PM USA Scan Data Retail Reporting Requirements

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Business Resources

Altria
Altria Group
Distribution Company

Servicing:
Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Nu Mark

PM USA Scan Data Retail Reporting Requirements Overview

As a part of the PM USA 2015 Retail Leaders Program, Retailers who choose to provide PM USA transaction-level scan data ("Scan Data") may receive an incentive for meeting requirements. Altria Group Distribution Company ("AGDC"), on behalf of PM USA, will collect Scan Data from participating accounts. Participation in the PM USA Scan Data Incentive is optional. See highlights below:

- Retailers must submit Scan Data for all PM USA SKUs

- Submissions must be made weekly in accordance with the PM USA 2015 Retail Leaders Agreement ("Agreement")

- Scan Data will be used to validate PM USA Retail Price Promotion participation

- Exception reports will be provided to participating accounts in an effort to identify potential opportunities

This Scan Data Retail Reporting Requirements package explains how to provide data to be in compliance with the Agreement, including technical specifications

Getting Started

InRhythm, Inc. will provide data management services to AGDC to assist with the processing of Scan Data. InRhythm, Inc. will manage the set-up, data collection and transmission processes. Retailer's steps for the set-up process are below:

1. Review participation requirements in this document and in the Agreement

2. Review file format specifications

3. Communicate your intent to provide Scan Data to your AGDC representative

4. Contact InRhythm, Inc. to begin the set-up process and discuss any technical questions (contact information is listed on page 25 of this guide)

5. Produce a test file and send the test file to InRhythm, Inc.

6. InRhythm, Inc. will confirm the data file and transmission processes meet program requirements

7. Ensure appropriate resources are available to produce and transmit Scan Data files weekly

Data Request Overview

All required data fields can be found in the technical resources section of this guide. Below is a summary of the required data fields. To participate in the PM USA Scan Data Incentive, you must be able to provide the following data:

- Store profile information (Name, address, etc.)
- Transaction time and date
- A unique transaction ID
- UPC Code and description
- Product quantities & selling prices
- Multi-Pack discounts (if applicable)
- Account-funded discounts (if applicable)
- Loyalty fund discounts (if applicable)

Submission Process & Confidentiality

All Scan Data submitted by Retailer will become the property of PM USA.

PM USA, its affiliates and Agents, and their respective employees will hold confidential all Scan Data submitted by Retailer.

PM USA, its affiliates and Agents will not use or disclose to any third party any such Scan Data without the prior written consent of Retailer; provided, however, that

- (a) PM USA may include account-specific Scan Data in presentations to that particular account;
- (b) PM USA may use and disclose Scan Data for any purpose, provided that such Scan Data is stripped of all information that would specifically identify Retailer as the source of the Scan Data;
- (c) PM USA may disclose to any PM USA affiliate, or to any agent or independent contractor of PM USA (including without limitation employees, attorneys, consultants, and accountants), any Scan Data, information or materials provided by Retailer to PM USA, any PM USA affiliate, or its respective agents or independent contractors (including without limitation employees, attorneys, consultants, and accountants); and
- (d) PM USA or any PM USA affiliate may disclose any Scan Data, information or materials provided by Retailer as may be required by law, regulation, rule, order, or legal, judicial, or administrative process, or in an effort to cooperate with governmental authorities.

Technical Resources

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General Requirements

Retailers that choose to provide Scan Data are required to provide such data in a specified standard file format, which is described in detail in this guide. Below are the general requirements:

- All submitted data must be transaction-level without any aggregation

- Data must be submitted weekly

- Retailers must provide all PM USA SKU transactions

- SKU/UPC descriptions as well as store profile information must be accurate and identifiable

- Chain accounts should provide only one data file containing transactions for all participating retail stores within the chain

Data Format

File Type

- Data must be submitted as a delimited text file using the PIPE ("|") as the delimiter
- Negative values must have a leading minus sign ("-") (Ex. -4.95)
- Dollar value fields must contain a decimal point and two digits to the right of the decimal point (Ex. 45.99)
- Each item in a transaction should be reported as a separate record except in the event that the purchase is for the same exact SKU, for the same exact price, with the same exact discount(s) per unit (EX. 2 pack of Marlboro Gold Box, each for 5.99, each with no discounts applied)

File Name

- Each submitted data file must be named per the following structure: [Account/Chain Name week ending date]
  - Example: a chain account named Quick Gas submitting data for the week ending 11/12/2008 would name the file: QuickGas20081112
  - Example: an independent account named Stop N' Shop #5 submitting data for the week ending 11/12/2008 would name the file: Stopnshop20081112

Required Fields Overview

Below is a list of the fields included in the standard file format. A detailed explanation of each field can be found in the following pages.

Field	Field	Field
Required Fields:	13. Manufacturer Name	26. MFG Deal Discount Amount ONE
1. Management Account Number (Chain), Retail Control Number (Independents)	14. SKU Code	27. MFG Deal Name TWO
2. Week Ending Date	15. UPC Code	28. MFG Deal Discount Amount TWO
3. Transaction Date	16. SKU/UPC Description	29. MFG Deal Name THREE
4. Transaction Time	17. Unit of Measure	30. MFG Deal Discount Amount THREE
5. Transaction ID Code	18. Quantity Sold	31. Final Sales Price
6. Store Number	19. Consumer Units	*Optional Fields:*
7. Store Name	20. Multi-Pack Indicator	32. Store Telephone
8. Store Address	21. Multi-Pack Required Quantity	33. Store Contact Name
9. Store City	22. Multi-Pack Discount Amount	34. Store Contact Email
10. Store State	23. Account Funded Discount Name	35. Product Grouping Code
11. Store Zip + 4 Code	24. Account Funded Discount Amount	36. Product Grouping Name
12. Category	25. MFG Deal Name ONE	37. Loyalty ID/Rewards Number

Required Fields Detail

As a control mechanism, the very first line in the data file MUST contain the following values separated by the pipe delimiter: **1)** The total number of records, **2)** The total quantity sold, and **3)** The sum of the Final Sales Price field

Field	Type	Max Field Length	Description	Example
1. Management Account Number (Chain), Retail Control Number (Independent)	Integer	10	A five digit management account number(Chains), or a six digit Retail Control number (Independents). This number is unique to AGDC systems and will be provided to you by your AGDC representative.	12345
2. Week Ending Date	Date	8	The last calendar day of the time period associated with data submitted in each file. Data should be submitted weekly for transactions through Saturday of the submission week. (YYYYMMDD)	20141227
3. Transaction Date	Date	8	The actual date for a transaction record. (YYYYMMDD)	20141224
4. Transaction Time	Alpha	8	The actual time of a transaction. Time must be reported in 24-hour format.	18:25:46
5. Transaction ID Code	Alpha	50	A unique identifier from your system that allows separate identification of each individual purchase transaction. Note that a transaction with multiple distinct items purchased would be repeated within the file with both items as separate records, but with the same transaction ID Code.	1234567809

Required Fields Detail

Field	Type	Max Field Length	Description	Example
6. Store Number	Alpha	10	This identifier is a code or number that uniquely identifies a single retail store within a chain. The Store Identifier must be unique for a given retail store and should remain assigned to that store. Independent accounts may not have a store number; in this case, this field may remain blank.	101
7. Store Name	Alpha	50	The name of the retail store. The name may or may not include the store number.	Quick Gas #101
8. Store Address	Alpha	60	The physical street address of the retail store. Multiple short address lines can be concatenated with a space between them.	123 Main St PO Box 37
9. Store City	Alpha	50	The name of the city in which the retail store is located.	Richmond
10. Store State	Alpha	2	The State in which the retail store is located. This State code should be no more than two characters.	VA
11. Store Zip + 4 Code	Integer	10	The valid nine digit ZIP+4 code in which the retail store is located (with hyphen)	12345-0000
12. Category	Alpha	20	An identifier, unique to your systems, used to define the type of product sold. For example CIG, cigarette, cigs, etc.	CIG
13. Manufacturer Name	Alpha	20	The name of the manufacturer of the SKU/UPC sold, as reported by your systems. For example PM USA, Philip Morris, etc.	PM USA

Required Fields Detail

Field	Type	Max Field Length	Description	Example
14. SKU Code	Alpha	50	This identifier is a code or number that uniquely identifies a SKU in your chain or retail store. **It may or may not be same value as the UPC Code.** For example, If your internal system manages tobacco product pricing by State you may have a different SKU number for the same UPC.	SKU1123
15. UPC Code	Alpha	14	The UPC (GTIN, EAN, PLU) assigned to the SKU by the manufacturer. This code must be reported in either a 8, 10, 12 or 14 digit format.	00701375101920
16. SKU/UPC Description	Alpha	50	The description of the SKU/UPC as reported by your system.	Marlboro Gold KS Box 20
17. Unit of Measure	Alpha	20	The description of the form in which the product was sold as reported by your system. For example: Carton, Each, Pack, Cigar, Box, Sleeve, Can, Case, etc.	Carton
18. Quantity Sold	Numeric	10	The number of units sold of the stated Unit of Measure. For example, if the Unit of Measure is carton, the Quantity Sold would show the number of cartons sold. This value can be negative if a product is returned. A negative value should be reported as zero-filled with a leading minus-sign. (Ex. -4.95)	1

Required Fields Detail

Field	Type	Max Field Length	Description	Example
19. Consumer Units	Integer	10	The number of individual consumer units for the UNIT OF MEASURE. Consumer units equal '1' for each pack of cigarettes, each can of moist smokeless tobacco or each individual cigar. For example, if the unit of measure is a carton and one carton was purchased, the value reported would be 10.	10
20. Multi-Pack Indicator *	Alpha	1	"Y" or "N" indicating a transaction with a account funded discount offered for purchasing multiple units.	Y
21. Multi-Pack Required Quantity *	Integer	1	The number of Consumer Units required to be purchased to qualify the transaction as a Multi-Pack transaction. **NOTE:** When reporting sales of this type of item, you must report the actual number of units sold and **NOT** the "number of deals" sold. For example, a "Save $0.50 when you buy two" promotion would have a quantity of 2.	2
22. Multi-Pack Discount Amount *	Numeric	10	The total discount provided given the number of units sold in the transaction. (See the Multi-Pack Reporting page for a complete explanation)	0.50
*** Please see the Multi-Pack reporting page for additional details and examples**				

Required Fields Detail

Field	Type	Max Field Length	Description	Example
23. Account Funded Discount Name	Alpha	20	The name of an account funded discount program. This field may be blank if no account-funded discount is provided. **NOTE:** This field should not include discounts for Multi-Pack purchases, or discounts provided as a result of a manufacturer funded promotion; these discounts will be represented in other fields.	Sale
24. Account Funded Discount Amount	Numeric	10	The dollar amount of an account funded discount, excluding any sales taxes. Any discount reported in this field should be reflected in the Final Sales Price field.	0.50
25. MFG Deal Name ONE	Alpha	20	Determined by the manufacturer and the participating account, this field is used to identify a discount provided in support of a **manufacturer funded** promotion. This discount may be a coupon, a promotion provided as part of a trade program, an account specific price promotion supported by the manufacturer, or other discount type. This field excludes all national PM USA Special Price promotions or Marlboro Performance Option resources.	PM USA Loyalty Fund
26. MFG Deal Discount Amount ONE	Numeric	10	The dollar amount of the manufacturer funded discount applied to the Quantity Sold amount. Any discount reported in this field should be reflected in the Final Sales Price field.	1.00

Required Fields Detail

Field	Type	Max Field Length	Description	Example
27. MFG Deal Name TWO *	Alpha	20	The function of this field is identical to MFG Deal Name ONE, to be used in the event that multiple manufacturer funded discounts are applied to a single transaction.	Coupon
28. MFG Deal Discount Amount TWO*	Numeric	10	The function of this field is identical to MFG Deal Discount Amount ONE, to be used in the event that multiple manufacturer funded discounts are applied to a single transaction.	0.50
29. MFG Deal Name THREE *	Alpha	20	The function of this field is identical to MFG Deal Name ONE, to be used in the event that multiple manufacturer funded discounts are applied to a single transaction.	B1G1F
30. MFG Deal Discount Amount THREE *	Numeric	10	The function of this field is identical to MFG Deal Discount Amount ONE, to be used in the event that multiple manufacturer funded discounts are applied to a single transaction.	0.00
31. Final Sales Price	Numeric	10	The dollar amount paid by the consumer. Any and all discounts should be reported in the appropriate fields and reflected in this dollar amount. This value should not include sales tax.	45.99
Please see the Discount Reporting page for further detail and examples				

Optional Fields Detail

Field	Type	Max Field Length	Description	Example
32. Store Telephone	Integer	10	The retail store telephone number if available. No hyphens, special characters or leading numbers.	1235551212
33. Store Contact Name	Alpha	20	Retail store contact (manager) name.	Mary Smith
34. Store Contact Email	Alpha	50	Retail store contact (manager) e-mail.	qg101@quickgas.com
35. Product Grouping Code	Alpha	10	An account defined code or number assigned to a product.	CIG20
36. Product Grouping Name	Alpha	20	The description of the Product Grouping code or number.	Cigarette Discount 20s
37. Loyalty ID/Rewards Number	Alpha	20	Loyalty or "rewards" number of the customer making a purchase.	123456AD

Fields 32 through 37 must be present in the data file, but may remain blank if you choose not to provide this information. These fields may be beneficial during the cleansing and mapping process to identify a retail store if data provided in the required fields is insufficient. Because of this, it is highly recommended that you provide the information requested.

Multi-Pack Reporting

To accommodate different Point of Sale (POS) systems, the reporting of Multi-Pack transactions can be accomplished in three ways. As a reminder, except when a transaction includes items that are the same (Ex. same SKU, same discount, same Final Sales Price), items must be reported as separate records with the same transaction ID.

Three options are available to report Multi-Pack purchases. For the below examples, a purchase of two identical packs of Marlboro was made, and a "save $0.50 when you buy two" discount was applied. The options show how the data would be reported in the select fields. Each row represents a different record in the submitted file.

	Transaction ID	Consumer Units	Multi-Pack Indicator	Multi-Pack Quantity	Multi-Pack Discount
Option One	1111111111	2	Y	2	0.50
Option Two	2222222222	1	Y	2	0.25
	2222222222	1	Y	2	0.25
Option Three	3333333333	1	Y	2	0.00
	3333333333	1	Y	2	0.00
	3333333333	0	Y	2	0.50

Discount Reporting

Pricing reflected in the Scan Data will be used to validate PM USA Price Promotion participation. Failure to accurately report discounts, whether using the discount field or through comparison of the Final Sales Price of select PM USA SKUs, may result in the failure of pass-through requirements for SPP and MPO participation.

Any account-funded discount OR manufacturer-funded discount should be reported as a discount using fields 23 through 30, as appropriate. Some examples of this discount are as follows:

- $1.00 off per pack to move inventory or discontinue an item
- Per pack discounts supported by a Business Enhancement Funds election
- $0.75 off per pack coupon

Data Submission Requirements

Test File Submission

- During set-up, retailers are required to send a data file reflecting up to two weeks of transactions for testing purposes. Retailers should work with InRhythm, Inc. to ensure the data format and fields are readable, provide the required information and satisfy all requirements.

Reporting Period

- Scan Data must be provided for all PM USA transactions within each participating store every week
- Each weekly data file should contain all transactions beginning Sunday and ending through Saturday of that week

Submission Details

Ongoing Submissions

- Scan Data must be submitted weekly
- File must be submitted by Tuesday of the following week, for all transactions during the previous week ending date (Saturday)

Resubmissions

- Scan Data must be resubmitted when errors are discovered or data is missing
- Retailer must resubmit Scan Data that was previously reported incorrectly or not previously reported, no later than 10 days after the Tuesday submission deadline
- The name of a resubmitted Scan Data file should indicate a new version
- Retailers must notify InRhythm, Inc. in the event a file is resubmitted
- Resubmitted data will overwrite the previous data file, so ensure **ALL** PM USA transactions are included in any file resubmission (not just corrected PM USA transactions)

Late Submissions

- Data submitted more than 10 days after the end of the applicable transaction period will be considered late
- Late submissions will not be used to validate participation in any promotion and will result in a loss of promotional resources

Submission Infrastructure

To send Scan Data files to InRhythm, Inc, a Web Portal and FTP site have been created. Files less than 10MB can be uploaded using the Web Portal. All other files should be uploaded using FTP. ALL data files and supporting documentation should be zipped.

Web Based Portal and FTP Submissions

- InRhythm, Inc. will provide participating accounts with an account name and password to access both the FTP site and Web Portal

Data Status Communications

- Error and status reports for each submitted file will be provided via the Web Portal.
- An email will be sent to the primary technical contact each week with a link to the Web Portal to review any errors; contact information for a retailer's technical contact should be provided at the time of set up.
- For questions regarding the status of submissions, contact inRhythm, Inc.

Submission Infrastructure

Web Based Portal Submission

- For files less than 10MB
- **https://pos.posscandata.com/posscandata/login.aspx**

FTP Submissions

- For files greater than 10MB
- **ftp://ftp.posscandata.com/**
- An account will be able to access previously submitted files. When uploading a file with an identical name, the older file will be replaced; ensure naming conventions are properly followed.

Contact Information

For questions regarding file format requirements, submission parameters and other technical details contact technical support using the information below. For all other questions contact your AGDC representative. Please include your Retail Account Number and/or Management Account Number and contact information with any correspondence.

- Technical Support

    POS Scan Data Help Desk

    855-342-8426

    HelpDesk@POSScanData.com

- Business Support

    Please contact your AGDC representative