

FAQ - THE MASTER DATA CSV

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For permission to reproduce or distribute, please contact:
Tradebyte Software GmbH, Bahnhofspatz 8, D-91522 Ansbach
E-mail: Support@Tradebyte.com
<http://www.tradebyte.com>

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1 INTRODUCTION

This FAQ will help you upload your master data to TB.One using CSV files. For detailed information on master data creation see [part 4 of the basic manual for TB.One](#). An in-depth description of the CSV files and all columns they may contain can be found in [part 4b](#).

There are different ways of uploading data via CSV files (see also "[Files and Naming Conventions](#)" in the basic manual). This FAQ assumes you provide what we call a PANDA file: a CSV that contains both product and article data.

2 TERMS AND DEFINITIONS

In order to understand the structure of the CSV files, you should familiarise yourself with the following terms:

2.1 PRODUCTS AND ARTICLES

TB.One distinguishes between product and article data. This product/article data structure is hierarchical. Each product serves as the parent unit for one or multiple articles.

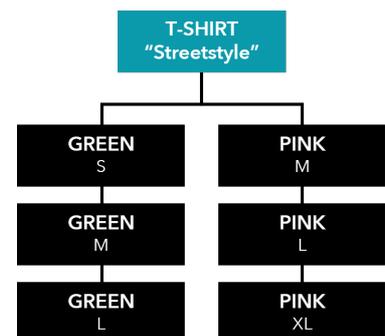


Imagine you are selling a t-shirt called "Streetstyle" via *Zalando*. The t-shirt comes in two different colours and several sizes. In this case, the individual size/colour combinations are referred to as articles, while the term product refers to the entire group of articles.

The product data contain information on characteristics that all of the product's articles share. The article data on the other hand are comprised of the information that distinguishes the articles from each other. Therefore, each of a product's articles (also called variants) has its own set of article data.



Our t-shirt "Streetstyle" is a v-neck made of cotton. We are selling a green and a pink version of it, each in several different sizes. Therefore, we have one set of product data and several sets of article data for our t-shirt. The product data contains information which applies to all variants ("v-neck", "100% cotton", the *Zalando* category "Shirts", ...). The sets of article data only contain the information that distinguishes articles from each other (in this case the size and colour).



PRODUCT	ARTICLE
<ul style="list-style-type: none"> ▪ Parent level ▪ Cannot be ordered by customers ▪ Information that is valid for all articles on child level <ul style="list-style-type: none"> ▪ Category ▪ Target group ▪ Season, etc. 	<ul style="list-style-type: none"> ▪ Child level ▪ Can be ordered by customers ▪ Variant information that is only valid for the respective article <ul style="list-style-type: none"> ▪ Article number, EAN ▪ Colour, size, etc. ▪ Price



All column headers in the master data CSV have prefixes: "p_" for product data or "a_" / "ap_" for article data.

2.2 PRODUCT COMPONENTS AND PRODUCT ATTRIBUTES

Product components and product attributes are two different types of information you can add to your products. We use the term **product properties** as a catch-all for product components, product attributes and some other data such as brand information. In TB.One, you can find your components under "Basic data > Properties > Components" and your attributes under "Basic data > Properties > Attributes".

Each component and attribute mainly consists of three parts:

1. The **designation** (i.e. the name of the component/attribute); it usually shows, what type of information the property in question contains (neckline, material, season, age group, ...).
2. The **import key**; the import key is used to reference a component or an attribute in the CSV file's column header (for components: "p_comp[key]"; for attributes: "p_tag[key]").
3. The **value**; you need to indicate a value for each component/attribute you add to a product. While the designation shows what type of information the component/attribute conveys, the value contains the information itself. As our t-shirt "Streetstyle" has a v-neck, it may need a component with the designation "Neckline" and the value "V-neck".

In the CSV-file, the values are listed in the table's rows.



We want to indicate, that our t-shirt "Streetstyle" has a v-neck and is part of our spring/summer collection. In the CSV, that would result in the following columns:

p_nr	...	p_comp[neck]	p_tag[season]{0}	p_tag[season]{1}
1123	...	V-neck	Spring	Summer

An overview and some examples:

COMPONENT	ATTRIBUTE
<ul style="list-style-type: none"> ▪ CSV column header: "p_comp[key]" ▪ Usually contain information that is visible to end customers in the shop ▪ Depending on the channel, components may be transferred exactly as indicated without mapping ▪ Each component may only take one value 	<ul style="list-style-type: none"> ▪ CSV column header: "p_tag[key]"; if the attribute takes multiple values, add a sequential number: "p_tag[key]{seqno}" ▪ Usually not visible to end customers in the shop ▪ Only transferred to the channel if mapped ▪ Attributes may take multiple values
<p>Examples:</p> <ul style="list-style-type: none"> ▪ Material (composition, lining, filling, insole, outer sole, ...) ▪ Care instructions ▪ Sleeve length ▪ Neckline 	<p>Examples:</p> <ul style="list-style-type: none"> ▪ Season ▪ Age group ▪ Gender ▪ Size register

3 IMPORT SETTINGS

Before you create your first import CSV file, you should check/adjust your import settings. These settings determine how you need to structure your file.

Your TB.One admin can configure the settings for CSV imports under "Admin > Import > Settings". Here, you can define the separators for columns, text, and decimals, as well as the character set. Please make sure that the structure of your CSV files matches those settings

CSV import

Separator ;

Text separator "

Charset Western European (Windows-1252/WinL; ▼)

XML import

No duplicate variants Reject products with ambiguous article variants

General settings

Decimal separator 1.000,00 (EU) ▼ (CSV imports)

Inherit product texts Always ▼ (Product designation, description and components)

Use the checkboxes in the section "Delete content that is no longer delivered during import" to configure what TB.One should do if information that was included in a previous import file is no longer present in the latest import.

Delete content that is no longer delivered during import

- Product components
- Media
- Attributes
- Attribute values
- Service logos
- Bullet points
- Cluster attributes

If you check any of the boxes in this section, the corresponding information will be deleted from your products/articles when it is no longer part of the import file.



Information will only be deleted if the corresponding product is part of the import file and the corresponding checkmark under "Delete content that is no longer delivered during import" is set.



Only delete content during the initial integration, never during live operation!

4 THE CSV-FILE

You are now ready to create your CSV import file. We recommend providing your entire set of product- and article data in one PANDA CSV file.

- The file should contain the data for all your channels (no separate files for individual channels)
- You will only ever need ONE combined up-to-date PANDA CSV file, even when you create/add new products and articles
- Check the channels' requirements in the [channel specific manuals/checklists](#) to make sure your file contains all the necessary information
- Name your import file "**PANDA_timestamp.csv**"; we recommend using the format "yyyymmdd_hhmmss" for your timestamps

The lists on the following pages show the most important product and article data columns in the CSV file. For a complete list of possible columns, please see [part 4b of the basic documentation](#).



Some of the column headers contain one or more of the following variables:

[key]:

The import key for a specific property (a component, an attribute, a media type, ...).

Most of these properties and their keys can be configured via the UI under "Basic data > Properties".

[channel-abbr] (also called "channel sign"):

Each channel you have booked has an abbreviated name (such as "zade" for *Zalando.de*). These abbreviations are used to show that the information in the respective column is channel-specific and only valid for the indicated channel. They are listed in the [channel-specific manuals](#) under "Characteristics of the Channel".

{seqno}:

You may need multiple instances of this column. Number the columns sequentially starting with {0}.

4.1 PRODUCT DATA COLUMNS

CONTENT	CSV COLUMN HEADER	ADDITIONAL INFORMATION
Product Number	p_nr	An identifier that is necessary for the import.
Brand	p_brand	Your brand information.
Common Noun	p_name_keyword	e.g. "T-Shirt", "Sweater", "Sneaker", "Backpack", ...
Proper Name	p_name_proper	e.g. "Basic", "Streetstyle", "Active", "Air Max", ... If no proper name is available, leave this column empty.
Description	p_text	Continuous text that describes the product; should not include information like colours, material, ...
Bullet Points	p_bullet{seqno}	Suggested: 3 to 5 bullet points; max 50 characters. You need a number of "p_bullet" columns equal to the maximum number of bullet points

CONTENT	CSV COLUMN HEADER	ADDITIONAL INFORMATION
		<p>transferred for a single product. Number the columns sequentially in curly brackets, starting with {0}.</p>
Keywords/Search Terms	p_keywords	<p>Add all keywords in one column and use commas to separate them.</p>
Product Components	p_comp[key]	<p>Please check the channel requirements (found in the channel-specific manuals) to find out which components you need.</p>
Product Attributes	p_tag[key]{seqno}	<p>Please check the channel requirements (found in the channel-specific manuals) to find out which attributes you need. If one attribute takes multiple values, provide them in separate columns. Use the same import key in square brackets and number the columns sequentially in curly brackets, starting with {0}.</p>
Cluster	p_cluster{0}	<p>Assign a cluster that contains detailed information about the channel category: "Men, Clothing, Chino", "Women, Ankle Boots", ..</p> <p>Indicate the cluster's import key in this column.</p> <p>In TB.One, you can configure your clusters under "Basic data > Classification > Cluster".</p>

4.2 ARTICLE DATA COLUMNS

CONTENT	CSV COLUMN HEADER	ADDITIONAL INFORMATION
Article Number	a_nr	The article's unique identifier.
EAN	a_ean	European Article Number; 13 digits.
Manufacturer's Article Number	a_prodnr	Unique identifier; may be identical to the article number or EAN.
Article Activation	a_active	General article activation; 1 = active / 0 = inactive
Channel Article Activation	a_active[channel-abbr]	Channel-specific article activation; 1 = active / 0 = inactive In order to sell an article on a channel, set both the general and channel-specific activation state to "active".
Variants	a_comp[key]	Indicate variant-forming components at the article level. Usually, colour and size are used; sometimes additionally length or cup size.
Retail Price	a_vk[channel-abbr]	The price displayed in the online shop.
Former Retail Price	a_vk_old[channel-abbr]	Used to show savings/discounts. Usage depends on the channel.
MSRP	a_uvp[channel-abbr]	Used to show savings/discounts. Usage depends on the channel.
Media	a_media[key]{seqno}	Indicate the images in separate columns. The [key] here refers to the media type. Each media type corresponds to a specific type of

CONTENT	CSV COLUMN HEADER	ADDITIONAL INFORMATION
		image (e.g. front view, back view, model image, ...).
Delivery Time	a_delivery	Delivery time in days.
Country of Origin	a_org_country	Use the ISO code to indicate the country.
Intrastat Number	a_intrastat	Especially important for cross-border trade.
Packing Pieces	a_pieces	Number of packing pieces.
<i>Packing Measurements in cm / kg:</i>		
Height	a_height	Height of the shipped package.
Width	a_width	Width of the shipped package.
Length	a_length	Length of the shipped package.
Weight	a_weight	Weight of the shipped package.

5 THE VALIDATOR

When your import CSV is complete, you should validate it. TB.One has an integrated validator you can use to check your file. You can find it at "Data exchange > Validators > CSV".

Click on "Browse", select your file, and click on "Upload file & validate".

Validators

CSV XML History

File📎 : No file selected. Use import settings ⓘ

Row number	Column number	Column name	Error
❗ 1			Das von Ihnen gewählte Trennzeichen ist nicht in der Datei vorhanden. Bitte überprüfen Sie Ihre Import-Einstellungen unter "Admin > Import > Einstellungen".
❗ 1			Es muss eine Artikelspalte vorhanden sein (a_nr, a_nr2, a_refid oder a_ean).
❗ 1			Es muss eine Produktspalte vorhanden sein (p_nr).

The validator checks if the file...

- complies with the naming conventions for CSV files
- is in the correct file format
- is structured correctly
- is importable

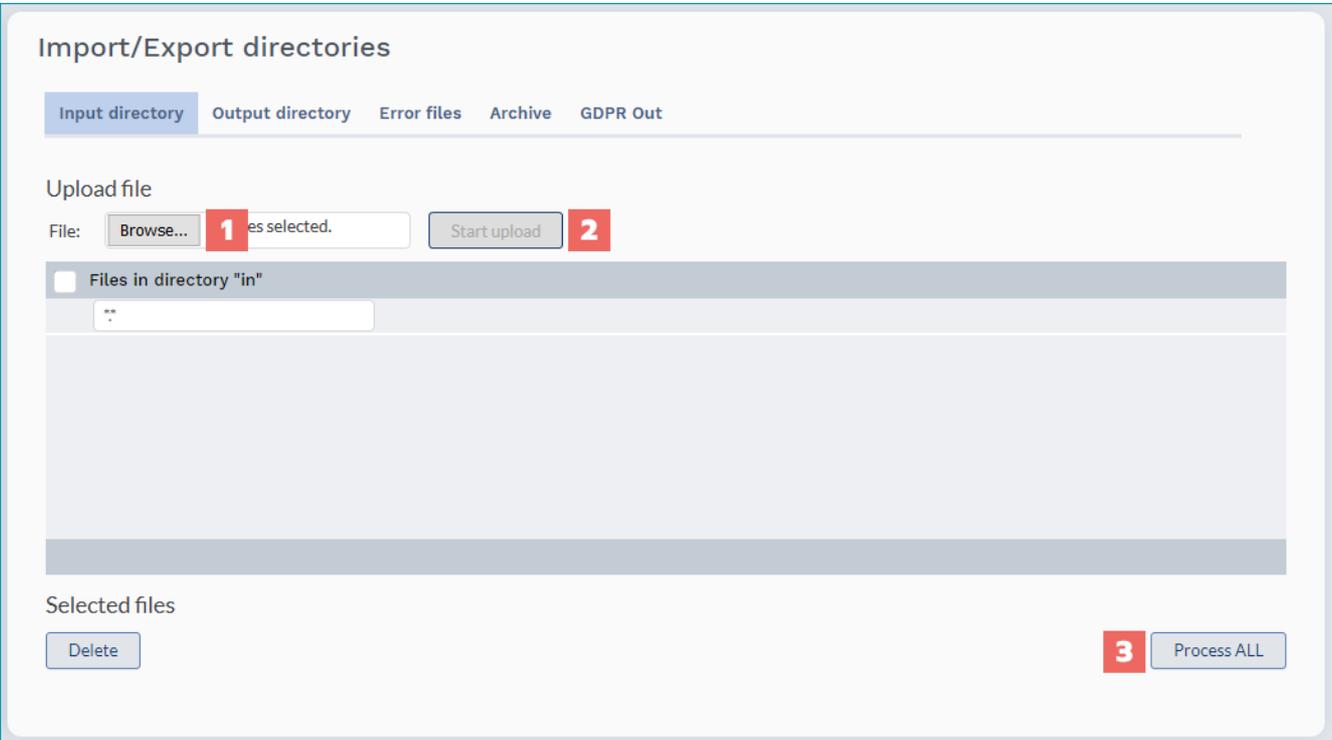
If there is something wrong with your file, the validator will show which rows and columns are affected and will display error messages. Review the messages, fix the errors and repeat the validation process until TB.One no longer finds any errors. Congratulations! You can now import the file. It will be moved to the directory "input".

6 MANUAL IMPORT

To manually import your PANDA CSV, go to "Data exchange > Directories > Input".

If the validator already has moved the file to this directory, it is shown in the list and you can proceed with step three.

1. Select your file via the "Browse" button.
2. Click on "Start upload". The file is now in TB.One's input directory but its contents have not been added to your product/article data yet.
3. Click on "Process All" to begin the data import. When the import is finished, TB.One moves your file to the "Archive" directory.



The screenshot shows the 'Import/Export directories' interface. At the top, there are tabs for 'Input directory', 'Output directory', 'Error files', 'Archive', and 'GDPR Out'. The 'Input directory' tab is selected. Below the tabs, there is an 'Upload file' section. It contains a 'File:' label, a 'Browse...' button (1), and a text field showing 'es selected.'. To the right of the text field is a 'Start upload' button (2). Below this is a section titled 'Files in directory "in"'. It contains a search bar with two asterisks. At the bottom of the interface, there is a 'Selected files' section with a 'Delete' button and a 'Process ALL' button (3).

If any errors occurred during the import, TB.One will create an error file in the directory "Error files". In that case, please review the error file and your import file to fix the problems. Then re-import the file.

More information on importing CSVs can be found in [part 4b of the basic manual](#). For more information on the archive, see the PDF "[Import: Archive and Errors](#)".

7 FAQ

7.1 HOW CAN I EXPORT SPECIFIC ARTICLES TO A CHANNEL?

You want to export some of a product's articles to a channel but not others? You can do that easily with the PANDA CSV.

Your CSV should contain two types of article activation columns:

1. One column titled "a_active"
2. ...and one or more columns titled "a_active[channel-abbr]". Please note that "channel-abbr" is a placeholder. In your CSV the column headers will contain the actual 4-character channel abbreviations/signs, such as "zade" for *Zalando.de* or "amde" for *Amazon.de*.

These columns may contain the values

- 1 (=activated)
- 0 (=deactivated)

If "a_active" is not set to "1", the corresponding article will not go live on any channel. The column "a_active" works like a switch you can use to deactivate the article entirely.

Set "a_active[channel-abbr]" to "1" to activate the article for the corresponding channel. Only if both "a_active" AND "a_active[channel-abbr]" are set to "1", will the article be activated on that channel.



We want to sell our product "T-shirt Streetstyle" on *Zalando.de* (zade) and *Amazon.de* (amde). The activation columns for each of the product's articles are configured differently.

a_active	a_active[zade]	a_active[amde]	Exported?
1	1	1	Article is exported to <i>Zalando.de</i> and <i>Amazon.de</i>
0	1	1	Article is not exported to any channel
1	0	1	Article is exported to <i>Amazon.de</i>
1	1	0	Article is exported to <i>Zalando.de</i>



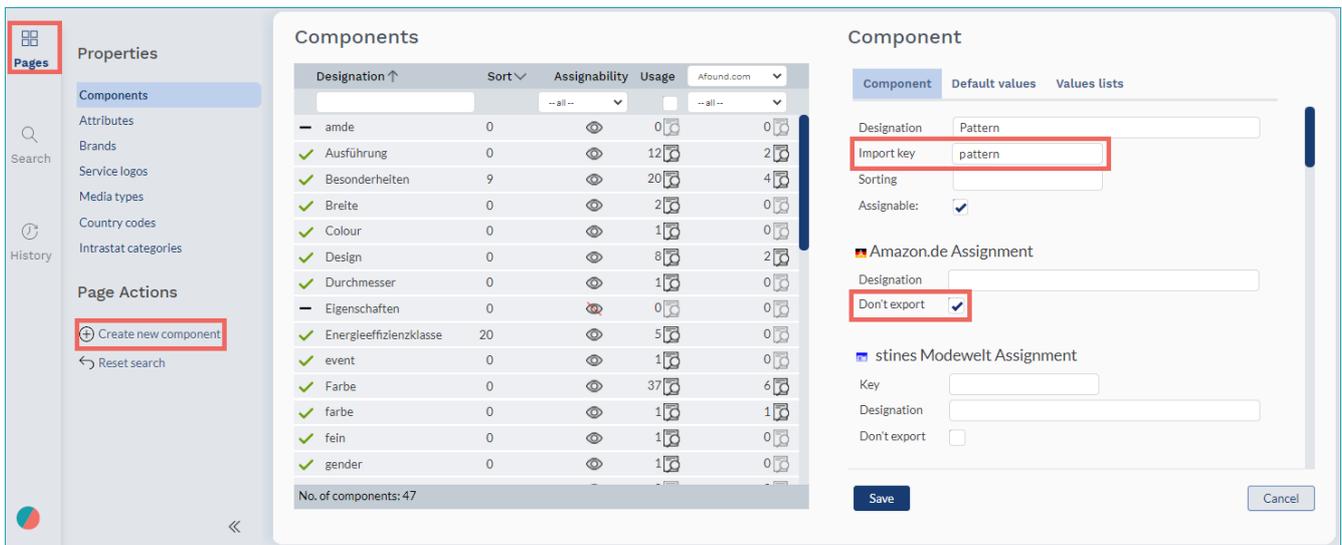
Excluding an article (or the entire product) from the import will not deactivate it. To do so, you need to set its activation state to "0".

You can find more information on the channel-specific article activation process [here](#).

7.2 HOW TO ADD MORE INFORMATION?

There are multiple ways of providing additional information about your articles to the end customers via a PANDA CSV. You can either use additional bullet points ("**p_bullet{seqno}**"), or extend the description text ("**p_text**"). If you want to add channel-specific information, you should use components to do so ("**p_comp[key]**").

If your system is already live and you want to use a new component for an additional piece of information, go to the menu "Basic data > Properties > Components" to create your component. Click on "Create new component" on the "Pages" tab in the left navigation bar and assign an import key for your CSVs. If the component is only relevant for some of your channels, make sure to check the box "Don't export" for all other channels.



Designation ↑	Sort ↓	Assignability	Usage	Afound.com
amde	0		0	0
Ausführung	0		12	2
Besonderheiten	9		20	4
Breite	0		2	0
Colour	0		1	0
Design	0		8	2
Durchmesser	0		1	0
Eigenschaften	0		0	0
Energieeffizienzklasse	20		5	0
event	0		1	0
Farbe	0		37	6
farbe	0		1	1
fein	0		1	0
gender	0		1	0

No. of components: 47

Component Configuration:

- Component: Pattern
- Import key: pattern
- Sorting:
- Assignable:
- Amazon.de Assignment:
 - Designation:
 - Don't export:
- stines Modewelt Assignment:
 - Key:
 - Designation:
 - Don't export:



In the CSV file, columns for additional components could look like this:

p_comp[sustainability]	p_comp[sleevelength]	p_comp[pattern]
Organic cotton	Short sleeves	Polka dot
	Short sleeves	Striped
	No sleeves	

If a component is not relevant for one of your articles, just leave the column empty in the respective row.

Please note that you cannot add components for a specific channel only. The components themselves, however, can be configured to be exported to certain channels only (see above).

7.3 HOW CAN I SET A DISCOUNT?

Prices are configured via three columns:

- a_vk[channel-abbr] = retail price
- a_vk_old[channel-abbr] = former retail price
- a_uvp[channel-abbr] = MSRP

If the value in the field "a_vk" is lower than the value in "a_vk_old" or "a_uvp", many channels will display the former retail price or the MSRP crossed-out next to the current retail price. Which value is used to create the crossed-out price depends on the channel.

If you decide to reduce the price of one of your articles, just indicate the new price in the column "a_vk" and the former price in the column "a_vk_old". The column "a_uvp" should only contain the manufacturer's suggested retail price.



Which column is used to display crossed-out prices differs from channel to channel. While *Zalando* uses the column "a_vk_old", *AboutYou* uses "a_uvp".

Consult the [channel-specific manuals](#) to find out if your channels display crossed-out prices, and which column they use.

The variants Green/XL and Pink/S of our t-shirt "Streetstyle" are performing worse than others on *Zalando* and *Amazon*. Therefore, we decide to reduce their price from the MSRP of 29.99 to a discounted price of 15.99. In the import file, the columns containing the prices now look like this:

a_vk[amde]	a_vk[zade]	a_vk_old [amde]	a_vk_old [zade]	a_uvp[amde]	a_uvp[zade]
29.99	29.99	29.99	29.99	29.99	29.99
29.99	29.99	29.99	29.99	29.99	29.99
15.99	15.99	29.99	29.99	29.99	29.99
15.99	15.99	29.99	29.99	29.99	29.99

In this example, the columns "a_uvp" are filled in for both channels, although the channels don't process the values they contain. The values in those columns would be ignored during the export from TB.One to the channels. You could also leave the columns empty instead, or not include them in the CSV file at all.

7.4 HOW CAN I DELETE ARTICLES OR SPECIFIC INFORMATION?

During live business:

- You cannot delete any articles or pieces of information during live business via the PANDA file.
- If you need to delete any of your data, please contact your Solution Delivery Manager or Tradebyte Support
- If you need to change existing data, use translations (see [here](#) and [here](#)) or create new components



Do not remove any products/articles or data during live business!

During the initial integration:

- You don't need to consult your Solution Delivery Manager to delete information during the Brand Readiness Phase
- Make sure to set the checkbox for the information in question in the section "Delete content that is no longer delivered during import" under "Admin > Import > Settings"

Delete content that is no longer delivered during import

- Product components
- Media
- Attributes
- Attribute values
- Service logos
- Bullet points
- Cluster attributes

- You can then either delete the column entirely if you want to remove the information from all products/articles or remove the entries from individual rows

7.5 HOW CAN I ADD A CHANNEL?

You should not create a separate file for the new channel's data. Just add new columns to your existing PANDA CSV.

- Add a new column "a_active[channel-abbr]" with the correct 4-character abbreviation (channel sign) for your new channel (e.g. "zade" for *Zalando.de*; see the [channel-specific manuals](#))
- Use this column to activate articles for the channel by entering a "1" or to deactivate them by entering a "0"
- The column "a_active" (without a channel abbreviation) has to be set to "1" as well, otherwise your article will not be activated on any channel



In addition to *Zalando* and *Amazon*, we now also want to offer the best selling variant of our t-shirt "Streetstyle" on *OTTO Market* as well, so we add the column "a_active[otdm]" and activate the article by entering a "1" (marked in red).

a_active	a_active[zade]	a_active[amde]	a_active[otdm]
1	1	1	1
0	1	1	0
1	0	1	0
1	1	0	0



Do not forget to add new columns for channel-specific prices ("a_vk[channel-abbr]", "a_vk_old[channel-abbr]", "a_uvp[channel-abbr]"). You can find more information about these columns [here](#) ¹⁶.

7.6 DO I HAVE TO CREATE SEPARATE PANDA FILES PER COLLECTION OR CHANNEL?



You should always provide your master data in ONE file. Do not separate your data by collection or channel. You can add new products, articles, and channels (and new properties they might require) to the existing PANDA CSV file.

There are two cases where other files are used:

1. Indicating or updating stock numbers:

Provide your stock numbers in a separate CSV file named "ARTICLE_stockup.csv". If you use TB.One's default setup for stock numbers (without multiple storage facilities), you only need two columns in this file:

Either "**a_nr**" or "**a_ean**" to reference the articles (your choice), and "**a_stock**" for the stock numbers themselves.

2. Indicating or updating prices:

You can use a separate CSV file to indicate or update prices. The file should be named "ARTICLE.csv" (you may also include a timestamp: "ARTICLE_yyyymmdd_hhmmss.csv").

Include the columns "**a_nr**" or "**a_ean**" to reference the article, and as many instances of the following columns as you need for your channels: "**a_vk[channel-abbr]**", "**a_vk_old[channel-abbr]**", "**a_uvp[channel-abbr]**"

7.7 WHEN WILL MY UPDATES BECOME VISIBLE IN THE SHOP?

Updating your master data does not directly trigger an update of the data in the channels' shops. Instead, the channels' information is updated at regular intervals, the timing and frequency of which depends on the channel in question (e.g. *Zalando* updates the catalogue once a day). Consult the [channel-specific manuals](#) (chapter "Data exchange times") to find out when and how often the information is updated.