification</b>	<b>Required/Optional</b>	<b>Needed for PI-only Implementation?</b>
Merchandise Hierarchy Levels	Required	Yes
Merchandise Hierarchy Rename	Optional	Yes
Merchandise Thresholds	Required	No
Offers	Required	Yes
Period Attributes	Required	Yes
Promotion Allocation	Optional	Yes
Promotion Campaign	Optional	Yes
Promotion Forecaster	Required	No
Promotion Offer	Required	Yes
Promotion Offer Attributes	Required	Yes
Promotion Offer Criteria	Required	Yes
Promotion Offer Merchandise	Required	Yes
Promotion Offer Store	Required	Yes
Promotions	Required	Yes
Seasonal Trend	Required	Yes
Seasonalities	Required	Yes
SKU List	Required	No
SKU List Items	Required	No
Store Sets	Required	No
Store Set Prices	Required	No
Store Subsets	Required	No
Store Subset Assignments	Required	No
TAE Temp Metrics	Optional	Yes
Transaction Log	Required	Yes
UDE Type	Required	Yes
UDE Value	Required	Yes
Vehicle	Required	Yes
Vehicle Attributes	Required	Yes

## 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

Six 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.
- CALEDAR\_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 demand 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 cgconvertible.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**

Merchandise Key	Location Key	Fiscal Yr	Fiscal Wk	End OH Qty
T0000084953	5773	2004	9	2568

## Items Standard Interface

The items interface describes valid combinations of merchandise and location that specify an item. All items are defined at a single level of the merchandise hierarchy (typically the lowest level) and a single level in the location hierarchy. For the merchandise and location hierarchy examples provided, items might be defined as combinations of Style in the merchandise hierarchy and Region in the location hierarchy.

### Data Fields

Nine fields describe an item:

- MERCHANDISE\_KEY – the key from the merchandise hierarchy for the item. (All items must be at the same level in the merchandise hierarchy.)
- LOCATION\_KEY – the key from the location hierarchy for the item. (All items must be at the same level in the location hierarchy.)
- FIRST\_RECEIPT\_DATE – the date of the first receipt of this merchandise at this location. This date, if available, defines the beginning of life for an item. Several
- LAST\_RECEIPT\_DATE – the date of the most recent receipt of this item at the item's location.
- VENDOR – the supplier for the item.
- VENDOR\_DESC – a description of the supplier.
- UNIT\_COST – the average unit cost of the item.
- SEASON\_CODE – a retailer-specific code that can be used to help determine an item's seasonality. For example, a retailer may have four season codes (Spring, Summer, Fall, and Winter), and the seasonality assignment may be based on merchandise class and season code. Alternatively, some retailers may supply a Floor Set or Store Layout code in this field if such data exists. This may be more relevant for determining seasonality.
- FULL\_PRICE – the original retail price of the merchandise.

## An Example

The following table shows sample items, based on the sample data provided in the Merchandise Hierarchy and Location Hierarchy sections.

**Table 1–8 Items Sample Data**

Merchandise Key	Location Key	First Receipt Date	Last Receipt Date	Vendor	Vendor Desc.	Unit Cost	Season Code	Full Price
101234509	FL1	2004-11-07	2004-11-21			9.53	Fall3	14.99
101234509	FL2	2004-10-31	2004-11-07			9.98	Fall2	15.99
101234512	O1	2005-01-24	2005-01-24			17.40	Spring1	24.99
101234512	O2	2005-01-31	2005-01-31			17.40	Spring1	24.99

The items in the example are defined at the Color-Region level. For example, the first item is color 101234509 and region FL1. It is possible for items with the same product key to have different values for other fields. The same piece of merchandise may have different cost, vendor, receipt date, or season code values for different locations. In addition, a single piece of merchandise may not be defined as a valid item for all locations.

## 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 can be loaded incrementally; a full refresh is not necessary. The INACTIVE flag for rows to be removed must be set to 1 (Inactive).

### Data Feeds

Five 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.
- **INACTIVE** - status of the data that is used to identify whether or not the data is to be added or removed. Values are 0 = Active and 1 = Inactive. The flag for items to be removed must be set to 1.

## 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 1–9, "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 1–9 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 1-15](#).
- 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 1–9 on page 13, 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 Attributes Standard Interface

The Location Hierarchy Attributes interface provides store-level attributes for stores that have been defined in the Location Hierarchy standard interface. It also provides the definition and attributes for distribution centers. Promote uses the information to create store sets and to view history by store attributes. The values for OPEN\_DT and CLOSE\_DT can be provided in advance so that Promote can include either new stores or exclude stores that are closing from the upcoming planning.

### Data Feeds

Twenty-eight fields describe a location hierarchy attribute record:

- Location\_Key – Unique identifier for location hierarchy.
- LOCATION\_LEVEL – Level within location hierarchy.
- MARKET\_NAME – Market name.
- STORE\_CITY – City.
- STORE\_STATE – State.
- LOCATION\_TYPE – Store class.
- STORE\_NAME – Store name.
- STORE\_POSTAL\_CODE – Store postal code.
- NSLS\_SQF T – Net square footage.
- GRSS\_SQFT – Gross square footage.



- OPEN\_DT – Beginning of promotion.
- CLOSE\_DT – End of promotion.
- CLIMATE – Climate code.
- STORE\_FASHION\_SEGMENT – Fashion segment code.
- STORE\_AD\_GROUP – Ad designation.
- STORE\_SSC – Store service center (DC) number.
- STORE\_CLSS\_IND – Store class size.
- SSC\_IND – Store service center indicator.
- STORE\_CHST\_1 – Store characteristic 1.
- STORE\_CHST\_2 – Store characteristic 2.
- STORE\_CHST\_3 – Store characteristic 3.
- PRICING\_GROUP – Pricing group.
- COMBO\_STORE – Combo store.
- TAXABILITY – Taxability.
- STORE\_ZIP – Store zip code.
- VOLUME\_GR – Gross...
- STORE\_CLASS – Store class.
- GRS\_ARE\_SQFT – Gross square area.

## 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 1–10 on page 16, 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.

Note that the weekly load process expects the merchandise hierarchy to remain the same. It tries to reconcile changes between the new data feed and the existing data by comparing the `client_load_id` and the level of each record.

- If a particular `client_load_id` (at a certain level) is present in the feed, but not in the target database, then the node/SKU is added.
- If a particular `client_load_id` (at a certain level) is present in the feed and in the target database, then the node/SKU is updated, if necessary.
- If a particular `client_load_id` (at a certain level) is present in the target database but is not in the feed, then the node/SKU is de-activated.

### 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 1–10 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 1-19](#).

- 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 1–10 on page 16, 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 Attributes Standard Interface Description

The merchandise hierarchy attributes interface provides information about merchandise attributes at various levels in the MH, principally lot/color/line/sku. This information is used to provide context for merchandise during planning and allocation.

### Data Feeds

Forty-four fields describe a merchandise hierarchy attribute record:

- MERCHANDISE\_KEY – the unique identifier for the merchandise hierarchy.
- MERCHANDISE\_LEVEL – the level within the merchandise hierarchy.
- BRAND – the ID of the brand.
- BRAND\_DESC – the description of the brand.
- VENDOR – the number of the supplier. This field contains the manufacturer number when the supplier is set as a warehouse.
- VENDOR\_DESC – the description of the supplier.
- ITEM\_SIZE – the physical size of the item.
- CATEGORY – the category.
- CATEGORY\_DESC – the description of the category.
- REPORT\_CLIENT\_ID – the client ID associated with the report.
- START\_DT – the date specifying the beginning of the plan.
- FIRST\_CREATE\_DT – the date when the merchandise was first introduced.
- LAST\_MODIFIED\_DT – the time stamp of the last modification.
- PROD\_LEVEL – the product level.

- COST – the wholesale cost.
- RETAIL – the retail price.
- PACK\_SIZE – the pack size (inner).
- SIZE\_RANGE\_DESC – the description of the size range.
- DISP\_CODE – the disposition code.
- PURCH\_TYPE – values are Basic (B), Fashion (F), and Key (K).
- GRP\_IN – the group indicator.
- PROD\_TYPE – the product type.
- BRAND\_NAME – the brand name.
- CNTL\_RKL – the control rkl.
- COLL\_ID – the ID of the collection.
- COLL\_NAME – the name of the collection.
- MSTR\_COLL\_IND – the master collection indicator.
- ORIG\_IND – the indicator for the origin (Domestic or Import).
- WEIGHT – the weight.
- COLOR\_CNT – the number of colors per style.
- SIZE\_GRP\_DESC – the description of the size group.
- LINE\_PCT – the line percent.
- OOS\_DATE – the season out-of-stock date.
- VENDOR\_STYLE – the vendor style number.
- ALLOC\_FLAG – the allocate flag (RAP)
- FIRST\_EFF\_DT – the date when the merchandise is first in effect. Prior to this date, the merchandise will behave as if it is excluded. This date must be earlier than LAST\_EFF\_DT.
- LAST\_EFF\_DT – the last date when the merchandise is in effect. After this date, the merchandise will behave as if it is excluded. This date must be later than FIRST\_EFF\_DT.
- BRAND\_TYPE – not used.
- PROMO\_EXCLUSION – used to indicate that a record is excluded (Y) or not (N). Excluded records still appear in the UI, both in the MH browser tree and the in the Promotion Offer SKU view. The records in the SKU view will be flagged as excluded and will not be forecasted or used in metrics.
- MERCHANDISE\_SUBTYPE – the season code.
- SIZE\_RANGE\_KEY – the ID of the size range.
- SIZE\_KEY – the size ID.
- MERCHANDISE\_FLOOR\_SET – the subset of a season that defines when an item is introduced to the floor.
- COLOR\_FAMILY – the color family.

## 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 moving merchandise within the merchandise hierarchy. Pieces of the merchandise hierarchy can be moved while renaming the client\_load\_ids of nodes (with the exception of SKUs) within the same level. For example, a subclass can be moved from class A to class B and the client\_load\_id of that subclass is changed. 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. This change must be part of the Merchandise Hierarchy load as well. Note that the MH Rename load must be completed before the MH load for the change to occur.

### Technical Notes

Note that this information pertains to both the Merchandise Hierarchy Rename Standard Interface and the Location Hierarchy Rename Standard Interface.

The application database associates other information with a node in the merchandise (or location) hierarchy through an internally generated key. Each node of the hierarchy has one of these internal keys in addition to the key that is sent by a client. Information like historical sales records, analytical parameters, and business rules is stored according to these internal keys. The relation between the internal keys and the client keys must be preserved when hierarchies are changed.

The rename interface is used to update the association between the client key and an internal key after a re-class occurs. The association between the client key and the internal key is updated by specifying the old key, the new key, and the level. The rename interface always needs to be combined with a merchandise hierarchy reflecting the changes that have been made. In the most general case, both of these files are required to fully specify a hierarchy change.

It is recommended that the keys at each level of the hierarchy should be unique without depending on parent levels so that hierarchy changes can be made without sending a rename file. In that case, when a node is moved, the changed hierarchy is sent. Since the keys for the nodes that move are unchanged, the internal keys will retain the correct association and nothing else needs to happen. The new parent-child relationships are simply defined by the latest hierarchy.

It may not be practical to provide keys at all levels that are independent of the keys at the parent level. For example, the CLASS key concatenates the DEPT and CO keys above it. This implies that the rename interface is needed for certain types of hierarchy changes, as discussed below.

Another important concept is that the rename interface can be used for a "move" in the merchandise hierarchy, but does not directly describe a "merge". So, for example, there is no direct way to specify (assuming Dept 42 already exists):

"Move Department 44 to Department 42"

However, the desired result can be accomplished by:

"Move all classes in Department 44 into Department 42"

The types of moves specified below fall into the following categories:

- Move all departments in one division into another division.
- Move all classes in one department to another department.

- Move some classes from one department to another department.

The way to accomplish these moves depends on how the keys, at and below the levels in question, will be affected.

**Case 1** When departments are moved to another division, the keys at and below department will not change, since division is not incorporated in the key. (The exception would be if a division were moved into another company.) Since the keys do not change at department or below, this move can be accomplished by sending the new merchandise hierarchy, with departments that were in the old division having the new division as their parent.

**Cases 2 and 3** When classes are moved to another department, the keys at and below class for the affected nodes will all change (since class keys and below are all constructed by concatenating the class into the key). In these cases, a rename file must be sent in addition to the updated merchandise hierarchy. This file will contain a record for the affected class and for each of its descendents.

For example, in order to move CLASS 0263 from DEP 0059 to DEP 0086 (the class has STYLES 0001 and 0002, each with HALF-SIZES 0 and 1, each with COLORS 0001 and 0002), the following records in the rename file must be sent:

```
TO000590263|TO000860263|CLASS
TO0005902630001|TO0008602630001|STYLE
TO0005902630002|TO0008602630002|STYLE
TO00059026300010|TO00086026300010|HALF-SIZE
TO00059026300011|TO00086026300011|HALF-SIZE
TO00059026300020|TO00086026300020|HALF-SIZE
TO00059026300021|TO00086026300021|HALF-SIZE
TO000590263000100001|TO000860263000100001|COLOR
TO000590263000110001|TO000860263000110001|COLOR
TO000590263000200001|TO000860263000200001|COLOR
TO000590263000210001|TO000860263000210001|COLOR
TO000590263000100002|TO000860263000100002|COLOR
TO000590263000110002|TO000860263000110002|COLOR
TO000590263000200002|TO000860263000200002|COLOR
TO000590263000210002|TO000860263000210002|COLOR
```

These records tell the application how to associate the internal keys at each node with the new keys. (The new merchandise hierarchy file should also reflect the result of the moves.)

## Merchandise Thresholds Standard Interface Description

This interface defines thresholds for merchandise hierarchy levels. The threshold number represent the minimum percent that is required to meet that threshold. Green must have a higher value than Yellow. Yellow must have a higher value than Red. The values should be provided for the CHAIN merchandise level. In addition, any merchandise level that should have a different threshold should also be provided.

### Data Fields

Five fields describe a merchandise thresholds record:

- MERCH\_CLIENT\_LOAD\_ID – the client ID.
- MERCH\_LEVEL\_DESC – the description provided can be at any level that is equal to or higher than the PROMOTE\_MIN\_LCD configuration.

- GREEN\_THRESHOLD – high confidence in the accuracy of the forecast.
- YELLOW\_THRESHOLD – medium confidence in the accuracy of the forecast.
- RED\_THRESHOLD – low confidence in the accuracy of the forecast.

### An Example

The following is an example of the data for merchandise thresholds.

**Table 1–11 Merchandise Threshold Example**

Merch Client Load ID	Merch Level Desc	Green Threshold	Yellow Threshold	Red Threshold
1	CHAIN	70	30	0
2	DEPARTMENT	60	40	0

## 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

Nine 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).
- TYPE\_ENUM – 0 = integer; 1 = user-defined; 2 = decimal; 6 = none.

### An Example

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

**Table 1–12 Offers Example Data**

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

### Period Attributes Standard Interface Description

The period attributes interface is used to indicate whether or not there are active promotions for given periods.

Four fields describe period attributes:

- BEGIN\_CALENDAR\_DT – beginning of the period.
- END\_CALENDAR\_DT – end of the period.
- DARKPERIOD\_FLAG – defines whether or not there are active promotions during the specified dates.
- DARKPERIOD\_DESC – provides an optional description of the dark period.

### 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 1–13 Promotion Allocation Example Data**

Promo External Name	Merch Client Load ID	Level Desc	Space Allocation
1-003-1-999000002	236	DEPARTMENT	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

Six 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 1–14 Promotion Campaign Example Data**

Name	Description	External Name	Begin Date	End Date	Inactive
campaign0001	BTS Campaign	Campaign for Back-to-School	2003-10-10	2003-10-17	1

## Promotion Forecaster Standard Interface Description

The promotion forecaster interface is used for to allow an external source to specify the tasks that must be done by the promotion forecaster agent. This agent reads the target table in order to get the required tasks and runs them in the sequence specified (if provided). This allows an external system to define the priorities as to what should be forecasted and when.

Note that all of the columns in the interface are technically nullable; FORECAST, FORCE< and REFRESH are best not left Nullable. The loader has validation rules to ensure that at least one column has been provided. Either a PromoExternalName or both PromoExternalName & OfferExternalName or EventExternalName must be provided. If an EventExternalName is provided, then the loader will expand this out so that all promotions are processed.

### Data Fields

Seven fields describe a promotion forecaster record:

- 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.
- ORDER\_ID – Order ID.

- **EVENT\_EXTERNAL\_NAME** – the name of the event used for the promotion.
- **FORECAST** – Flag that indicates whether or not to forecast a given promo/offer. 1 = forecast. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.
- **FORCE** – Flag that indicates whether or not to force the forecast of a given promo/offer. 1 = force. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.
- **REFRESH** – Flag that indicates whether or not to refresh a given offer's criteria. 1 = refresh. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.

## Promotion Offer Standard Interface Description

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

### Data Fields

Fourteen fields describe a promotion offer:

- **INACTIVE** – the status of a promotion offer. A value of 0 indicates that the promotion offer is active. A value of 1 indicates that the promotion offer has been deleted. The default is active.
- **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.
- **EVENT\_EXTERNAL\_NAME** – an identifier that associates an offer with other offers in the same event.
- **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 1–15 Promotion Offer Example**

Inac- tive	Name	Exter- nal Name	Descr ip tion	Begin Date	End Date	Promo Exter- nal Name	Offer Exter- nal Name	Event Exter- nal Name	UDV Exter- nal Name	Value Int	Value Dec	Page Num	Pos Num
0	Barbie Sale	7293	CG Barbie Offer	2003-0 1-31	2003-0 2-02	1-001-1 -9010	offer. per cent. off	P1B1S1	udev. per cent_ 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 1–16 Promotion Offer Attribute Example Data**

Promo External Name	Promo Offer External Name	Veh Attr External Name	UDV External Name	Value Int	Value Dec
1-001-1-99900 0000	LR-999000000 0 T0000099958	page_location	udev.page_ loca tion.front		

### Promotion Offer Criteria Standard Interface Description

The promotion offer criteria interface describes the definition of items set to be included or excluded from a promotion offer.

## Data Fields

Fifteen fields describe a promotion offer criteria record.

- INACTIVE – the activity flag. A value of 0 indicates that the SKU list is active. A value of 1 indicates that the SKU list has been deleted. The default is active.
- EXTERNAL\_NAME – the ID of the SKU list. It is meaningful to the client and is unique across SKU lists.
- PROMO\_EXTERNAL\_NAME – an ID, which is meaningful to the client, for the promotion specific to this offer criterion.
- PROMO\_OFFER\_EXTERNAL\_NAME – an ID, which is meaningful to the client, for the promotion offer specific to this offer criterion.
- CRITERION\_TYPE – the type of offer criterion. A value of 0 indicates a type of SKU list (identified by SKU\_LIST\_EXTERNAL\_NAME). A value of 1 indicates a type of merchandise category – for example, class or subclass – (identified by MERCH\_CLIENT\_LOAD\_ID and LEVEL\_DESC). A value of 2 indicates SKU (identified by MERCH\_CLIENT\_LOAD\_ID).
- SKU\_LIST\_EXTERNAL\_NAME – if CRITERION\_TYPE = 0, then this is used to provide a meaningful identifier.
- MERCH\_CLIENT\_LOAD\_ID – if CRITERION\_TYPE = 1, then this is used to provide a meaningful identifier.
- LEVEL\_DESC – the level of the category.
- ATTRIBUTE\_NAME – this value restricts the criterion type. Supported values are RETAIL and VENDORNAME, which can be found in the Merchandise Hierarchy.
- ATTRIBUTE\_VALUE – restricts the category (for CRITERION\_TYPE 1) by this attribute value.
- ATTRIBUTE\_NAME2 – this value restricts the criterion type. Supported values are RETAIL and VENDORNAME, which can be found in the Merchandise Hierarchy.
- ATTRIBUTE\_VALUE2 – restricts the category (for CRITERION\_TYPE 1) by this attribute value.
- LOGICAL\_OPERATOR – indicates how the two category filters (ATTRIBUTE\_NAME / ATTRIBUTE\_VALUE and ATTRIBUTE\_NAME2 / ATTRIBUTE\_VALUE2) are combined. Values are 0 (= or) and the default value of 1 (= and).
- INCLUDE – a value of 1 indicates that the SKUs specified by this criterion are included. A value of 0 indicates that the SKUs are excluded.
- LIST\_TYPE – Buy List = 0; Get List = 1.

## An Example

The following is an example of the data for a promotion offer criteria record, with some optional attributes omitted.

**Table 1–17 Promotion Offer Criteria Example Data**

Inactive	External Name	Promo External Name	Promo Offer External Name	Criterion Type	SKU List External Name	Logical Operator	Include	List Type
0	All Flavors	Promo_1	Promo Offer 1	0	List_1	1	0	1

## 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 1–18 Promotion Offer Merchandise Example Data**

Promo External Name	Promo Offer External Name	Merch Client Load ID	Level Desc	Full Price	Promo Price	Cost
1-001-1-9990 00000	LR-999000000-0 T0000099958	T0000099958	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 1–19 Promotion Offer Store Example Data**

Promo External Name	Loc Client Load ID	Level Desc
1-001-1-999000000	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

Twelve fields describe a promotion record.

- TYPE – defines the promotion. A value of 4 indicates an historical promotion. A value of 5 indicates a pre-planned promotion.
- INACTIVE – the status of a promotion. A value of 0 indicates that the promotion is active. A value of 1 indicates that the promotion is inactive. The default is 0. This attribute is required as part of the data feed. If the value is inactive, then the record will not be displayed in the UI.
- 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.
- EVENT\_EXTERNAL\_NAME – the name of the event used for the promotion.
- 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 1–20 Promotion Example Data**

Type	In-active	Name	External Name	Description	Begin Date	End Date	Total Cost	Vehicle External Name	Pages	Event External Name	Campaign External Name
4	0	Circular for Week 20	promo 0001	Standard Weekly Circular	2003-10-10	2003-10-17	120000.00	vehicle. circular	4		Campaign for Back-to-School

## Seasonal Trend Standard Interface Description

The seasonal trend interface describes the adjustment to the seasonal SKU based on a comparison between historical data and current data.

### Data Fields

Five fields describe a seasonal trend record.

- BEGIN\_CALENDAR\_DT – the beginning date for the data being analyzed.
- END\_CALENDAR\_DT – the end date for the data being analyzed.
- LOC\_CLIENT\_LOAD\_ID – the external ID for the location.
- LOC\_LEVEL\_DESC – the client-specific location level description
- USR\_TREND – the value applied to the seasonal forecast.

## 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.

## SKU List Standard Interface Description

The SKU list interface describes the list of SKUs for a promotion.

### Data Fields

Four fields describe a SKU list record.

- **INACTIVE** – the activity flag. A value of 0 indicates that the SKU list is active. A value of 1 indicates that the SKU list has been deleted. The default is active.
- **NAME** – the display name for the SKU list.
- **EXTERNAL\_NAME** – the ID for the SKU list that is meaningful to the client. It is unique across all SKU lists.
- **DESCRIPTION** – an optional description of the SKU list.

### An Example

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

**Table 1–21** *SKU List Example Data*

Inactive	Name	External Name	Description
0	Crafted Bouquet	897	Double Leaf and Long Leaf

## SKU List Items Standard Interface Description

The SKU list items interface describes the items on a SKU list for a promotion.

### Data Fields

Two fields describe a SKU list item record.

- **SKU\_LIST\_EXTERNAL\_NAME** – the ID of the parent SKU list.
- **MERCH\_CLIENT\_LOAD\_ID** – the customer's Like Merchandise ID.

### An Example

The following is an example of the data for a SKU list item record.

**Table 1–22** *SKU List Item Example Data*

SKU List External Name	Merch Client Load ID
897	T0000015167

## Store Set Price Standard Interface Description

The store set price interface is used for the versioning of a promotion. This interface permits the storing of zone level pricing data. This is made possible by having the client provide Store Sets and Store Subsets that define the different price zones used by the client. This can be handled via the existing Store Set, Subset and Assignment interfaces.



**Data Fields**

Six fields describe a store set price record:

- MERCH\_CLIENT\_LOAD\_ID – the customer’s ID.
- MERCH\_LEVEL\_DESC – description of the merchandise level.
- STORE\_SET\_NAME – the name for the store set.
- STORE\_SUBSET\_NAME – the name for store subset.
- PRICE - the price for the version of the promotion.
- COST – the associated cost.

**Store Sets Standard Interface Description**

The store sets interface describes a client’s store set configuration. This standard interface provides fields that can be used to change the name of the store set and to assign a name to the remaining subset. Note that OLD\_STORE\_SET\_NAME and REMAIN\_SUBSET\_NAME are optional.

**Data Fields**

Eight fields describe a store set record.

- NEW\_STORE\_SET\_NAME – the new name for the store set, which is assigned if a value is provided for the old store set name attribute.
- OLD\_STORE\_SET\_NAME – the existing name for the store set. This attribute is optional. If a value is provided, then the existing name for the store set is replaced by the new name that is provided in NEW\_STORE\_SET\_NAME.
- STORE\_SET\_DESC – the description of the store set.
- INACTIVE – a flag to indicate the status of the store set. 1 = active; 0 = inactive.
- STORE\_SET\_TYPE – 0
- FIRST\_EFF\_DT – the date when the store set becomes active.
- LAST\_MODIFIED\_DATE – the date when the record was last modified.
- REMAIN\_SUBSET\_NAME – the name for the remaining subset for the associated store set. This value is optional. The naming occurs only if a value is provided for this attribute. (A remaining store subset is a special type of subset. Only one is allowed, and it contains all unassigned subsets.)

### An Example

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

**Table 1–23 Store Sets Example Data**

New Store Set Name	Old Store Set Name	Store Set Description	Inactive	Store Set Type	First Effective Date	Last Modified Date	Remaining Subset Name
New Name	Existing Name	Default system store set	1	0	2006-02-14	2006-02-14	Subset Remain Name

## Store Subsets Standard Interface Description

The store subsets interface describes a client's store subset configuration. This standard interface provides fields that can be used to change the name of the store subset. Note that OLD\_STORE\_SUBSET\_NAME is optional.

### Data Fields

Six fields describe a store subset record.

- NEW\_STORE\_SUBSET\_NAME – the new name for the store subset, which is assigned if a value is provided for the old store subset name attribute.
- OLD\_STORE\_SUBSET\_NAME – the existing name for the store subset. This attribute is optional. If a value is provided, then the existing name for the store subset is replaced by the new name that is provided in NEW\_STORE\_SUBSET\_NAME.
- STORE\_SUBSET\_DESC – the description of the store subset.
- STORE\_SET\_NAME – the name of the store set related to this store subset.
- INACTIVE – a flag to indicate the status of the store subset. 1 = active; 0 = inactive.
- ORDER\_SEQ – the position of the subset.

### An Example

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

**Table 1–24 Store Subset Example Data**

New Store Subset Name	Old Store Subset Name	Store Subset Description	Store Set Name	Inactive	Order Sequence
New Name	Northeast	Northeast subset	Default	1	0

## Store Subset Assignments Standard Interface Description

The store subset assignments interface describes a client's store subset assignments.

### Data Fields

Four fields describe a store subset assignment record.

- LOC\_CLIENT\_LOAD\_ID – the external ID for the location.
- LEVEL\_DESC – the external ID for the location level.
- STORE\_SUBSET\_NAME – the name of the store subset for the location.
- STORE\_SET\_NAME – the store set name for the location.

## An Example

The following is an example of the data for a store subset assignment record.

**Table 1–25 Store Subset Assignment Example Data**

Location Client Load ID	Level Description	Store Subset Name	Store Set Name
5169	Store	Central	Default

## 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

Forty four 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.
- STORE\_BASE – TAE-generated metric.
- AD\_ITEM\_NORMAL\_PRICE – TAE-generated metric.
- AD\_ITEM\_AC\_UNITS – TAE-generated metric.
- AD\_ITEM\_PR\_UNITS – TAE-generated metric.
- AD\_NONAD\_UNITS – TAE-generated metric.
- BL\_ITEM\_AC\_UNITS – TAE-generated metric.
- BL\_ITEM\_PR\_UNITS – TAE-generated metric.
- BL\_NONAD\_UNITS – 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

Eleven 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); 2 = clearance.
- PROMO\_TXN\_CODE – an optional field used to capture an offer code, coupon code, or other extended information.

### An Example

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

**Table 1–26 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	Ad Ind	Promo Txn Code
100175	2006-02-28	459901	T894609 4	6.0	8.99	2	17.98	6.0	1	C-333

### Technical Notes

Transaction log data is partitioned by week in the database. When data for an already-processed week arrives, it is merged into the existing partition. If a substantial (greater than 10 percent) reload is being processed, it may be faster to drop the corresponding partition and re-process the entire week again.

## 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 1–27 Type Example Data**

Type Name	Inactive	External Name	Description
% Off	0	ude.per cent_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 1–28 Values Example Data**

Value Name	Inactive	External Name	Type External Name	Description	Order ID	External Code
10%	0	ude.percent _off.10	ude.percent _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 1–29 Vehicles Example Data**

Name	Inactive	External Name	Description	Business Rule Class Name	Model Code
Circular	0	vehicle.circular	Circular	com.profitlogic.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 1 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 1–30 Vehicle Attributes Example Data**

Vehicle Attribute Name	In-active	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 1–31 APE Price Elasticity Standard Interface Specification<sup>1</sup>**

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

<sup>1</sup> 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 1–32 APE Promotion Elasticity Standard Interface Specification<sup>1</sup>**

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

<sup>1</sup> 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 1–33** *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 1–34** *Demand Parameters Standard Interface Specification*

Attribute Name	Attribute 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

**Table 1–34 (Cont.) Demand Parameters Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/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 1–35 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
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 1–36 Images Standard Interface Specification**

Attribute Name	Attribute 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	120	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

**Table 1–36 (Cont.) Images Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
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 1–37 Inventory Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute 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

**Table 1–37 (Cont.) Inventory Standard Interface Specification <sup>1</sup>**

<b>Attribute Name</b>	<b>Attribute Description</b>	<b>Data Type</b>	<b>Maximum Length</b>	<b>Nullable Y/N</b>
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
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

**Table 1–37 (Cont.) Inventory Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
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

<sup>1</sup> 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.

## Items Specification (ASH\_ITEMS\_TBL)

**Table 1–38 Items Standard Interface Specification<sup>1</sup>**

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
MERCHANDISE_KEY	Key for the item level in the merchandise hierarchy	String	25	N
LOCATION_KEY	Key for the item level in the location hierarchy	String	25	N
FIRST_RECEIPT_DATE	Receipt date is the date that an item first appears in a store or a distribution center (DC)	Date in format YYYY-MM-DD	10	Y
LAST_RECEIPT_DATE	Most recent date that an item was received in a store or a distribution center	Date in format YYYY-MM-DD	10	Y
VENDOR	Vendor that supplies merchandise to this location	String	25	Y
VENDOR_DESC	Vendor description	String	50	Y

**Table 1–38 (Cont.) Items Standard Interface Specification<sup>1</sup>**

Field Name	Field Description	Data Type	Maximum Length	Nullable Y/N
UNIT_COST	Describes the merchandise's average unit cost (cost of inventory)	Decimal	22,2	N
SEASON_CODE	Retailer-specific season code, used to help determine seasonality	String	25	Y
FULL_PRICE	Original retail price of the merchandise	Decimal	22,2	Y

<sup>1</sup> 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 1–39 Like Location Standard Interface Specification**

Attribute Name	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 1–40 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
INACTIVE	Flag to identify whether or not the data is to be added or removed. 0 = Active and 1 = Inactive. Data to be removed must be set to 1.	Integer	1	N

## Location Hierarchy Specification (ASH\_LH\_TBL)

**Table 1–41 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
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



**Table 1–41 (Cont.) Location Hierarchy Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
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
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

## Location Hierarchy Attributes Specification (ASH\_LH\_ATTRS)

**Table 1–42 Location Hierarchy Attributes Standard Interface Specification**

Attribute Name	Attribute 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
MARKET_NAME	Market name.	String	50	Y
STORE_CITY	City.	String	50	Y
STORE_STATE	State.	String	50	Y
LOCATION_TYPE	Store class.	Integer	2	Y
STORE_NAME	Store name.	String	20	Y
STORE_POSTAL_CODE	Postal code.	String	20	Y

**Table 1–42 (Cont.) Location Hierarchy Attributes Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
NSLS_SQFT	Net square footage.	Integer	6	Y
GRSS_SQFT	Gross square footage.	Integer	6	Y
OPEN_DT	Beginning of promotion.	Date in format YYYY-MM-DD	10	Y
CLOSE_DT	End of promotion.	Date in format YYYY-MM-DD	10	Y
CLIMATE	Climate code.	String	25	Y
STORE_FASHION_SEGMENT	Fashion segment code.	String	25	Y
STORE_AD_GROUP	Ad designation.	String	2	Y
STORE_SSC	Store service center (DC) number.	Integer	4	Y
STORE_CLSS_IND	Store class size.	String	25	Y
SSC_IND	Store service center indicator.	String	1	Y
STORE_CHST_1	Store characteristic 1.	String	20	Y
STORE_CHST_2	Store characteristic 2.	String	20	Y
STORE_CHST_3	Store characteristic 3.	String	20	Y
PRICING_GROUP	Pricing group.	String	20	Y
COMBO_STORE	Combo stores.	String	20	Y
TAXABILITY	Taxability.	String	20	Y
STORE_ZIP	Zip code.	Integer	9	Y
VOLUME_GR		String	50	Y
STORE_CLASS	Store class.	String	50	Y
GRS_ARE_SQFT	Gross square area.	Integer	9	NY

## LH CDA Specification (ASH\_LH\_CDA\_TBL)

**Table 1–43 Location Hierarchy CDA Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute 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

**Table 1–43 (Cont.) Location Hierarchy CDA Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute 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

<sup>1</sup> 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 1–44 Location Hierarchy Rename Standard Interface Specification**

Attribute Name	Attribute 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 1–45 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
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

**Table 1–45 (Cont.) Merchandise Hierarchy Standard Interface Specification**

<b>Attribute Name</b>	<b>Attribute Description</b>	<b>Data Type</b>	<b>Maximum Length</b>	<b>Nullable Y/N</b>
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
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

## Merchandise Hierarchy Attribute Specification (STAGE\_MH\_ATTRS\_TBL)

**Table 1–46 Merchandise Hierarchy Attributes Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MERCHANDISE_KEY	Unique identifier for merchandise hierarchy.	String	25	Y
MERCHANDISE_LEVEL	Level within the merchandise hierarchy.	String	50	Y
BRAND	ID of the brand.	String	50	Y
BRAND_DESC	Description of the brand.	String	50	Y
VENDOR	Number of the supplier. Contains the manufacturer number when the supplier is set as a warehouse.	String	50	Y
VENDOR_DESC	Description of the supplier.	String	50	Y
ITEM_SIZE	Physical size.	String	50	Y
CATEGORY	Category.	String	50	Y
CATEGORY_DESC	Category description.	String	50	Y
REPORT_CLIENT_ID	Client ID associated with report.	String	50	Y
START_DT	Beginning of plan.	Date in format YYYY-MM-DD	10	Y
FIRST_CREATE_DT	Date merchandise first introduced.	Date in format YYYY-MM-DD	10	Y
LAST_MODIFIED_DT	Time stamp of last modification.	Date in format YYYY-MM-DD	10	Y
PROD_LEVEL	Product level.	Integer	32	Y
COST	Wholesale cost.	Decimal	22,2	Y
RETAIL	Retail price.	Decimal	22,2	Y
PACK_SIZE	Pack size (inner).	Integer	22	Y
SIZE_RANGE_DESC	Description of size range.	String	50	Y
DISP_CODE	Disposition code.	String	2	Y
PURCH_TYPE	Basic (B); Fashion (F); Key (K).	String	1	Y
GRP_IN	Group indicator.	String	1	Y
PROD_TYPE	Product type.	String	30	Y
BRAND_NAME	Brand name.	String	50	Y
CNTL_RKL	Control RKL.	String	2	Y
COLL_ID	ID of collection.	Integer	6	Y
COLL_NAME	Name of collection.	String	30	Y

**Table 1–46 (Cont.) Merchandise Hierarchy Attributes Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MSTR_COLL_IND	Master collection indicator.	String	1	Y
ORIG_IND	Origin indicator (Domestic/Import).	String	1	Y
WEIGHT	Weight.	Decimal	7,2	Y
COLOR_CNT	Number of colors per style.	Integer	2	Y
SIZE_GRP_DESC	Description of size group.	String	5	Y
LINE_PCT	Line percent.	Integer	3	Y
OOS_DATE	Season out-of-stock date.	Date in format YYYY-MM-DD	10	Y
VENDOR_STYLE	Vendor style number.	String	30	Y
ALLOC_FLAG	Allocate flag (RAP).	String	1	Y
FIRST_EFF_DT	The date on which the merchandise is first in effect.	Date in format YYYY-MM-DD	10	Y
LAST_EFF_DT	The date on which the merchandise is last in effect.	Date in format YYYY-MM-DD	10	Y
BRAND_TYPE	Not used.	String	1	Y
PROMO_EXCLUSION	Used to flag a record as excluded (Y) or not (N).	String	1	Y
MERCHANDISE_SUBTYPE	Season code.	String	20	Y
SIZE_RANGE_KEY	ID of size range.	String	25	Y
SIZE_KEY	ID of size.	String	25	Y
MERCHANDISE_FLOOR_SET	Subset of a season used to describe when an item is introduced to the floor.	String	20	Y
COLOR_FAMILY	Color family.	String	50	Y

<sup>1</sup> 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 CDA Specification (ASH\_MH\_CDA\_TBL)

**Table 1–47 Merchandise Hierarchy CDA Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute 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

**Table 1–47 (Cont.) Merchandise Hierarchy CDA Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
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
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

<sup>1</sup> 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 1–48 Merchandise Hierarchy Rename Standard Interface Specification**

Attribute Name	Attribute 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

## Merchandise Thresholds Specification (BEE\_MERCHANDISE\_THRESHOLDS\_TBL)

**Table 1–49 Merchandise Thresholds Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MERCH_CLIENT_LOAD_ID	ID.	String	50	N
MERCH_LEVEL_DESC	Level equal to or higher than PROMOTE_MIN_LCD.	String	50	N
GREEN_THRESHOLD	Value for high confidence.	Integer	10	N
YELLOW_THRESHOLD	Value for medium confidence.	Integer	10	N
RED_THRESHOLD	Value for low confidence.	Integer	10	N

## Offers Specification (BEE\_OFFER)

**Table 1–50 Offers Standard Interface Specification**

Attribute Name	Attribute 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	120	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	120	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
TYPE_ENUM	0 = integer; 1 = user-defined; 2 = decimal; 6 = none.	Integer	10	N

## Period Attributes Specification (BEE\_PERIODS\_ATTR\_TBL)

**Table 1–51 Bee Periods Attributes Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
BEGIN_CALENDAR_DT	Beginning of the period.	Date in format YYYY-MM-DD	10	N
END_CALENDAR_DT	End of the period.	Date in format YYYY-MM-DD	10	N
DARKPERIOD_FLAG	Defines whether or not there are active promotions during specified dates. 1 = Yes; 0 = No.	String	1	N
DARKPERIOD_DESC	Optional description of dark period.	String	50	Y

## Promotion Allocation Specification (BEE\_PROMO\_ALLOC)

**Table 1–52 Promotion Allocation Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute 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

<sup>1</sup> 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 1–53 Promotion Campaign Standard Interface Specification**

Attribute Name	Attribute 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 Forecaster Specification (BEE\_PROMO\_FRCSTR)

**Table 1–54 Merchandise Hierarchy Rename Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
PROMO_EXTERNAL_NAME	Promo ID.	String	120	N
OFFER_EXTERNAL_NAME	Offer ID.	String	120	N
ORDER_ID	Order ID.	Integer	10	N
EVENT_EXTERNAL_NAME	Event name.	String	120	N

**Table 1–54 (Cont.) Merchandise Hierarchy Rename Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
FORECAST	1 = Forecast promo/offer. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.	Integer	1	N
FORCE	1 = Force the forecast promo/offer. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.	Integer	1	N
REFRESH	1 = refresh offer's criteria. 0 = skip. Although this attribute is technically nullable, it is recommended that it not be left nullable.	Integer	1	N

## Promotion Offer Specification (BEE\_PROMO\_OFFER)

**Table 1–55 Promotion Offer Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
INACTIVE	The status of the promotion offer. 1 = active. 0 = deleted. Default = 0.	Integer	1	Y
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
EVENT_EXTERNAL_NAME	Associates an offer with other offers in the same event.	String	120	Y
UDV_EXTERNAL_NAME	The actual user-defined type value.	String	120	Y

**Table 1–55 (Cont.) Promotion Offer Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
VALUE_INT	The integer value of the offer.	Integer	8	Y
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

<sup>1</sup> 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 1–56 Promotion Offer Attribute Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute 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

<sup>1</sup> 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 Criteria Specification (BEE\_PROMO\_OFFER\_CRITERIA)

**Table 1–57 Promotion Offer Criteria Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
INACTIVE	Activity flag. 0 = active (default). 1 = deleted.	Integer	1	Y
EXTERNAL_NAME	ID of SKU list.	String	120	N
PROMO_EXTERNAL_NAME	ID of promotion for this criterion.	String	120	N

**Table 1–57 (Cont.) Promotion Offer Criteria Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
PROMO_OFFER_EXTERNAL_NAME	ID fro promotion offer for this criterion.	String	120	N
CRITERION_TYPE	Offer criterion type. 0 = sku list. 1 = merchandise category. 2 = SKU.	Integer	4	N
SKU_LIST_EXTERNAL_NAME	If CRITERION_TYPE = 0, a meaningful ID.	String	120	Y
MERCH_CLIENT_LOAD_ID	If CRITERION_TYPE = 1, a meaningful ID.	String	50	Y
LEVEL_DESC	Level of the category.	String	50	Y
ATTRIBUTE_NAME	Restricts the criterion type. Values are RETAIL or VENDORNAME.	String	30	Y
ATTRIBUTE_VALUE	Restricts the category (for CRITERION_TYPE 1) by this attribute value.	String	50	Y
ATTRIBUTE_NAME2	Restricts the criterion type. Values are RETAIL or VENDORNAME.	String	30	Y
ATTRIBUTE_VALUE2	Restricts the category (for CRITERION_TYPE 1) by this attribute value.	String	50	Y
LOGICAL_OPERATOR	0 = or. 1 = and. Indicates how the two attribute values are combined.	Integer	4	Y
INCLUDE	1 = include specified SKU. 0 = exclude specified SKU.	Integer	1	N
LIST_TYPE	Buy List = 0; Get List = 1. Default is 0.	Integer	1	Y

## Promotion Offer Merchandise Specification (BEE\_PROMO\_OFFER\_MERCH)

**Table 1–58 Promotion Offer Merchandise Standard Interface Specification <sup>1</sup>**

Attribute Name	Attribute 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

<sup>1</sup> 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 1–59 Promotion Offer Store Standard Interface Specification**

Attribute Name	Attribute 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 1–60 Promotions Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
TYPE	Promotion type. 4 = historical promotion. 5 = pre-planned promotion.	Integer	4	N
INACTIVE	The status of the promotion. 0 = active. 1 = inactive. Default = 0.	Integer	1	Y
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	120	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



**Table 1–60 (Cont.) Promotions Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
PAGES	The number of pages for the vehicle.	Integer	8	Y
EVENT_EXTERNAL_NAME	The name of the event used for the promotion.	String	120	N
CAMPAIGN_EXTERNAL_NAME	The name of the campaign used for the promotion.	String	120	N

<sup>1</sup> 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.

## Seasonal Trend (PR\_PBL\_TREND)

**Table 1–61 Seasonal Trend Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
BEGIN_DALEDAR_DT	The beginning date for the data being analyzed.	Date in format YYYY-MM-DD	10	N
END_CALEDAR_DT	The end date for the data being analyzed.	Date in format YYYY-MM-DD	10	N
LOC_CLIENT_LOAD_ID	The external ID for the location.	String	50	N
LOC_LEVEL_DESC	The client-specific location level description.	String	120	N
USR_TREND	The value applied to the seasonal forecast.	Decimal	38,20	N

## Seasonalities Specification (ASH\_SEASONALITY\_MAPS\_TBL and ASH\_SEASONALITY\_VALUES\_TBL)

The seasonalities interface populates two tables in Promote.

**Table 1–62 Seasonalities (Maps) Standard Interface Specification**

Attribute Name	Attribute 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 1–62 (Cont.) Seasonalities (Maps) Standard Interface Specification**

Attribute Name	Attribute 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 1–63 Seasonalities (Values) Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute 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

<sup>1</sup> 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.

## SKU List Specification (BEE\_SKU\_LIST)

**Table 1–64 SKU List Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
INACTIVE	The activity flag. 0 = active. 1 = deleted. Default = 0.	Integer	1	Y
NAME	The SKU list display name.	String	40	N
EXTERNAL_NAME	Meaningful ID for SKU list.	String	120	N
DESCRIPTION	Optional SKU list description.	String	1000	Y

## SKU List Items Specification (BEE\_SKU\_LIST\_ITEMS)

**Table 1–65** SKU List Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
SKU_LIST_EXTERNAL_NAME	The parent SKU list ID.	String	120	N
MERCH_CLIENT_LOAD_ID	The customer's Like Merchandise ID.	String	50	N

## Store Set Price Specification (BEE\_STORE\_SET\_PRICE\_TBL)

**Table 1–66** Store Set Price Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
MERCH_CLIENT_LOAD_ID	Client ID.	String	50	N
MERCH_LEVEL_DESC	Description of merchandise level.	String	50	N
STORE_SET_NAME	Name of store set.	String	50	N
STORE_SUBSET_NAME	Name of store subset.	String	50	N
PRICE	Price for version of promotion.	Decimal	15,4	N
COST	Associated cost.	Decimal	15,4	N

## Store Sets Specification (BEE\_STORE\_SETS)

**Table 1–67** Store Set Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
NEW_STORE_SET_NAME	New name for store set. Replaces old name.	String	50	N
OLD_STORE_SET_NAME	The existing name of the store set. Optional.	String	50	Y
STORE_SET_DESC	The description of the store set.	String	50	N
INACTIVE	Flag indicating activity status. 0 = inactive. 1 = active.	Integer	1	N
STORE_SET_TYPE	0	Integer	32	N
FIRST_EFF_DT	The date when the store set becomes active.	Date in format YYYY-MM-DD	10	N
LAST_MODIFIED_DATE	The date when the record is modified for the last time.	Date in format YYYY-MM-DD	10	Y
REMAIN_SUBSET_NAME	The name for the remaining subset for the associated store set.	String	50	Y

## Store Subset Specification (BEE\_STORE\_SUBSETS)

**Table 1–68** Store Subset Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
NEW_STORE_SUBSET_NAME	New name for the store subset. Replaces old name.	String	50	N
OLD_STORE_SUBSET_NAME	The existing name of the store subset.	String	50	Y
STORE_SUBSET_DESC	The description of the store subset.	String	50	N
STORE_SET_NAME	The name of the store set related to this store subset.	String	50	N
INACTIVE	Flag indicating activity status. 0 = inactive. 1 = active.	Integer	1	N
ORDER_SEQ	The position of the subset.	Integer	32	N

## Store Subset Assignment Specification (BEE\_STORE\_SUBSET\_ASSIGNMENT)

**Table 1–69** Store Subset Assignment Standard Interface Specification

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
LOC_CLIENT_LOAD_ID	The external ID for the location.	String	50	N
LEVEL_DESC	The external ID for the location level.	String	50	N
STORE_SUBSET_NAME	The name of the store subset for the location.	String	50	N
STORE_SET_NAME	The name of the store set for the location.	String	50	N

## TAE Temp Metric Specification (BEE\_TAE\_TEMP\_METRIC)

**Table 1–70** TAE Temp Metric Standard Interface Specification<sup>1</sup>

Attribute Name	Attribute 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 1–70 (Cont.) TAE Temp Metric Standard Interface Specification<sup>1</sup>**

<b>Attribute Name</b>	<b>Attribute Description</b>	<b>Data Type</b>	<b>Maximum Length</b>	<b>Nullable Y/N</b>
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
STORE_BASE	Metric.	Decimal	15,4	Y

**Table 1–70 (Cont.) TAE Temp Metric Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
AD_ITEM_NORMAL_PRICE	Metric.	Decimal	15,4	Y
AD_ITEM_AC_UNITS	Metric.	Decimal	15,4	Y
_ITEM_PR_UNITS	Metric.	Decimal	15,4	Y
AD_NONAD_UNITS	Metric.	Decimal	15,4	Y
BL_ITEM_AC_UNITS	Metric.	Decimal	15,4	Y
BL_ITEM_PR_UNITS	Metric.	Decimal	15,4	Y
BL_NONAD_UNITS	Metric.	Decimal	15,4	Y

<sup>1</sup> 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 1–71 Transaction Log Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute 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	Y
UNIT_NORMAL_PRICE	Per-unit non-promotional price of sold product.	Decimal	15,4	Y
UNITS_SOLD	The number of a given item that were purchased in the market basket.	Integer	9	Y
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

**Table 1–71 (Cont.) Transaction Log Standard Interface Specification<sup>1</sup>**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
AD_IND	Discount flag. 0 = none. 1 = on Ad (item was promoted). 2 = clearance.	Integer	9	Y
PROMO_TXN_CODE	Optional field. Offer code, coupon code, or other extended information.	String	100	Y

<sup>1</sup> 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 1–72 User Defined Type Standard Interface Specification**

Attribute Name	Attribute 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	120	N
DESCRIPTION	An optional description of the offer.	String	1000	Y

## User Defined Value Specification (BEE\_USER\_DEFINED\_VALUE)

**Table 1–73 User Defined Value Standard Interface Specification**

Attribute Name	Attribute 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	120	N
TYPE_EXTERNAL_NAME	A string name of the user-defined type.	String	120	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 1–74 Vehicle Standard Interface Specification**

Attribute Name	Attribute 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	120	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 1–75 Vehicle Attributes Standard Interface Specification**

Attribute Name	Attribute 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	120	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



**Table 1–75 (Cont.) Vehicle Attributes Standard Interface Specification**

Attribute Name	Attribute Description	Data Type	Maximum Length	Nullable Y/N
VEHICLE_EXTERNAL_NAME	ID for the parent vehicle that is meaningful to the client. Unique across all vehicles.	String	120	N
TYPE_EXTERNAL_NAME	Name of user defined type.	String	120	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

