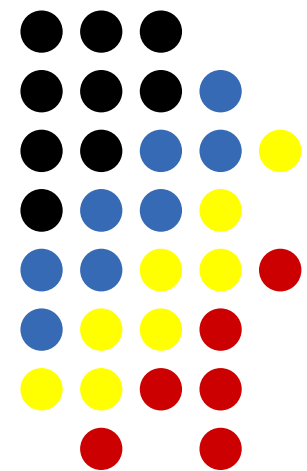


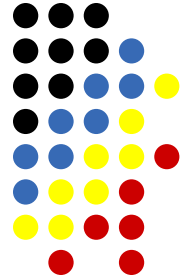
AS2 Query Delivery

*Scheduling automatic Retail Link[®] queries delivered
directly to your company's server*

Vendor Managed Technologies, Inc.
<http://www.RetailVelocity.com>

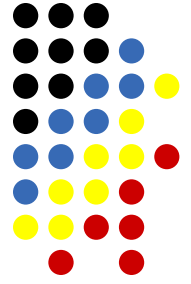


This Session



- What Is AS2?
- How Retail Link[®] AS2 Works
- Best Practices
- How To

What Is AS2?



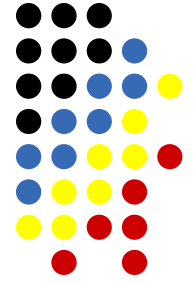
Technology to transfer data between trading partners

- Standard protocol (multiple vendors)
- Encrypts data (secure and tamper-proof)
- Authenticates senders (no “spoofing”)
- Non-repudiation (proof of delivery)



Efficient

- Uses Internet
- Sends data directly between partners
- Eliminates VAN (Value Added Network) charges

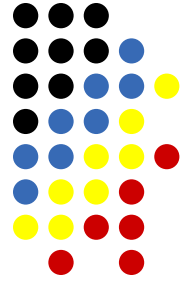


What Is AS2?

Similar to e-mail

- Retailers and vendors have AS2 servers
- AS2 servers are on-line on the Internet
- AS2 “messages” are sent between trading partners
- Data files are encrypted and attached to messages
- Data can be anything
 - EDI
 - XML
 - Retail Link report

How Retail Link AS2 Works



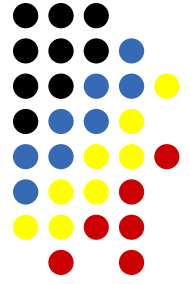
Set up Retail Link reports the same way

- Use your current reports
- Create new ones

Request delivery of report as AS2

- Another delivery option in addition to Excel, text, etc.
- Request the report or schedule it

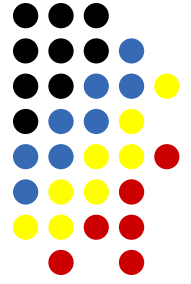
How Retail Link AS2 Works



When the report completes

- Wal-Mart sends the report from their AS2 server
- Message goes to your AS2 server that receives your EDI
- Arrives at a separate mailbox on your server
- Your reports (attachments) are saved on your own network (IT needs to set this up)

Everything is done automatically!!



Benefits

Reports are downloaded automatically

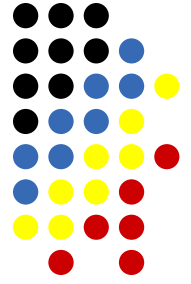
- No waiting in Retail Link for completion
- No downloading reports after hours
- Stay home on weekends

Run large reports – no Excel row limit

You already have an AS2 server for your EDI

- Many retailers use it and more are adopting it
- AS2 servers communicate with many retailers
- Wal-Mart requires EDI over AS2 (EDI-INT)

Benefits



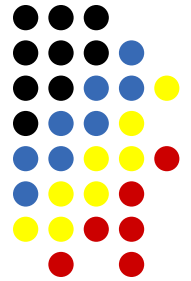
Approved Retail Link method to automate downloads

- AS2 downloading is preferred by Wal-Mart
- Giving your user ID and password to others is forbidden
- “Screen scrapers” are NOT approved. These are programs and add-ons that run your browser for you

Helps Wal-Mart off-load processing to non-peak hours

- Reduces the 8AM to noon “crunch”, especially on Mondays
- Large queries can be “smoothed out”

Contents Of An AS2 Report



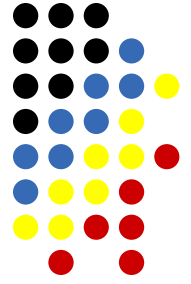
Each report is delivered as a text file

- Not bound by Excel 2003's 65K row limit or
- Not bound by Excel 2007's 1M row limit

File has a “record type” at the beginning of each row

- Report information
 - USERID - User requesting data
 - TITLE - Report title
 - REQUEST – Date/time requested
 - CRITERIA – The report criteria you set up in RetailLink
- Report data:
 - COLUMN – Column names
 - COLUMNTYPE – lists each column's data type (numeric, text, etc.)
 - DATA – each row of data in columns

How To Use An AS2 Report



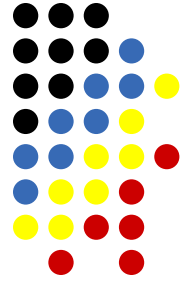
Using Excel

- Use File/Open to open the file
- Select “delimited” (not fixed width), then Next
- Check the “Other” box and enter a vertical bar (|) as the delimiter.
- For each column, you can either specify the data type or leave all columns as “General”
- Finish

When To Use Excel

- One-time “ad hoc” reports
- Checking for exceptions
- Reference data – item lists, store lists, etc.

How To Use An AS2 Report



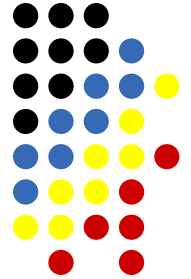
Using A Database

- Use a program to “parse” the file, then import into a database
- Use a report writer or Excel to query the data
- Automate the process

When To Use A Database

- Need reports as early as possible – schedule the process in the early morning
- Same reports every day or week – eliminate repetitive effort

How To Use An AS2 Report

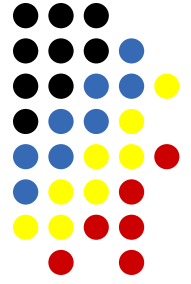


Using A Data Warehouse

- Toolset for “parsing”, “cleansing” and loading the files
- Download and import reference data (items, stores, traits, etc.)
- Download and import activity data (sales, inventory, forecast) into the database
- Fewer, larger downloads
- Use a report writer or Excel to query the data
- Automate the process

When To Use A True Data Warehouse

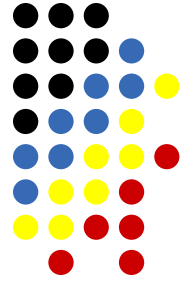
- Same benefits as databases – early and automated reports
- Create reports without downloads – complete data using RetailLink
- Same data points shared across multiple reports/users
 - All reports tie out to the same number
 - Reduce data validation - check once, use many times



Best Practices

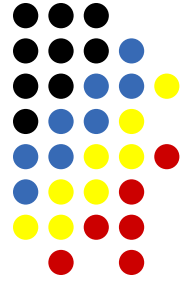
- Create new types of data
 - Create history of current data
- Take weekends off
 - Automate downloads for off-times
 - Data delivered before you come in
- Validate once, use many
 - Download one set of data
 - Review and validate
 - Share “good data” across users
- Schedule as last as possible (ALAP)
- Reloading prior weeks’ (or years’) data (for changes)

Create New Types Of Data



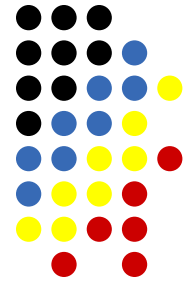
Create historical data that Retail Link does not provide

- Replenishment
 - Inventory (ending, not averaged)
 - Traited, valid (totals or indicator by store)
 - DD
 - Bypass flags
 - In stock %
- Store Traits
 - Store modulars (TY vs. LY)
 - Demographics
 - Competitive



How To

- Set up AS2 with WM
- Set up AS2 with your IT
- Test the AS2
- Automate the AS2 downloads



How To Set Up AS2 Queries

Have a Retail Link admin

- Check Retail Link's AS2 FAQ
- Follow the procedures

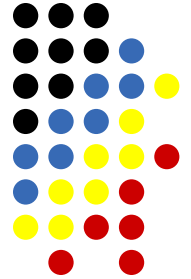
You will need to:

- Contact gem@wal-mart.com
- Request a form called "Non EDI / AS2 Access."
- On the form, list the user IDs that will be requesting reports via AS2.

Request from your IT/EDI staff:

- Accept AS2 files in a separate mailbox for "Non-EDI" purposes
- Copy the incoming files to a shared folder on your network or a local server in your office

Questions?



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