

The Home Depot Program FAQs

If you do not see the answer to your question below, please call Big Hammer Customer Support at 866-865-6602 or e-mail bighammersupport@bighammer.com.

Why is The Home Depot spearheading the Marketing Data Pool?

Jointly with suppliers, The Home Depot has built the largest and richest private data pool in the hardlines industry. In order to align The Home Depot's efforts with overall hardlines industry data synchronization efforts, The Home Depot is requiring supplier participation in the Big Hammer Marketing Data Pool (MDP). This will provide suppliers with the ability to fully synchronize all product content to all of your retail trading partners via a public data pool.

Which Home Depot suppliers are required to join the Big Hammer Marketing Data Pool?

The Home Depot is rolling the program out in phases, with the first phase focused on migrating existing suppliers and product data in The Home Depot private pool over to the Big Hammer MDP. Subsequent phases will focus on additional data collection initiatives and programs across the various selling organizations of The Home Depot.

What happens to the existing data that I have submitted into the Big Hammer Product Registry?

Current Home Depot suppliers should continue to enter and update data in the private pool via the Product Registry. At the end of the enrollment period, the marketing attributes residing in the private data pool will be migrated to the Big Hammer MDP for all suppliers who have enrolled, completed payment, and authorized the data transfer. This product data will be immediately available for syndication to all of your retail trading partners and suppliers will then be provided a link to the MDP to enter and update all future product data.

When do suppliers need to enroll in the marketing pool?

Suppliers should register in the Big Hammer MDP by November 15, 2006. A detailed calendar with program timelines and milestones follows:

Date	Milestone
Sept. 26, 2006	The Home Depot announces Marketing Data Pool initiative via supplier letter
October 4, 2006	Online kickoff meetings for suppliers currently populating data in The Home Depot private pool via Big Hammer
Now through Nov. 15, 2006	Suppliers enroll in Big Hammer's Marketing Data Pool
Nov. 16, 2006	Big Hammer migrates existing supplier data from The Home Depot's private pool to the Big Hammer MDP. At this date, The Home Depot no longer accepts supplier marketing data via the private pool.

Why will I be charged for the marketing pool when I have been utilizing the Product Registry at no charge?

The Big Hammer Marketing Data Pool populates and distributes marketing data and product content to any retailer participating in the pool. The Home Depot version of the Big Hammer Product Registry has historically been employed by The Home Depot to collect and populate their private data pool with data proprietary to them.

In a public pool, the suppliers retain complete control over their marketing and selling content and are able to align their private data initiatives with The Home Depot with their overall data synchronization efforts with all of their industry trading partners. This will provide suppliers with the ability to fully synchronize all product content to all of your retail trading partners via a public data pool.

What are the ramifications for not enrolling in the Big Hammer MDP?

Suppliers who have not enrolled in the Big Hammer MDP by the end of the enrollment period, November 15, 2006, will no longer be able to update their marketing data in The Home Depot private pool.

Is there a username and password for each user within a company to access bighammer.com or is there an administrator assigned within the company?

More often than not, there are both. The Supplier Administrator for your company is the contact that sets up the new users. Once the users have been assigned as Supplier Data Entry Contacts (a.k.a. Vendor Data Contacts) and/or whatever other contact types being assigned, the Supplier Administrator can e-mail our support center at bighammersupport@bighammer.com, who will follow up with our new user department to assign user IDs and temporary passwords. If you are unsure if you are a supplier administrator, please either log into the Product Registry under the 'Contacts' tab, click on 'Contact Type Assignment' and then Supplier Administrator Contacts, or contact our Customer Support team at bighammersupport@bighammer.com or 866-865-6602.

Is there a deadline for MDP?

The deadline for Marketing Data Pool (MDP) was April 6, 2007. Going forward there will be quarterly update request for you to update your data as well as new attribute request periodically. January, April, July and October are the general months for new updates to begin.

When will notifications regarding subscriptions be sent? Is there a rollout schedule?

The Home Depot will begin sending email notifications of subscriptions on April 23.

I missed the April 6 deadline. Is there still time to make changes or add data to MDP?

Yes. The MDP is a web-based application that is available 24/7 for suppliers to update data.

Are new suppliers required to complete all new requirements for MDP before they launch?

New suppliers are required to join MDP through Big Hammer. Your data is used by various internal THD business groups. While your product may be ordered and received by the store before you complete all the data, it is your responsibility to get it completed within the first 30 days as a new supplier.

If I have not completed enrollment, can this cause my company to not receive orders from The Home Depot stores?

No, however this is a requirement for doing business with The Home Depot. Future ramifications related to non-compliant suppliers will be communicated directly to the individual supplier.

Is this a U.S. only initiative?

The Canadian program will get started mid to late 2007. In the meantime suppliers should be working to prepare their data. Mexico and China are not in scope.

My company's products are only sold in Canada, Puerto Rico, or Mexico. Are these to be included in the MDP?

Canada only at present. See "Is this a U.S. only initiative?"

Does this initiative cover small vendors servicing only The Home Depot Landscape stores?

Landscape Supply is not included in this initiative at present.

Does this initiative pertain to EXPO stores?

EXPO is not included in this initiative at present.

Does this initiative pertain to Home Depot Supply vendors?

MRO suppliers engaged with Home Depot Supply will be engaged in a project in early Summer of 2007.

Who in our organization would be the best owner of this project – MIS or Marketing/Sales?

Typically it is a combination. Each individual supplier has to determine what works best for their business.

My company's products are only available on homedepot.com, not in the stores. Does this eliminate the need for certain steps?

No, all steps must still be completed.

Are suppliers' products automatically on homedepot.com if their data is in the MDP?

Yes, if images have been added and the data attributes are complete.

After May 10, will I continue to manage my data through Big Hammer (such as new product offerings) and is there a process other than the steps that I have been using?

Yes, you will continue to use Big Hammer for all maintenance and addition of new products in order for your data to be updated or added to any of The Home Depot initiatives.

XML

Does Big Hammer support automated uploads of data via EDI or XML?

Yes, we have a standard XML schema available. You can visit the help section in the Product Registry to download the implementation guide and schema or contact Customer Support at bighammersupport@bighammer.com or 866-865-6602.

Is XML format the only way to upload item data to the MDP?

No, you can choose our manual entry option using the Product Registry web interface or we have an Excel copy and paste method available with-in the registry.

I have questions regarding the XML feed. Who should I contact?

You should either call Customer Support at 866-865-6602 or e-mail bighammersupport@bighammer.com.

Images

If no image is available for a product, will the product still be displayed on homedepot.com?

No. Images are required for all products.

Will we have the ability to change images and marketing data after the information has been accepted and submitted?

Yes, you can change/update your information within the MDP at any time in the Marketing Data Pool Entry job at the Global Marketing Pool steps. If you need further instruction, please either click on the 'Help' tab on the website and under Training, click on 'Digital Assets,' or if you are unsure of where you can edit your information, please contact our Customer Support center at bighammersupport@bighammer.com or call 866-865-6602.

We have updated packaging on a product. How do we change the image on the MDP?

If your items are in the Marketing Data Pool Entry job, you will be able to update your digital asset(s) at the Global Marketing Pool steps within the job grid. Please see pages 37-43 of the User Guide (located under the 'Help' link) on how to attach digital assets to a part. If you need further instruction, please either click on the 'Help' tab on the website and under Training, click on 'Digital Assets' or contact our Customer Support team at bighammersupport@bighammer.com or call 866-865-6602.

Can more than one image be used per product?

You have the ability to attach more than one digital asset per product in the MDP. There is a step in the Marketing Data Pool Entry job, entitled 'Global Marketing Pool - Additional Digital Assets,' where you can attach additional digital assets, but it is at the discretion of your Retailer to decide which digital asset besides your Product Image - and how many - will be displayed on their website(s).

Why does a product image not automatically copy to the U.S., Canada Global Pool, and homedepot.ca Summer job pool?

The Home Depot Canada collects their information in Canadian English. If you attach a digital asset in Canadian English in the Marketing Data Pool, it will transfer to the The Home Depot - CA Private Pool. This can be done using the Marketing Data Pool Entry - Canada job.

How can I verify that images are loaded for items that I have already accepted?

If the item is in a retailer-specific job, and is sold on homedepot.com, you can check in yx_Maintenance under Retailer: The Home Depot - U.S. If this is a Browse Only item, all items that are currently active have been set back to the Supplier Input Step - THD Attributes, where you can verify this information. If you are unable to locate the part in question, you can also do an 'Item Search' under the Items tab in the Product Registry, and click on 'Preview.' This will display the current digital asset attached to your product in the MDP. Should you have further questions, please contact our Customer Support team at bighammersupport@bighammer.com or 866-865-6602.

How do I import our product images into your system?

Log in to the Product Registry and click on 'Digital Assets.' There is a link underneath this tab entitled 'Upload Digital Assets.' Please click on this link and follow the instructions. Also, please see pages 37-43 of the User Guide (located under the Help link) on how to attach digital assets to a part. If you need further instruction, please either click on the 'Help' tab on the website and under Training, click on 'Digital Assets' or contact our Customer Support team at bighammersupport@bighammer.com or 866-865-6602.

We have the same brand logo for several products. Is there a charge for the logo images each time it is assigned to a product or is the brand logo only charged once?

If you have a logo that is linked to multiple products you will only be charged one image fee.

Is there a way to globally link a brand logo to all products for a supplier?

Not in the current Product Registry build. However, this question has been asked by other suppliers and is a new functionality that Big Hammer is working on to implement in a future release. For further information, you can check under the 'Task' list for updates, or e-mail our Customer Support Center at bighammersupport@bighammer.com or call 866-865-6602.

Can an image be copied using copy and paste in the web interface?

No, to link a digital asset to a part, you will need to enter the 'Edit Products' grid. Under the Product Image cell, you can click on 'Assign Digital Asset to Part,' which will bring you to your digital asset library.

My company sells products only to The Home Depot stores, not online. Are images still required?

Yes. Images are required for all products.

Technical

Should we be reviewing jobs in The Home Depot U.S. and The Home Depot CA retailer sections of Big Hammer, or just the BHMDP section?

Both.

How frequently are changes to the marketing data updated on homedepot.com?

Any update that you make to an attribute that is found at both the Big Hammer Marketing Data Pool Endpoint and The Home Depot Endpoint (for example, Marketing Copy or Bullet Points) will change automatically. If the information for The Home Depot Endpoint for this attribute is different than the information in the Marketing Data Pool Endpoint, The Home Depot Endpoint information is what will be displayed online for homedepot.com. Please also note that if you have a part that is currently displayed on homedepot.com and you are updating product information, you will need to do so in The Home Depot-U.S. Private Data Pool in the yx_Maintenance job. Once you have made the updates and 'accepted' your items forward, please contact your DFM to notify them of this change. Your information will not change online until your DFM has approved these changes.

I am already enrolled with Big Hammer for another retailer. Do I need to enroll again for The Home Depot?

No, you will only need to enroll in the MDP once and pay one annual subscription fee and your data can be offered to multiple retailers.

How do I submit new items?

With the conversion to the Marketing Data Pool, suppliers are now the contact that set up new items.

Please log in to the Product Registry under the 'Help' tab and click on the User Guide link. Please reference pages 23-28, which will show you how to enter new items into your marketing pool. This document will walk you through the system and show you how to use all of its features. This document, along with Online Help, is available on the Help section of the Product Registry. If you have any questions, please contact our Big Hammer Support Center at 866-865-6602 or e-mail bighammersupport@bighammer.com.

How do I remove items from the MDP once they have been accepted?

The current process is to notify our Big Hammer Customer Support team at 866-865-6602 or bighammersupport@bighammer.com. They will contact our internal team to have these items removed. Big Hammer is developing a method for you to remove items in the MDP in a future release.

I accidentally rejected certain items and accepted others that were meant to be rejected. Is there a feature to verify these items?

If you accidentally 'rejected' items in the Verify Items from THD Private Pool job, you can still access this job at this time to correct. Please log in to the Registry, click on the 'Verify Items from THD Private Pool' job, and click on the 'Rejected by Supplier' step. Locate the item(s) that you would like to be included in your Marketing Data Pool, make sure that the attribute 'Marketing Data Pool' is set to 'Yes', and click on the 'Reject' button. This will move the item back into your Supplier Review Step, where you can 'accept' it forward into your Marketing Data Pool. If you have an item that you have added to your Marketing Data Pool in error, please contact our Customer Support Center at 866-865-6602 or bighammersupport@bighammer.com to assist in removing these items.

When should I delete an item from the MDP – when we are no longer selling to The Home Depot or when inventories are no longer available at the distribution center or store?

Delete items from the MDP when inventories are no longer available at the DC or store.

I loaded all of my data through the MDP, but it is not displaying online. Why?

The re-launch will be on May 10, 2007.

How do I access an item to make changes after I have accepted it?

If you have 'accepted' an item from the Verify Items from THD Private Pool job, this item will now be in your Marketing Data Pool Entry job.

We have made changes to our bullet points in the MDP but those changes are not reflected on the homedepot.com website. Why?

Any update that you make to attributes that are found at both the Big Hammer Marketing Data Pool Endpoint and The Home Depot Endpoint (for example, Bullet Points) will change automatically for the Marketing Data Pool Endpoint. When working in The Home Depot Private Data Pool, if the information for The Home Depot Endpoint for this attribute is different than the information in the Marketing Data Pool Endpoint, The Home Depot Endpoint information is what will be displayed online for homedepot.com. If you have a part that is currently displayed on homedepot.com and you are updating product information, you will need to do so in The Home Depot - US Private Data Pool, in the yx_Maintenance job. Once you have made the updates and 'accepted' your items forward, please contact your DFM to notify them of this change. Your information will not change until your DFM has approved these changes.

Can I use the same items for Canada as the items that I have defined for the U.S.?

If the item is the exact same product - same UPC, same GTIN, yes. If this item has a different UPC and GTIN, it is considered a different item, although it may be the same part.

If I have items in both U.S. and Canada, do I need to maintain them in both data pools?

Yes. You will maintain your U.S. items in the The Home Depot-U.S. Retailer and your Canadian items in The Home Depot-CA Retailer. If you sell to both the U.S. and Canada, you will maintain your data in the Marketing Data Pool Entry - Canada job in the MDP.

Will I be required to enter text, pictures, and bullet points for all products that I sell to The Home Depot?

Yes.

What is the difference between “Big Hammer Data Pool” and “The Home Depot US” under the Retailer when in the Jobs section? Will data flow between both or are they independent of one another?

The Big Hammer Marketing Data Pool is the public data pool where you store all of your public product information. The Home Depot has certain product attributes (such as OMSID, THD SKUs, et cetera) that are private to their data pool, so this information will not be displayed in the public data pool and will need to be completed in The Home Depot private pool. Data that is both public and private (such as Marketing Copy, Bullet Points) will display in the The Home Depot private pool in the Marketing Data Pool Endpoint. If the same Endpoint is being displayed for both the Big Hammer Marketing Data Pool Endpoint and The Home Depot Endpoint, only one of the two fields needs to be completed, and this information will populate over from the public data pool to the private data pool. Big Hammer recommends always completing your data in the Big Hammer Marketing Data Pool Endpoint. However, if you have a different Product Image, Marketing Copy, or any other attribute that is an attribute in both endpoints, and you would like the different Product Image, Marketing Copy, or other attribute to display on The Home Depot website, you need to fill in this data on The Home Depot Endpoint within their private pool.

Are there any reports available on bighammer.com to provide a status of each item?

This is a great question, but unfortunately, this is not a feature that will be available. If you have any questions on the status of your items, please contact our Customer Support Center at 866-865-6602 or e-mail bighammersupport@bighammer.com, who can either assist you in determining the status of each item or show you how to access your items to check their status.

Are you planning to add support for MAC users to enter data into the MDP?

This is a new feature already implemented in the Product Registry. MAC, Safari, and Firefox users should all now be able to access the Product Registry. If you experience any difficulties, please contact our Customer Support Center at 866-865-6602 or e-mail us at bighammersupport@bighammer.com.

Accuracy Compliance

What are the program terms of the 98% data accuracy compliance?

Details will be forthcoming later in 2007.

Does the 98% dimensional accuracy compliance include product and packaging?

Details will be forthcoming later in 2007.

How will the dimension errors be reported to me so that I may correct them?

Details will be forthcoming later in 2007.