

JOOR

DATA STANDARDS

For Neiman Marcus Group Brands



JOOR Data Standards

Getting Your Data Ready for JOOR

There are two ways to upload style and customer data onto the JOOR Platform. The first is to set up a data integration which will automatically import data from your backend system to JOOR.

Automated integrations can only be implemented for brands with Full Access to the JOOR Platform. To learn more about an Integration, please contact your Account Manager directly or email integrations@jooraccess.com.

The second way is to manually upload data files into the JOOR Data Uploader tool.

Introduction to the Data Uploader

Once logged in to the JOOR website, click “Upload Data” to visit the Data Uploader and upload and submit your data to JOOR.

Please note: Brands with Limited Access to JOOR will receive login credentials in January 2018. Brands with Limited Access will be confined to the use of the Data Uploader so that JOOR can create digital linesheets for your Neiman Marcus buyers to view.

The following data types can be accepted into the Data Uploader:


- Style information (to create digital linesheets)
- Style images (to match visually-engaging images to the style information provided)
- Customer information (to send orders to your retailer customers -- *exclusively for Brands with Full Access to JOOR*)

Getting Your Data Ready to Upload to JOOR

Uploading your data onto the JOOR platform will enable JOOR Data Services to:

- Set up your retailer customers in your JOOR account so that you may create and send orders as well as receive order confirmations from your retail buyers*
- Create digital, visually-engaging linesheets so you can customize your linesheets and your retail buyers can plan their assortments on JOOR*

**Only brands with Full Access to JOOR can manage their full retail customer list on JOOR and can view and customize their digital linesheets for their retail customers. Brands with Limited Access are not able to view their linesheets after data is uploaded to JOOR.*



Having your linesheets on JOOR will make market appointments faster and easier for you and your Neiman Marcus buyers.

To load your data onto the JOOR website, you will need to:

1. Format your data and images to match JOOR's Data Standards
2. Upload your data to JOOR via the Data Uploader

Formatting Your Data

Style Information

JOOR Data Services can create your styles and digital linesheets after we have received your style information in the JOOR Linesheet Template in Excel. Style information can only be accepted in the JOOR Linesheet Template (an Excel file that is formatted to comply with the JOOR Platform's data structure).

Please note: JOOR cannot accept data in PDF, Powerpoint or any other format besides the above-mentioned JOOR Linesheet Template Excel file.

Download the JOOR Linesheet Template from NMGOPS. You should then copy/paste your own style information directly into the template and prepare your data so it complies with the following style information rules.

JOOR Style Information Do's

- Each JOOR Linesheet Template file should include one unique linesheet (in one worksheet within Excel - additional tabs cannot be accepted).
- Each linesheet can only have one delivery window.
- If you have multiple delivery windows, additional linesheets will need to be created and saved in their own JOOR Linesheet Template files.
- All style information must be in one row (either by color or by color and size -- see Exhibit A and Exhibit B for examples)
- If sizes will be listed in one row with a specific color, sizes must be separated by a comma (hyphens or dashes cannot be accepted -- see Exhibit A)
- Each style number can only have one wholesale price, one retail sales price and one fabrication. For example, style number J001 cannot be listed for both a \$50 and \$55 wholesale price.

Exhibit A - Style information submitted by color

| Linesheet Name * | Season Name * | Season Year * | Style Name * | Style Number * | Color Name * | Color Code | Sizes * |
|------------------|---------------|---------------|------------------|----------------|--------------|------------|--------------------|
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 2, 4, 6, 8, 10, 12 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 2, 4, 6, 8, 10, 12 |
| Spring 2018 | Fall | 2018 | Archie Card Case | J002 | White | WHT | One Size |

Exhibit B - Style information submitted by color and size (this format is helpful when loading UPCs)

| Linesheet Name * | Season Name * | Season Year * | Style Name * | Style Number * | Color Name * | Color Code | Sizes * |
|------------------|---------------|---------------|------------------|----------------|--------------|------------|----------|
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 2 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 4 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 6 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 8 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 10 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Black | BLK | 12 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 2 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 4 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 6 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 8 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 10 |
| Spring 2018 | Fall | 2018 | Lily Dress | J001 | Gold | GLD | 12 |
| Spring 2018 | Fall | 2018 | Archie Card Case | J002 | White | WHT | One Size |
| Spring 2018 | Fall | 2018 | Archie Card Case | J002 | Blue | BLU | One Size |

Minimum required fields to create a style (and an associated digital linesheet) on JOOR are:


- Linesheet Name
- Season Name
- Season Year
- Style Name
- Style Number
- Color Name
- Size Name
- Gender
- Category
- Sub-Category
- Currency
- Wholesale price


You may also add fields like color code, materials, fabrication, country of origin, and more. You will find all of these additional fields in the JOOR Linesheet Template (downloadable on NMGOPS).

JOOR Style Information Don'ts

Below are examples of data formats that cannot be accepted into the JOOR Platform.

1. Style information that is in Excel but not listed in one row

| | |
|---|--------------|
|  | Avery Tee |
| | 100% Cotton |
| | Blue, Red |
| | White, Green |
| | \$100/\$375 |

| | |
|---|----------------------|
|  | Jason Shirt |
| | 50% Cotton, 50% Silk |
| | White |
| | Black |
| | \$250/\$525 |

- The style name is not listed in a single row with the style numbers, and sizes are not listed and separated by commas in one cell.

| Style Number | COLOR / MATERIAL | SIZES | | | | | | UNIT |
|--------------|------------------|-------|----|----|----|----|----|-------|
| Jasper Skirt | | 34 | 36 | 38 | 40 | 42 | 44 | |
| 100-12F | Red | | | | | | | 80.00 |
| 100-12F | Blue | | | | | | | 80.00 |
| 100-12F | Navy | | | | | | | 80.00 |
| 100-12F | Black | | | | | | | 80.00 |

Style Images

To make your digital linesheet truly engaging and user-friendly for retail buyers as they build their visual assortment, we suggest adding images.

JOOR Image file requirements are:

- Files must be submitted as separate JPEG or PNG files.
- Recommended dimensions are 660x900 pixels
- File size cannot exceed 4MB.
- Images must be saved in a Dropbox (or other file-sharing service) folder for JOOR to access.

Please see “Uploading Styles and Images” for more information on how to submit the link to your Dropbox (or other file-sharing service) folder to JOOR.

Once JOOR Data Services loads your style information onto JOOR, style image files can then be associated with each style. To associate an image with a style, your image file names must include, at a minimum, the *style number*. You can also include *color* and *order of image display within the linesheet* (if applicable). Order can be included as a sequential number (1, 2, 3, 4...) or a view (*FRONT, BACK, SIDE*). All fields should be separated by an underscore "_". See Exhibit C for the image file naming standard.

Exhibit C: Image File Naming Standard

style number _ color _ order .jpg

It is critical that style numbers and colors exactly match the style information you provided in the JOOR Linesheet Template so that we can accurately match the image to the correct style.

Style Image Do's: Sample image files with proper naming



J1234_BLACK_FRONT.jpg



J1234_BLACK_BACK.jpg



J1234_GOLD_1.jpg



J1234_GOLD_2.jpg

Customer Data - *Exclusively for Brands with Full Access to JOOR*

Brands with Full Access to the JOOR Platform can upload your customers' data to your JOOR account. This allows Full Access brands to take orders for all of your retailers on our platform and to have their address, payment, and contact information available to you all in one place and at the click of a mouse or the tap of your finger!

As a reminder, brands with Full Access to the JOOR Platform can set up an integration between JOOR and your backend system to automatically sync your data.

Alternatively, you can elect to upload your customer information to the Data Uploader and JOOR Data Services can update your account with your customer information. To send customer information through the Data Uploader, log in to JOOR and download and complete the Customer Data Template using the following customer data guidelines.

JOOR Customer Data Do's

- Always strive to enter a valid email address for each of your customers. If you do not know the buyer's email, leave the field blank (using your own internal company email address will cause data validation errors in our system). Please do not list more than one email address per customer.
- Our system creates a unique connection for every individual customer code we receive. If you provide customer codes, please ensure that each customer only has one customer code associated with it.

The following customer data fields are required:

- Customer name
- Billing and/or shipping address
- Buyer email
- Price type the customer should be assigned to

JOOR Customer Data Don'ts (or "Be Carefuls"!)

Below are examples of data formats that can cause unintended challenges in your customer data.

1. There are two different customer codes listed in this example. Although, visibly it appears to be the same customer, JOOR Data Services will create two separate customer records (or "connections") in this brand's account because there are two unique customer codes provided. If your intention is to view this as one customer connection with a unique billing and shipping address, enter the same customer code in each row.

| Customer Code | Customer Name * | Address Type | Address Code | Store Name | Address_1 * |
|---------------|-----------------|--------------|--------------|-----------------------|--------------|
| NM001 | Neiman Marcus | B | | Neiman Marcus Invoice | 1618 Main St |
| NM002 | Neiman Marcus | S | 1 | Neiman Marcus TX | 1618 Main St |

2. Customer codes are not required. If you do not use customer codes, we will create a customer connection for every unique value in the Customer Name column. Again, although this appears to be the same customer, JOOR Data Services will create two separate customer records because of the two unique customer names. If your intention is to view this as one customer connection with multiple addresses, enter the same customer name in each row.

| Customer Code | Customer Name * | Address Type | Address Code | Store Name | Address_1 * |
|---------------|-------------------------|--------------|--------------|---------------|--------------|
| | Neiman Marcus Invoicing | B | | Neiman Marcus | 1618 Main St |
| | Neiman Marcus | S | 1 | Neiman Marcus | 1618 Main St |



Uploading Your Data to JOOR

Uploading Styles and Images

Once your style information and image file names match JOOR's Data Standards, you are ready for a style data upload! You can upload your data to the JOOR Platform by logging into JOOR (login credentials will be provided to brands with Limited Access to the JOOR Data Uploader in January 2018). Once logged in, click "Upload Data" to access the Data Uploader to get started.

During the Data Uploader process, you will be asked for high-level information about your data upload. You will then upload your completed JOOR Linesheet Template file and can include a link to your Dropbox (or other file-sharing service) folder of style images.

Uploading Customer Data

(Exclusively for Brands with Full Access to JOOR)

While in the Data Uploader, select the "Add/Update Connections" task type. Attach your completed JOOR Customer Data Template file, select a due date, and click Submit. You will receive a note of confirmation when your customer data has been updated in your account.

You've Uploaded Your Data: Now What?

Once you hit "Submit" on the Data Uploader, you will receive an email to confirm that JOOR has successfully received your upload. If you have any questions or updates to your data upload, simply reply to that email to communicate directly with a JOOR Data Services team member.

JOOR Data Services will load your styles, associated images (if provided), and linesheets to the JOOR platform so that Neiman Marcus can access your digital linesheets in their account.

Rest assured that your data is secure. You can find more information about JOOR's security policies by downloading the JOOR Security Protocol document from NMGOPS.

Contact Us!

For general questions about data uploading, contact support@jooraccess.com.

For information on gaining Full Access to the JOOR Platform, email nmgbrands@jooraccess.com.