

Data & image requirements & integration options

for **neto**



Data: The foundation of digital commerce

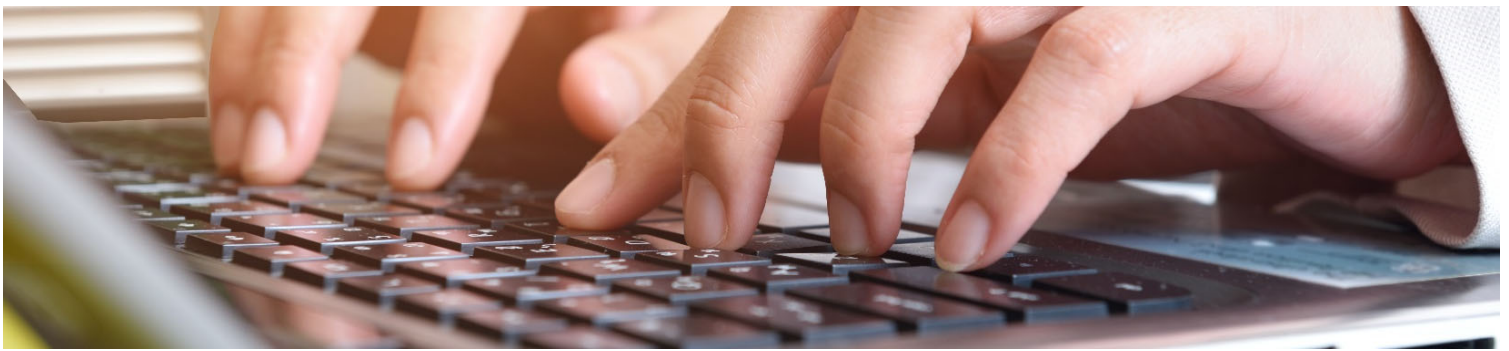
Data is the unseen force that makes ecommerce possible. Poorly structured, inaccurate or incomplete data will severely hamper your online business growth. Our experience with many online merchants over the years has persistently demonstrated that success eludes those who do not pay attention to the quality, accuracy and completeness of their product data and how it is structured.

Data requirements for ecommerce

Below are the core data requirements to setup and run an ecommerce business. Each of the below data points should exist in separate fields for each product. Often the most convenient way to prepare or present product data is in a spreadsheet. For import into Neto, each spreadsheet row must contain relevant data for a single SKU only. Other platforms may require a different format, but the same data.

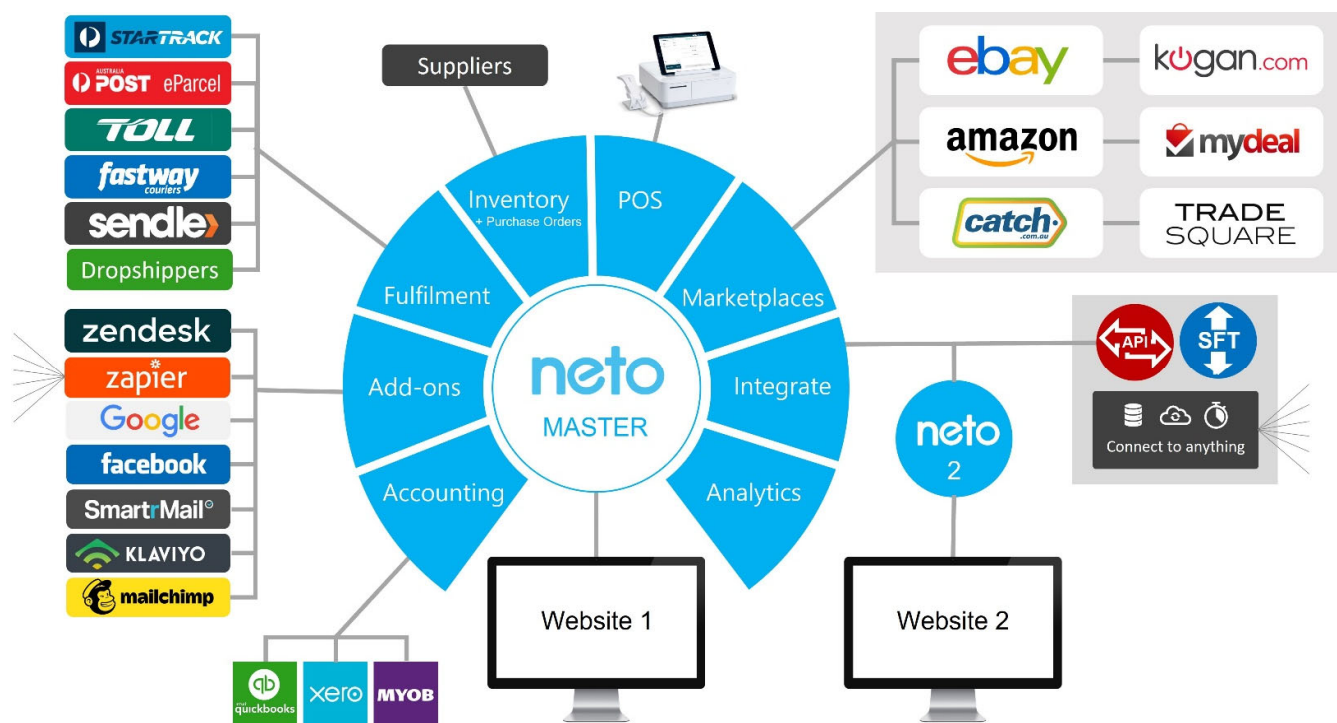
- Product data
 - o **SKU code** - must be unique for each product, limited to 25 alphanumeric characters plus single dashes or underscores only, other punctuation will be converted to dashes
 - o **Parent SKU** - if it is a variation/child SKU, so the system knows where it belongs
 - o **Title** - should be in Title Case, not all uppercase
 - o **Subtitle** (optional)
 - o **Brand** (if relevant)
 - o **Barcode** (if a valid barcode exists)
 - o **Part or model number** - where it differs from the SKU code
 - o **Specifics or attributes** - such as colour, material, style, size. Needs to be concatenated into type:value pairs for import into Neto.
 - o **Description** - plain text is recommended as some channels limit or block HTML
 - o **Weight** - kg recommended, packed weight for shipping calculations

- Dimensions - must be consistent measurement (eg: mm, cm, m):
 - Height
 - Length
 - Width
- Pricing:
 - **Cost Price** – so your cost of goods sold and gross profit can be calculated
 - **RRP** - if one exists, must comply with Australian legal requirements
 - **Selling price** - may be different prices for different types of customers
- **Categorisation:**
 - All products must be assigned to leaf level categories only. Multiple categories are allowed. Correct format for bulk import into Neto is:
Category > L1 subcategory > L2 subcategory > L3 Subcategory ...etc
- **Images** – should be cropped square and ideally 1000 x 1000 pixels or larger with the product isolated on a clean white background. Images can be imported into Neto via any of the 3 following methods:
 - Bulk upload from valid URLs. URLs must be in separate columns of the spreadsheet and be in the same row as the SKU they belong to. Upon upload, Neto will fetch the image file from the source URL and store it on the platform server associated with your account.
 - Bulk upload via ImageDrop. The filename of all images must be an exact match for the SKU to which they belong. Where there are multiple images, they need to be arranged into separate folders so they can be uploaded in bulk to the corresponding image slot in each SKU record, eg: Main, Alt-1, Alt-2, Alt-3 etc.
 - Manual drag'n'drop directly into each SKU record. This is the only method available if neither of the above methods are possible.
- **Fitment categorisation** (for automotive parts & accessories) where the product is compatible with specific vehicles or motorcycles. The format required is the same as for categorisation above, but may not always be practical to include as part of an initial product dataset, especially when the product might fit hundreds of different models.
- Additional data fields may be required in some cases, or where various sales channels require something not covered above, such as marketplaces. Creation of custom SKU fields allows for greater flexibility for front-end webstore functionality and customer experience.



Unified commerce for multichannel control

The native functions and features of our Neto platform mean less third-party plugins and fees, and less chance of disparate systems conflicting with each other. By taking a holistic unified commerce architecture approach, Neto opens up possibilities unmatched by other ecommerce platforms. It is an all-in-one multichannel solution which allows single view and centralised control of multiple channels and functions within a single dashboard, including unlimited products, users and warehouses across multiple websites, marketplaces, physical point-of-sale registers, fulfilment, shipping carrier label printing and manifesting, online purchase ordering from suppliers, dropship ordering, accounting integration and reporting.



Migrating or importing data

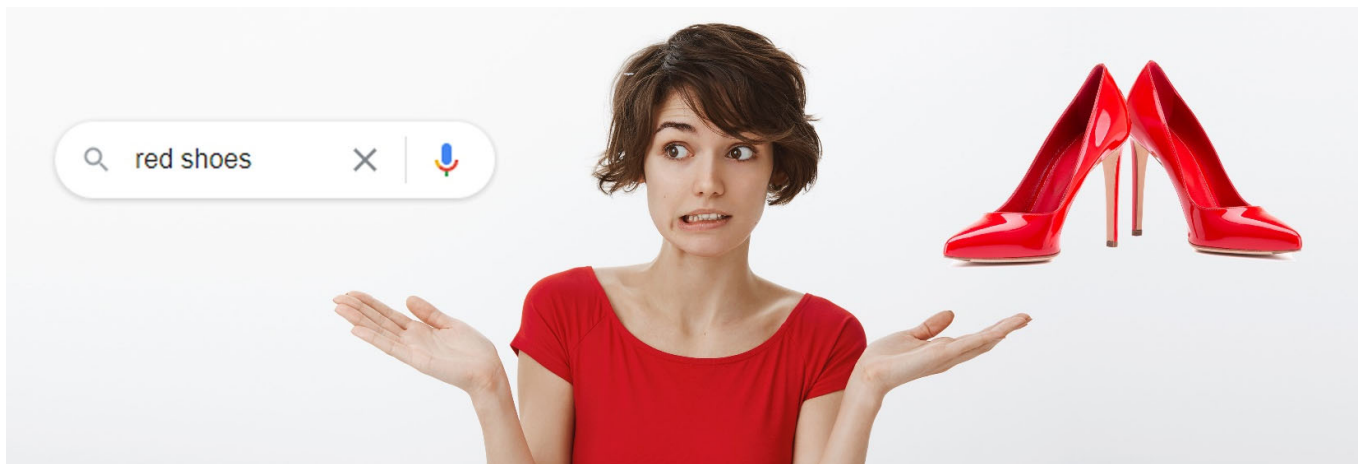
Data can be migrated or imported into Neto via any of the following methods:

- **Manual file upload** – CSV files manually imported by the merchant using Neto's convenient import wizard
- **Automatically** – data can be fetched automatically based on a schedule where a CSV file or XML feed exists on a web-available **HTTP** or **FTP** server location, with or without password credentials. Fields in these import files are pre-mapped to the relevant data fields:
 - o Supplier can host CSV file/s on their own server and the file be fetched automatically
 - o Supplier can push CSV file/s to your Neto server space and the platform fetch the file automatically

- Where a supplier cannot host or push a CSV file and instead emails it periodically, an import template can be configured to allow a manual 2-click import of the file each time it is available (ie: received via email).
- **Full API integration** – Neto's API facilitates background data integration where the supplier's system supports it. API integration requires specialist development which is more costly than other methods, but provides a more seamless data flow typically without any manual intervention required.

Thought-driven commerce

Unlike traditional bricks'n'mortar retailing, ecommerce is demand driven and therefore relies on product data existing that will match the words a customer will intuitively think to search for. For example, you or your supplier might say the colour of a product is 'blush', but the chances of anybody going to search for 'blush' is almost zero. If the product looks red, it needs to have the word red associated with it in a structured way so search can include it in results when a customer searches for something red. In the below example, the customer is looking for red shoes, so they will enter 'red shoes' into search in Google or on your website. If every pair of shoes you have that are even vaguely reddish are not displayed, those products will be missing out on the chance of being purchased, and the customer will be deprived of a full review of what you have available that might suit what they want. This means data sourced from a supplier may still need further structuring or optimisation to support your ecommerce objectives.



ZELLIS is a leading specialist for multichannel and multi-website commerce. We design, build and launch webstores and unified commerce solutions for retailers and wholesalers that deliver an intuitive and engaging customer experience, driving conversion and sales for your business, both online and in-store. Visit our website for more information and speak to us today about your ecommerce or multichannel vision.