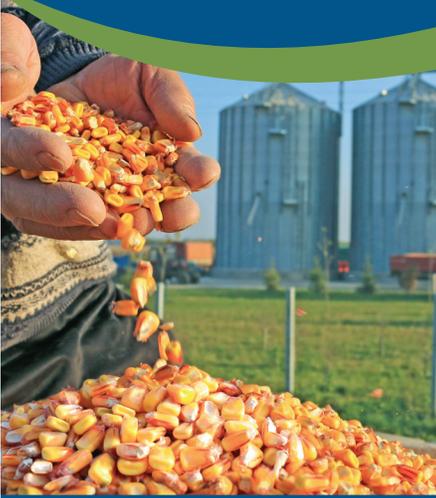


Sales Reporting File Format



Benefits of Using the Sales Reporting File Format

- One Simple, Standard File Format For Sales Reporting
- Free & Available for Public Use
- Broad Industry Support
- Create Files Manually in Microsoft Excel
- Create Files Automatically with Minimal Effort
- Supports Industry Standard Identifiers GLN, GTIN, UOM
- Leverages Ag Industry Identification System (AGIIS)



Sales Reporting: Improve Efficiency with AgGateway Sales Reporting File Format

Tired of spending too much time creating different sales reporting spreadsheets for all your suppliers? AgGateway has developed an industry standard flat file format for sales reporting that is easy to use and widely accepted in the agriculture industry. Take advantage of this new standard to reduce the cost of reporting sales to manufacturers and suppliers.

The Challenge

If you talk to retailers and small-to-medium distributors the choices for sales reporting in the past were to implement B2B integrations or to create dozens of custom spreadsheets, each with a format specific to the manufacturer or supplier. In many cases these smaller organizations don't have the IT staff or budget to implement B2B integrations. They have been forced to create dozens of custom spreadsheets for sales reporting, which is time consuming and error prone.

A Standard File Format for Reporting Sales in the Agriculture Industry

The Solution

Major retailers, distributors, manufacturers and software vendors in the AgGateway community banded together to define a standard flat file format for sales reporting that is widely supported throughout the agriculture industry. In addition, it supports the use of standard industry identifiers such as GLNs, GTINs and Units of Measure. If you need to create sales data manually, the standard includes a Microsoft Excel template, User Guide, and a Specification. For those with modest IT capabilities, your staff can easily implement software tooling to generate this one file format and satisfy the needs of dozens of manufacturers, suppliers and distributors.

The Benefits for Sending Party

Retailers and small-to-medium distributors benefit from the broad adoption by manufacturers and software providers. The ROI is clear:

- **Easy to implement**
- **Reduced manual data entry**
- **Improved data accuracy**
- **One format that satisfies the needs of dozens of manufacturers**
- **Faster processing of rebates/incentives**
- **Use of standard identifiers reduces errors (GLNs, GTINs, UOM).**

The Benefits for Manufacturers and Software Providers

By supporting this standard format, manufacturers and suppliers benefit from a broad base of retailers and distributors who can easily support this format. The result: greater adoption, fewer formats to support and faster go-lives. For software providers it means fewer formats to support and less implementation work for sales reporting integrations.

Sales Reporting File Format

[continued]

"By adopting this standard, we expect to reduce manual data entry and see fewer errors in our sales reporting – resulting in labor savings, time savings and a faster turnaround on our rebates."

- Jeff Griffeth, Innovative Business Solutions Manager, Co-Alliance

AgGateway is a non-profit organization focused on helping growers, retailers and their supply chain partners manage complex data by providing ways to enable efficient data transfer and management. More than 230 member companies are now engaged (see member list at "About Us" on www.AgGateway.org).

AgGateway's member-led councils currently represent eight industry segments: ag retail, grain and feed, seed, crop protection, crop nutrition, precision agriculture, specialty chemical, and data solutions providers (Allied Providers). **Find out more today!**

www.AgGateway.org

Member.Services@AgGateway.org

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The image shows the AgGateway logo and a Microsoft Excel spreadsheet titled "AgGateway Sales Reporting File Spec (3/20/11) (1) (Microsoft Excel)". The spreadsheet contains a table with columns for ProductID, ProductType, ProductName, ProductQuantity, and ProductCode. It also includes a table for Data Types and a table for Required/Optional fields. The spreadsheet is used to define the file format for sales reporting.

The Specification

The file format specification is delivered in a user friendly Microsoft Excel spreadsheet complete with instructions, column definitions, sample data and a template that can be used to manually generate a file. In addition, it provides guidance for the receiving party on how to interpret the data and how it relates to data commonly found in the AgGateway Open Standard XML message used for Product Movement Reporting (e.g., sales reporting and more). The file format uses tab as a delimiter to avoid problems with commas in the data. It also requires mandatory column names in the first row to assist with testing and viewing of data files in Microsoft Excel.

The User Guide

The user guide is an approachable document written for the layman. It provides an overview of the target use model, high level file format details, and guidance for those creating files manually from Microsoft Excel.

Next Steps

If you're not using this standard format, it's time to start. The user guide and specification are simple and approachable. Your IT staff can download the user guide and specification from the AgGateway website at AgGateway.org/eConnectivity/eConnectivityTools/SalesReportingFileFormat.

If you need help getting started, AgGateway's Member Services team is available by phone and email (below). In addition to answering questions they can point you to trusted software providers and consultants that can get you up and running quickly. If your business partners or software providers do not support the format, send them this fact sheet and tell them you'd like to see them support it as soon as possible. Both parties will benefit from using this standards-based solution for sales reporting.

AgGateway
Collaboration for eConnectivity