



Icecat - AFS

Guide for vendors



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Introduction

Amazon has announced the availability of the **Amazon Feed Specification (AFS)**. AFS is a data interchange standard established by Amazon to enable suppliers to automate item lifecycle management and procurement with Amazon.

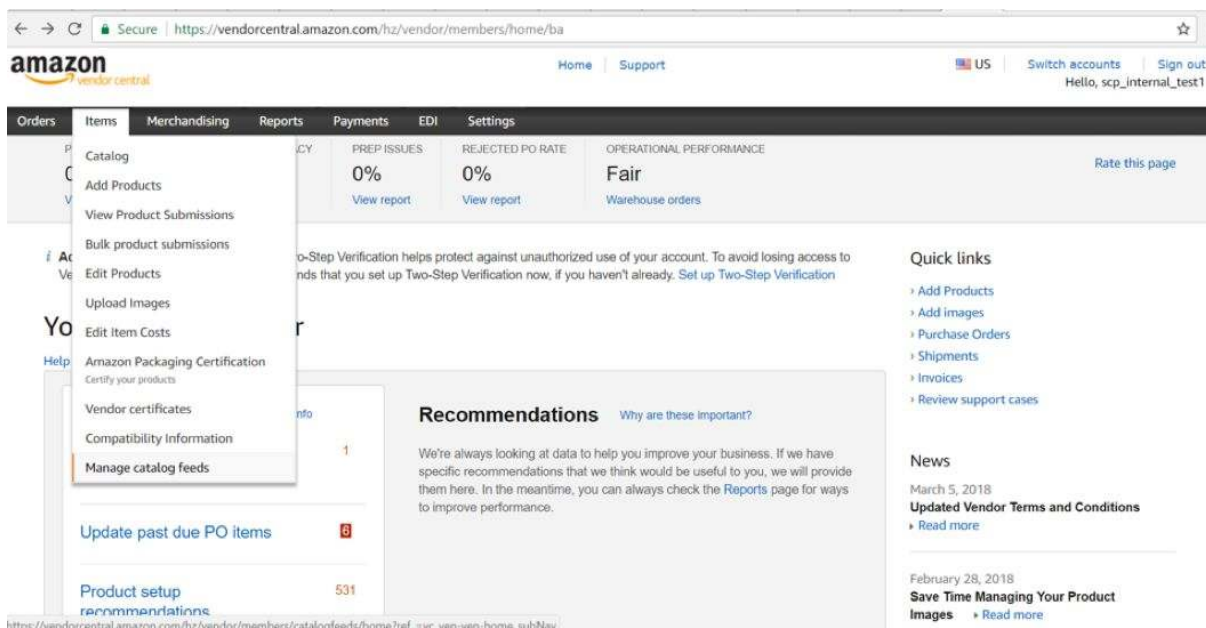
Catalog Feeds allow you to publish catalog content to Amazon in an automated way, bypassing many of the Vendor Central self-service tools for adding and updating products.

Vendors can push to Amazon via Icecat texts and products specification, currently AFS doesn't allow CSPs to push images, A+ content or inventory. This info needs to be added via Vendor Central.

Icecat authorization as CSP

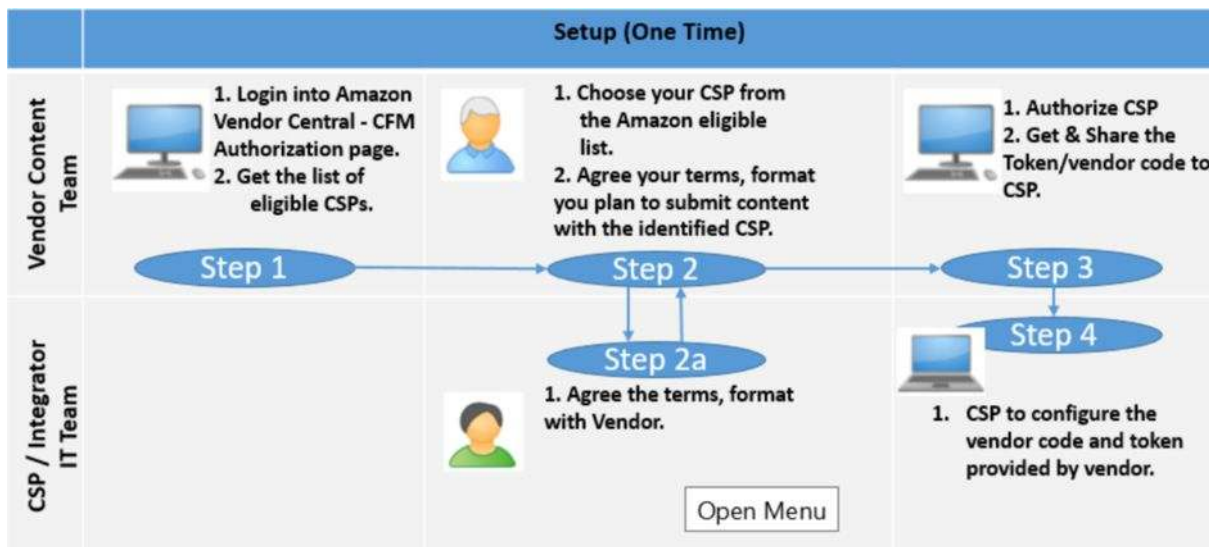
To push products to Amazon via AFS it's required to select **Icecat** from the **CSP (Content Service Provider)** list. Below you can find first steps to follow:

1. Find and choose Icecat as CSP in Vendor Central. To view the list of CSP list, go to the Manage Catalog Feeds tab under Items on Vendor Central.



2. Go back to the Manage Catalog Feeds tab under Items and authorize Icecat for each of the vendor codes for which they will be submitting catalog content. When authorization is complete you will be notified via a token (as acknowledgement) on authorization screen in Vendor Central screen.

- Provide the token(s) and vendor code(s) to Icecat. These credentials will be used by Icecat as CSP for a data injection.

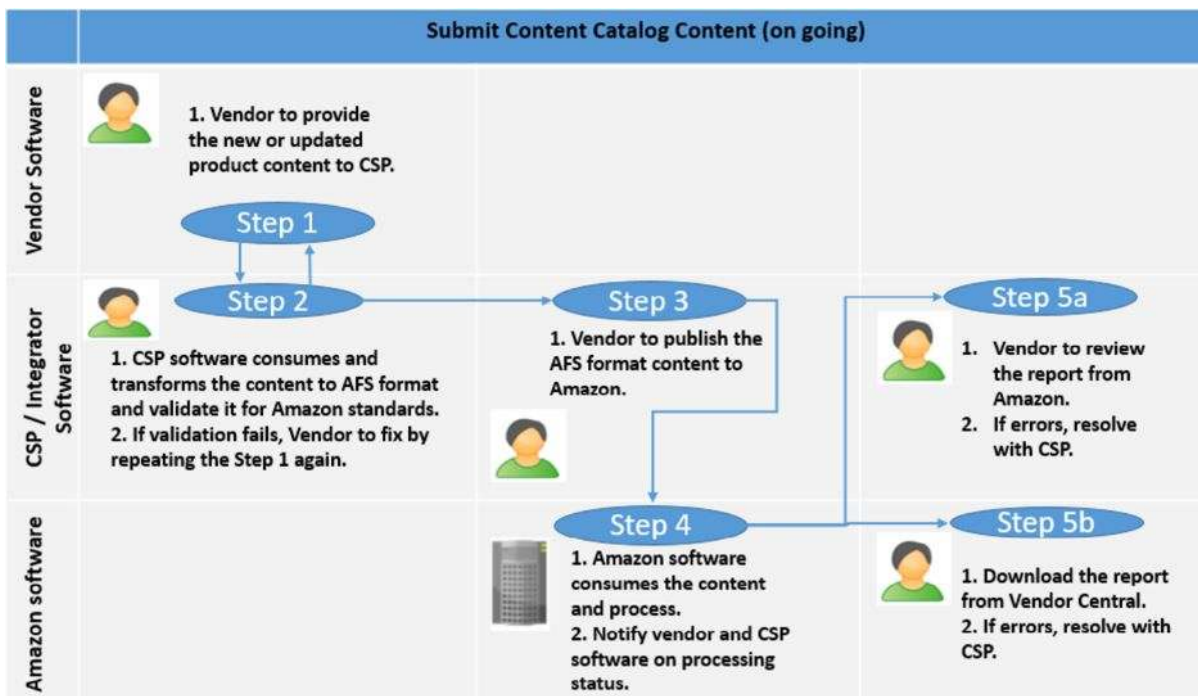


Now Icecat is working on development of service that will facilitate the process for vendors, give an access to vendors to control submitting process. There you will be able to login, see and add required specific data that are missing in Icecat for each country/vertical.

Submitting new or revised catalog content:

- Choose the products that you want to push in Amazon.
- Share your new or updated product content to Icecat.
- Our software will consume your data, transform the content into AFS format, collect all product content related info. While vendor specific data (which is required by AFS) needs to be provided by the vendor to Icecat.
- Once all the data is collected, Icecat is able to make a data push to AFS.
- When processing is complete we'll receive notification so called Acknowledgement report. The notification includes both success and failures details.

You can also view the same submission status in Vendor Central, go to the Manage Catalog Feeds tab under Items on Vendor Central. Click the link (which shows you file name) and download to view the submission details.



How to view submissions?

There are 2 places where you can download acknowledgement reports:

1. In our new developing service. After we have submitted product content to Amazon, you will be able to login and check the status of submission.
2. In Vendor Central.

Acknowledgement reports contain not only status of submission (confirmed or rejected) but also in case of failure the reasons and suggestions to make resubmission.

What will be required from vendors?

1. Icecat authorization as CSP in Vendor Central;
2. Provide us with the CSV file with vendor specific data (please find below the explanations and sample of CSV file - Vendor Product Portfolio Specification);
3. For each vertical and country AFS has a list of required fields that should be filled. The list of these fields will be provided separately after our internal check and comparing with required by Amazon fields.

Vendor Product Portfolio Specification

Reference Documentation

Name	Link
Product CSV file sample	Link
List of allowed categories for the ES region	Link
List of allowed categories for the DE region	Link
List of allowed categories for the IT region	Link
List of allowed categories for the FR region	Link
List of allowed categories for the US region	Link
List of allowed categories for the UK region	Link



To ensure flawless delivery of product content to Amazon API, the Amazon Vendor should provide the product portfolio in a CSV file (a comma-separated values file). The product portfolio should contain a list of the Vendor's products with specific features and values that are not available in the Icecat product information catalog.

The Vendor's products in CSV files will be matched with equivalent Icecat products, assigned Icecat product feature values, and delivered to Amazon API.

Scope

This part of the document describes the structure of the product CSV file that the Amazon Vendor should provide, and specifies general requirements for the file structure.

Product CSV file structure

The product CSV file must contain the Amazon Vendor code, the identifiers needed to match the Vendor's product with the equivalent Icecat product, as well as specific features and values that do not exist in the Icecat product description.

Please see the correctly structured CSV file in [Reference Documentation](#).

The CSV file fields

In the table below, please see the description of each field in the file.

Field Name	Mandator y (Y/N)	Field Type	Description	Value sample
Vendor Code	Y	String	Vendor Code (or Vendor ID) is provided for each legit Vendor that registers as a seller on Amazon. Using Vendor Code, the Vendor accesses Amazon API.	VEN20
Token	Y	String	An Access Token is a credential that can be used by an application to access an API. Access token is provided by Amazon in Vendor Central.	amzn1.account.AVTX ZIRQ9PYOTTEHV67 XWHGAJVQS
Amazon Vertical	N	String	AFS Vertical is a Amazon's name of a category of products that the Vendor wants to sell on Amazon.	Please see the lists of categories in Reference Documentation , and use only these category names in the CSV file.
Brand	Y	String	Brand is a name of a brand of products	ASUS

			that the Vendor wants to sell on Amazon.	
MPN	Y	String	MPN (Manufacturer Part Number) is an identifier that a manufacturer gives to a part design. The combination “Brand + MPN” allows to match the Vendor’s product with the equivalent Icecat product.	UX410UA
EAN	Y	Numeric	EAN (European Article Number) is a standardized barcode used to uniquely identify a product. The combination “Brand + EAN” allows to match the Vendor’s product with the equivalent Icecat product.	5713738381918
ASIN	N	String	ASIN (Amazon Standard Identification Number) is a standard 10-character identifier assigned to a product sold on Amazon. ASIN is optional and may not be provided in the CSV file. Please note that if your products acquire ASINs, you can deliver a new CSV file with the updated product records. Please discuss this issue with the Project Manager in advance.	B00005N5PF
Price	Y	Numeric	Price indicates the price of the Vendor’s product. Please provide a value for the Price feature in your products.	100
Currency	Y	String	Currency indicates the currency which the Vendor uses to represent the product price. The Currency value depends on the Locale value. Please provide a value for the Currency feature in your products. The Currency value must be an official currency acronym or abbreviation.	EUR
Supplier Declared DG HZ Regulation	Y	LOV	Dangerous Goods Regulations. This attribute represents whether or not the product is a Dangerous Good, Hazardous Material, Substance or Waste that is regulated for transportation, storage, and/or waste.	Please choose one of the following values: <ul style="list-style-type: none"> ● storage, ● waste, ● transportation, ● ghs, ● other, ● not applicable, ● unknown.

Locale	Y	String	Locale represents a language value that allows to identify correct values of the Price and Currency features in a product description. Please provide a Locale value as an ISO 639-1 language code and as represented in the value example.	es_ES
Region	Y	String	Region indicates a country orientation of the Amazon retail website where the Vendor wants to sell products. The Region value determines a language in which the Vendor's product descriptions must be delivered to Amazon.	Please provide the Region values as follows: ES, DE, IT, UK, FR, US.

General requirements for the CSV file

Below, please see the list of general requirements for structuring the product CSV file.

- The order of the fields must be the same as in the table above or as in the sample CSV file, provided in [Reference Documentation](#).
- The names of the fields are case sensitive. Please use the field names as represented in the table above or in the sample CSV file, provided in [Reference Documentation](#).
- The values must be separated only with commas, not with semicolons.
- A category name as the value for the AFS Category field is case sensitive. Please use the category names as represented in the lists of categories provided in [Reference Documentation](#).

Lists of allowed categories for the regions

The lists of allowed product categories provided in [Reference Documentation](#) contain the names of the categories that the Amazon Vendor should use in the product CSV file. The list of allowed categories is determined by the Region and is different for each Region, which indicates a language of the Vendor's product descriptions, delivered to a country-oriented Amazon retail website.

The category name in the list is the value for the AFS Category field in the CSV file.

The category names are case sensitive, and should be used in the CSV file as provided in the list. Please do not change the category names.