PRODUCT DATA ACQUISITION TOOL (PDAT) USER GUIDE

A Guide to the PDAT, Associated Work Flow & Product Data Requirements

June 30, 2011

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Introduction

General Information

This guide was made possible thanks in large part to the work of a hearty band of intrepid beta testers. Pep Boys would like to thanks them for their extra time, effort and thoughtful input. Many thanks to the good people of:

Cequent	Kenwood
Dayco	Lucas Oil Products
Federal Mogul	Mother's
Great Neck	Standard Motor Products

About This Guide

This document is divided into two sections:

1. **How it Works**
   This is a screen by screen reference for getting around and using the PDAT website, as well as an explanation of the overall workflow for editing, submitting, and occasionally resubmitting, your product data.

2. **Product Data Reference Guide**
   This is a grid listing each data point we're requesting along with detailed specifications, including:
   - Field name
   - Notes explaining what we're looking for
   - Examples of what we're looking for
   - Whether or not it's required
   - Required format
   - The corresponding PIES # in case your product data is PIES compliant (please refer to the PIES 6.2 Release Guide for further details)

Who Should I Contact…?

…About my Product Data?
Questions about the specific products that should be included on the file and/or the data you're providing, please contact your respective Category Manager.

…about using the PDAT web-site?
For questions about how to use the site, login issues, problems exporting and importing data, editing data, uploading digital assets and all technical issues, please contact:

Molly Beach
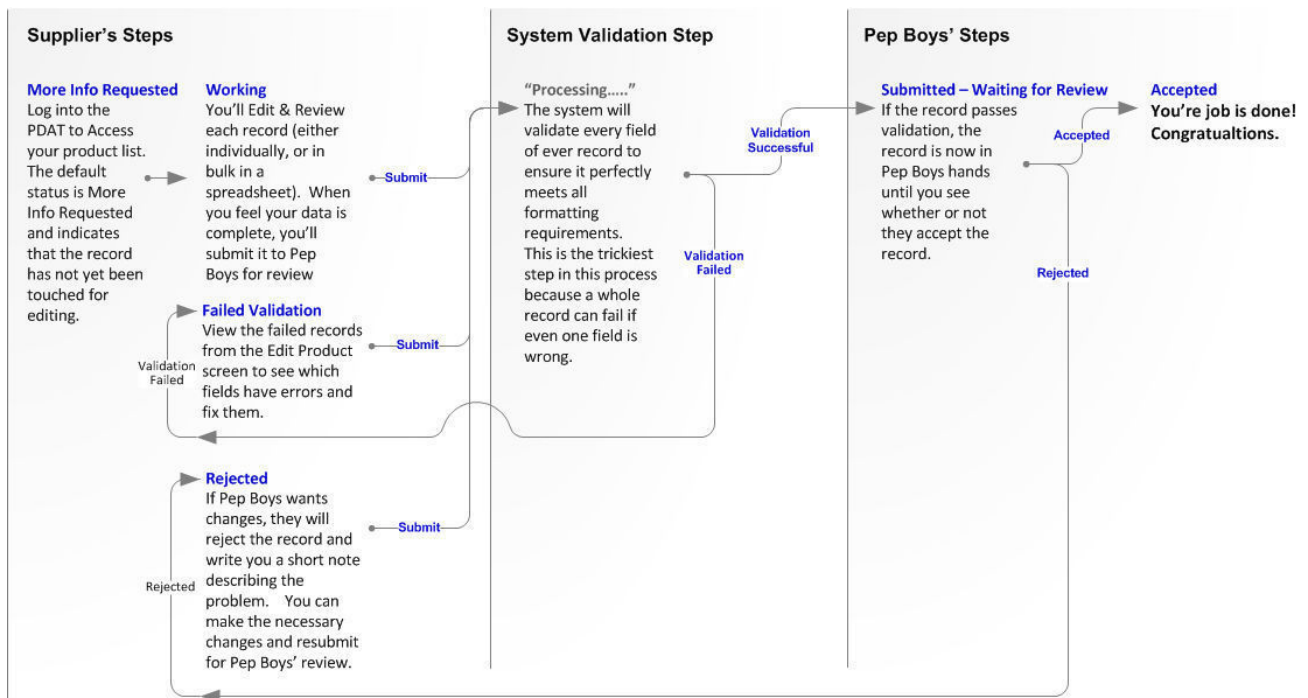Assistant Category Manager
molly_beach@pepboys.com
215-430-9149

Note: If you don't reach Molly directly, we strongly recommend you follow it up via email. Especially for those of you on the West Coast, email is the most reliable way to reach Molly after business hours Eastern Time.

Section 1 – How it Works

The PDAT Work Flow

Since Pep Boys already carries your products in its stores, we aren't starting from scratch. Rather, this effort will start with what we already have (like Part numbers and Long Description) and ask you to supplement them with the kind of user centered information that helps drive a purchase decision online such as detailed descriptions, features and benefits, specifications and attributes and, of course, images.

Below you'll see a diagram describing the steps you go through in this process. Note that the blue titles in the diagram below correspond to the status of a record at each step in the workflow. See Appendix A for a larger version of this diagram.

Supplier's Steps

More Info Requested
Log into the PDAT to Access your product list. The default status is More Info Requested and indicates that the record has not yet been touched for editing.

Working
You'll Edit & Review each record (either individually, or in bulk in a spreadsheet). When you feel your data is complete, you'll submit it to Pep Boys for review

Submit

Failed Validation
View the failed records from the Edit Product screen to see which fields have errors and fix them.

Validation Failed

Submit

Rejected
If Pep Boys wants changes, they will reject the record and write you a short note describing the problem. You can make the necessary changes and resubmit for Pep Boys' review.

Rejected

Submit

System Validation Step

"Processing....."
The system will validate every field of ever record to ensure it perfectly meets all formatting requirements. This is the trickiest step in this process because a whole record can fail if even one field is wrong.

Validation Successful

Validation Failed

Pep Boys' Steps

Submitted – Waiting for Review
If the record passes validation, the record is now in Pep Boys hands until you see whether or not they accept the record.

Accepted

Rejected

Accepted
You're job is done! Congratualtions.

Product Data Templates

Since Pep Boys carries a wide variety of products, we've created different data templates to accommodate the wide variety of attributes associated with different types of products. For example, cold cranking amps is a key data point for Batteries, but certainly not for Seat Covers. In an effort to simplify this process as much as possible for our vendor partners, we've associated every product in our catalog with a specific data template that only asks for data relevant to that product. If you sell Seat Covers, we're not going to ask you about cold cranking amps; likewise and if you sell batteries, we're not going to ask you about color or fit.

If your company supplies Pep Boys with several different types of product, you'll see that they are categorized by data template. Moreover, when you export and import data for bulk editing in a spreadsheet, you'll be asked to do so *by template*. This is key because the number and type of data columns vary by data template.

If you feel that your product is in an incorrect data template, let us know. There's nothing you can do about it, but we at Pep Boys can correct the record later. Go ahead and complete the record as best you can so that it will pass validation and be accepted by our system, even if it forces you to enter data that doesn't apply to your product. Then notify your category manager and he or she can fix the record later once it's in our merchandising system.

Below is a list of all the unique data templates established for this effort. While it might seems like a substantial list, parts suppliers will quickly notice that it favors non-application products. For those products not covered by a specific template, we've also provided a General Product template.

General Product	Fuel Treatments	Plug Wires	Stereos
	Gauge Kit	Polishing Cloths & Wax	Storage Nets
Air & Fuel	General Purpose Sprays	Applicators	Sub Woofers
Amplifiers	GPS	Portable	Tachs & Accessories
Body Protection	GPS Accessories	Power Converters /	Tie Downs & Straps
Boost	Hitches	Inverters	Tips
Car Alarms	Installation Accessories	Prepaid Phones	Tire Cleaners & Shines
Carburetors	Installation Kits &	Pyrometers	Trailer Balls
Carpet	Accessories	Remote Starters	Transmission
Decals & Graphics	Interior Cleaners	Roof Top Carriers & Bags	Truck Boxes
Device Holders	Jacks	Rubber	Volt Gauge
Driving Assistance & Back-up Safety	License Plate Frames & Covers	Safety Tapes	Water
Drying	Mufflers	Sanding	Waxes & polishes
Exhaust	OE Touch up & Sprays	Satellite Radio	Wheel Cleaners
Exhaust Accessories	Oil	Seat Covers	Wheel Covers
Exhaust Systems	Oil- YMME	Shocks & Struts	Wheels
Fabrication Components	Organization	Speakers	X Pipes & Y Pipes
Fashion	Pinstripes	Splash Guards	
		Spring Kits	

Edit Products - Your PDAT Dashboard

Upon logging into the PDAT, you'll land on the **Edit Products** page. This is your dashboard for viewing and managing all your product data. You'll see that all your products are preloaded into the tool. Here's a guide to the controls available on this page.

Export and Import Files
If you have more than 100 products with Pep Boys, we recommend exporting your data to a spreadsheet so you can edit them in bulk offline. When you're ready to submit them to Pep Boys, just import them again.

Submit to Pep Boys
When a record is ready for Pep Boys review, you will select it and press this button. Note! once you submit a record it's locked from further edits, so be sure it's ready.

View
A quick, but non-editable, way to review a record, including its digital images. Great for final check prior to submitting to Pep Boys.

Edit
A form for editing each data point manually. Great for last minute changes.

Link to Frequently Asked Questions

Link to PDAT User Guide

Filtering
Allows you to customize the view of your products by filtering for specific **Data Templates** or **Statuses**

Sorting
Each column header allows you to sort the whole list by that that data point. Click once and the data sorts one direction. Click it again and it resorts in the opposite direction.

Status
Tells you the status of that product.

Data Template
We've established different templates for different types of products, so you'll only be asked for data relevant to your products.

Editing Data in Bulk

Because many of Pep Boys suppliers manage catalogs of thousands of items, we knew from the beginning that we would have to provide a method for editing product data in bulk. We recognize that you probably already have the data we're looking for, it's just likely to be in a slightly different format (which you did for some other merchant!). So we've tried to give you the simplest possible way to reformat what you already have.

Exporting Data

This step is easy. Just navigate to the **Export** page (pictured below), scan the list of Data Templates (most of you will only see one) and click one of the links to "Export to file." The system will immediately download the file to your computer in CSV (Comma Delimited) format. Be sure and save it in a location you'll remember on your system! Then simply open the file with Excel.
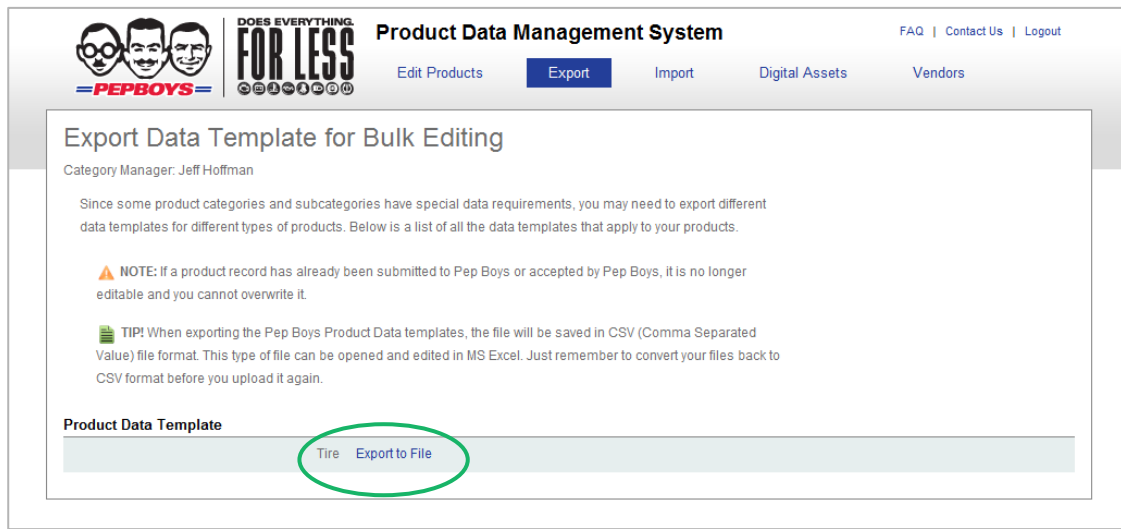
Note! Once you open the file, if you scroll all the way to the last pre-populated column to the right, you'll see it's labeled "**DO_NOT_TOUCH**". Please heed that warning. It's there to prevent a known bug that will impede the import process.

Now you're free to gather all the requested information.

Multiple people within an organization editing the same data

This is relatively simple if the data can be divided by rows so that one person can own whole records. You are welcome to split your list of products up by rows, giving one set of products to one person, and another set to someone else. Then each person can edit and import their products separately. There's no requirement that all your products stay in the original single document.

Unfortunately, it's more challenging when multiple people have to edit the same record. In that case we strongly recommend setting up a clear hand off process from one person to the next.

Importing Data

This step is a little trickier. When you re-import your data, the system runs a basic validation on every field of every record and, if there's a problem with one field, the whole record will fail. Therefore, we've provided some Do's and Don'ts below to help you navigate this process.

Do's

- **Do save your document in CSV (Comma delimited) format** again before attempting to import it. With your document open in Excel, just go to "File" > "Save as" > and select "CSV" from the list of available file types.

- **Do be prepared for the upload to take some time**. During the upload process, the system will be doing a basic validation on every field.   If you have less than 100 products in the list, it should seem instantaneous (depending on the bandwidth at your end of the pipeline). However, if you have hundreds or thousands of records, it can take quite a while to upload.

- **Do a test upload.** Our beta testers strongly suggest you do a test with just 1 – 3 products to test your data's compatibility. Since the upload process can take a while, it really irritating to wait several minutes for the upload and then realize that all your files have failed because you forgot a required data point.

- <mark>**Best Practice!** Consider going ahead and submitting a few sample records to your Category Manager so you can review them together to make sure the information meets their expectations prior to loading all of your SKUs.</mark>

Don'ts

- Don't worry about the file name. The system is literally extracting the data out of the file so the file name won't matter.
- Don't attempt to upload one Product Template where another is supposed to go. If you have products that fall under more than one template, be careful to upload them to the proper slots on the Import page.

<mark>**NOTE:** If you're using Access, be careful to note the extension that Access places on the file name.   Even when you expressly save a table in CSV format, Access may still put the wrong extension on the file.</mark>

Once the system is finished processing the upload, the page will display a report showing you:

- How many records were imported successfully which you can then view on the Edit Products page to double check your work.
- How many records failed import, broken down by reason
- The SKU numbers of the records that failed import so you can troubleshoot them offline.

Troubleshooting Import Failures

At this point in the process there are only a few reasons why a record would filed.

- The template is incorrect
- Field level validation failed
- A record is a duplicate of another record
- The file is not in CSV format

Here are a few examples of why field level validation can fail:

- A required field is empty
- A field has too many or too few characters
- The columns have been rearranged from their original sequence.

If you're having trouble, contact Molly Beach at molly_beach@pepboys.com for help diagnosing the problem.

Uploading Photos and Other Digital Assets to Pep Boys FTP Server

Pep Boys has created a dedicated server for accepting photos and other digital assets from suppliers. Although some information about your digital assets is included in the data template (such as file name), the actual assets themselves must be uploaded separately to Pep Boys Digital Asset Server via File Transfer Protocol (**FTP**).

If you don't already have one, you will need to download an FTP Client program to your computer.   Here are three FREE options that we recommend:

- **Smart FTP:** http://www.smartftp.com
- **FTP Voyager**: http://www.ftpvoyager.com/download/
- **Filezilla**: http://filezilla-project.org/

A step-by-step guide for uploading files to an FTP server:
1. Open up the FPT client program and log into it using the credentials provided on the Digital Assets page of the PDAT. Credentials are specific to each supplier so you must be logged into the PDT to view them.

   Note! You will be asked to grant Pep Boys permission to use any assets you provide before the system will give you access to your FTP credentials.

2. Once you've successfully logged into Pep Boys FTP server, you should see the destination folder our system has created for your company.
3. Open Windows explorer, and navigate to the photos and PDFs files you want to upload.
4. Select them and simply drag and drop them into the destination directory within the FTP client.

   Note! Do not upload files inside a zipped file. This will make it impossible to check them afterwards inside the tool.

That's it! Depending on how many files you're uploading, this process and can take quite a while. We recently tested three different size image files on a T1 connection. Below are the upload times:
- 100K file - 1 - 2 seconds
- 1 MB file - 12 - 20 seconds
- 4MB file - 20 - 35 seconds

Now imagine you've got 50 images to upload. That can easily take 1/2 hour to complete. That's ok; it shouldn't disrupt other activities on your computer.

Final Review and Submit to Pep Boys

Once your data template has been successfully re-imported into the system, **and** your digital assets have been uploaded to the FTP server, your final task is to review your product records one last time. To do this, go the Edit Product Page and click on either the View or Edit links for each of your products.

Do's
- **Do confirm that your data uploaded correctly** and that everything is displaying *where* you expected them. For example, the Features / Benefits copy is in the Features / Benefits fields and *not* in the Marketing Description field.

- **Do read through your copy** to check for
  - Spelling or grammatical errors
  - Any special characters that might have gotten mangled in the translation.
- **Do confirm that your photos and PDFs uploaded correctly** and are being accurately associated with the correct product. You can do this one of two ways:
  - From the Edit Products page, click the "Edit" link to navigate to the Edit Page for that record. Scroll down to the Digital Assets section and click on the "View / Test" link
  - From the Edit Products page, click the "View" link to open the Record view pop-up. Scroll down to the Digital Assets section and click on the file name.

Don'ts
- **Don't click "Submit to Pep Boys" until you are *truly* finished editing your records**.

  Note! The system will lock the record when it's in this status so that Pep Boys can have time to review it without you making changes on your side.

When you're finished, submit your records to Pep Boys for Review. You can do this one of two ways:
1. From the Edit Products page, A) select either one or multiple records by clicking the checkbox on the left side of the page and then B) click the "Submit to Pep Boys."

2. From the Edit Page for a specific product record, click the "Submit for Review" button.
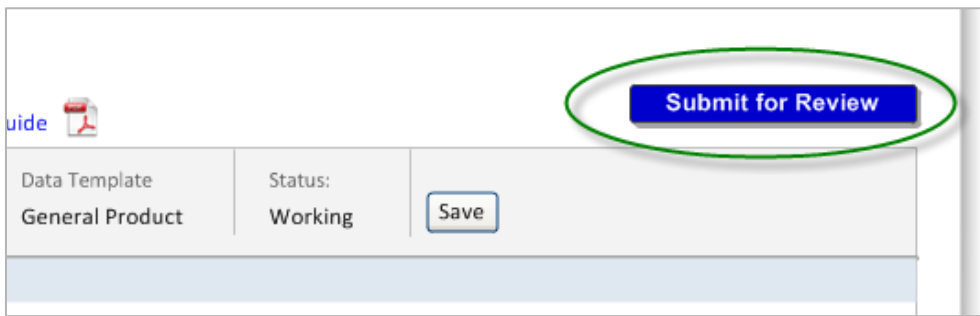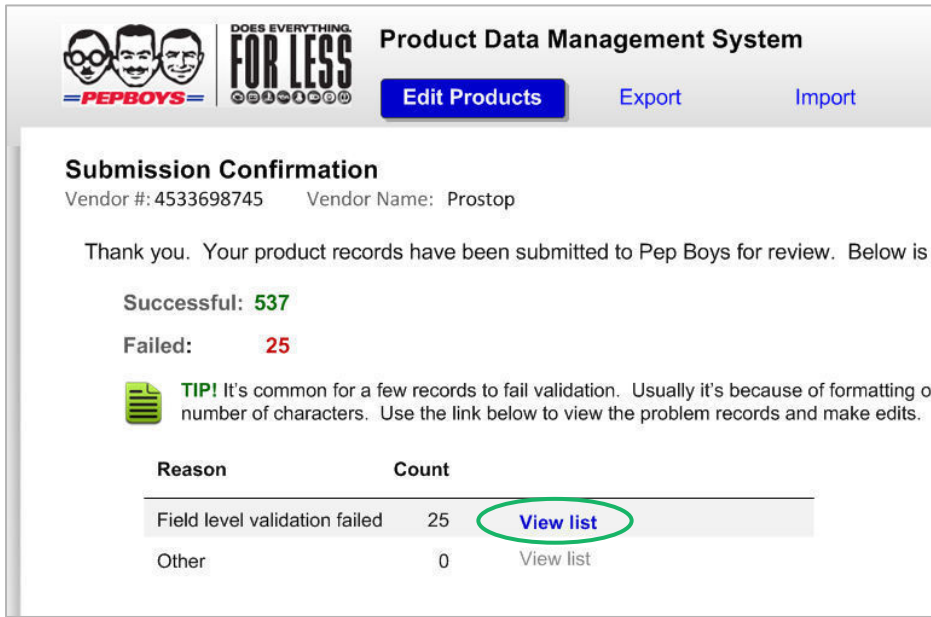

System Validation

This step is similar to the Import step in that there are several opportunities for things to go wrong. But the good news is that, this time the tool will be able to show you what went wrong.

When you submit your records as described above, the system will do another field level validation of every record and it will be more vigorous than it was for the import process. Note that because this is happening on our servers, it shouldn't effort your system in anyway.

Note! System Validation can take time.   Although it takes less than a second for each record, if you have thousands of records, it can add up. 10,000 records can take up to an hour and 15 minutes to process. Do not interrupt the process.

When complete, the Submit Confirmation page illustrated below will appear.
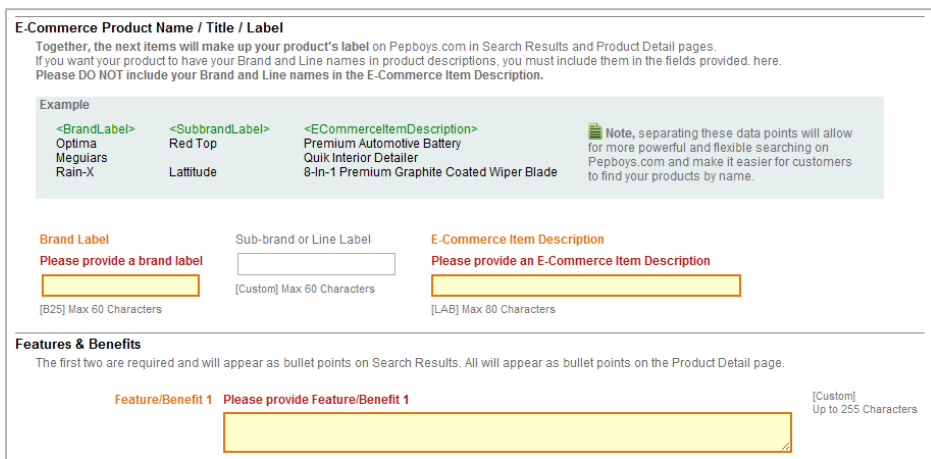
In this example, 537 records were submitted successfully, but 25 records failed.
The next step would be to view those records individually to see which fields were in error.

To do that, click on the link to "View list." This will take you to the Edit Products page, filtered to only display records with the status of "System Validation Failed." From there you can view each record individually by clicking the "View" or "Edit" links.

The individual record will clearly indicate which fields have errors.

From here you can edit those fields and then resubmit, either one at a time, or all together when you are finished.

Pep Boys Review

At this point, your Pep Boys Category Manager will see that your products are "Waiting for Review." After reading through your submission and checking your photos, they can do one of two things:

- **Accept** the record – in which case, Congratulations! One product done!!
- **Reject** the record – in which case it comes back to you for changes. The system unlocks records in the "rejected" status so you are free to make further edits. Much like when system validation fails, you can choose to make your edits one at a time, or wait and edit all your rejected records at one time.

The good news is that at least there's a way to find out why the record was rejected. A Category Manager has the option to write a note explaining their decision which you can access from a link in the status column of the Edit Products page (see example below).

Section 2: Product Data Reference Guide

The following pages will list each of the fields within the PDAT file. If a PIES # is provided, it means that fields is compliant with PIES Specifications. If your data is set up to be PIES compliant, then our system should accept that data without a problem.

E-Commerce Product Name / Title / Label

Together, the next the fields will make up your product's label on Pepboys.com in Search Results and Product Detail Pages. If you want your product to have your Brand and Product Line names in product descriptions, you must include them in the fields provided here.

Data Point			Specs			
PDAT Field	**Notes**	**Examples**	**Required or Optional**	**Format**	**Character Length**	**PIES #**
Brand Name or Label	This is your brand name. This will make up part of your product's label on Pepboys.com in Search Results and Product Detail Pages. If you want your product to have your Brand and Line names in product descriptions, you must include them in the fields provided.	Rain-X Meguiars Bosch Hankook Dayco	**Required**	Text (alpha-numeric)	60 characters	B25
SubBrand Label	Sometimes called Product Line or Model Name, this field is optional.	Latitude	Optional	Text (alpha-numeric)	60 characters	Custom
E-Commerce Item Description	This is the description of the item itself. Please DO NOT include your Brand and Line names in the E-Commerce Item Description.	8-In-1 Premium Graphite Coated Wiper Blade	**Required**	Text (alphanumeric)	80 characters	LAB

Here are three examples of how these fields work together to make up your product's full name.

<BrandLabel>	<SubbrandLabel>	<ECommerceItemDescription>
Optima	Red Top	Premium Automotive Battery
Meguiars		Quik Interior Detailer
Rain-X	Lattitude	8-In-1 Premium Graphite Coated Wiper Blade

Here are some Do's and Don'ts when editing these three fields:
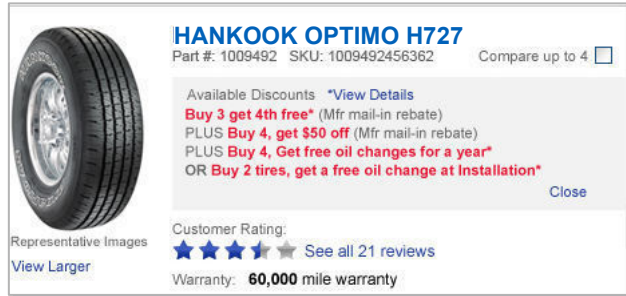
Do's
- Place your brand name and Sub-brand or Product line name in the fields reserved for them. Separating these data points will allow for more powerful and flexible searching on pepboys.com and make it easier for customers to find your products by name.
- Capitalize each word

Don'ts
- Don't include your Brand and Line names in the E-Commerce Item Description field.
- Don't write in ALL CAPS.
- Don't abbreviate. We've build this system and our site to handle long names.

And here are some examples of how to do it right and some typical pitfalls.

Right	Wrong
ProStop Platinum Front Brake Pads Part #: 1009492 SKU: 924563624669	**ProStop Platinum ProStop Platinum Front Brake Pads** Part #: 1009492 SKU: 924563624669
	The user placed the Brand and SubBrand names in the both the correct fields *and* in the E-Commerce Item Description field so they are repeated.
ProStop Front Brake Pads Part #: 1009492 SKU: 1009492456362	**F ProStop Brk Pads** Part #: 1009492 SKU: 1009492456362
	Needless abbreviations. Our new system accommodates any length of product description.
Hankook Optimo H727 Part #: 1009492 SKU: 1009492456362	**HANKOOK OPTIMO H727** Part #: 1009492 SKU: 1009492456362
	Brand, SubBrand and E-Commerce Item Description are in ALL CAPS.

Product Descriptions

Do's
- Do capitalize the first word of each Feature / Benefit.
- Concentrate on describing what differentiates your product from the competition.

Don'ts
- Don't be shy. We have lots of room to tell consumers everything they need to know to make the purchase decision.
- Don't write in ALL CAPS.
- Don't capitalize every word.
- Don't put all your Features/Benefits in one field. We've provided 12 fields , one for each bullet point.
- Don't use these fields to describe the basic attributes of the product such as measurements or speed rating.

PDAT Field	Notes	Examples	Specs			
			Required or Optional	Format	Character Length	PIES #
Features & Benefits	These are your opportunity to differentiate your product from the competition on the same page. We've provided slots for up to 12 Features / Benefits. The first two are required and will appear on both Search Results and the Product Detail page. All will appear on the Product Detail Page. They should be entered in order of importance.	• Named #1 Beam Blade by leading consumer product magazine • Synthetic rubber squeegee resists cracking in extreme temperatures	**A minimum of 2 are required,** the rest are optional	Alpha-numeric (text)	255 characters each	Custom
Marketing Description	Since this is an unassisted sale, think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product?	The Rain-X Latitude® Wiper Blade contours to the unique curvature of your windshield to provide even wiping pressure along the full length of the blade. The Rain-X Latitude® Wiper Blade offers ultimate visibility in rain, sleet and snow.	**Required**	Alpha-numeric (text)	2000 characters	MKT
Manufacturers Description	This field allows you to describe your company, it history, track record,	Dayco Products, LLC, a division of Mark IV Industries, is a leader in research and design, manufacturing and distributing of a broad range of belts, hose, tensioners and pulleys for the automotive, trucking, construction, agricultural and industrial markets.	Optional		2000 characters	Custom
What's Included	Sometimes called "Package Contents," use this field when describing the contents of packaging - when applicable.	XDVD710 multimedia receiver, remote control, iplug adapter, mounting hardware and warranty	Optional		1500 characters	Custom

Product Attributes

			Specs			
PDAT Field	**Notes**	**Example**	**Required or Optional**	**Format**	**Character Length**	**PIES #**
Unstructured Attributes Label	Specifications and Attributes are your opportunity to tell customers everything they need to know about your product. You can enter as many as 12 product specific attributes.	Color	Optional		80 characters	F05
Unstructured Attributes Data	Specifications and Attributes are your opportunity to tell customers everything they need to know about your product. You can enter as many as 12 product specific attributes.	Black	Optional		80 characters	F10
Structured Attributes	Structured attributes vary by Product Template and do not apply to the General Product template. For a complete list of all Structured attributes by Product template, see **Appendix B.**					
OEM's Part Number			Optional		48 characters	E10-OEP

Photos & Digital Assets Requirements

Introduction

The PDAT application has many options for product Digital Assets. From a search perspective, images are the largest opportunity. However, other digital assets have opportunity as well. PDF files are becoming a more regular part search results and should also be taken into consideration. One of the single biggest ranking factors for images and other digital assets in search is keyword usage in the filenames. We have a unique opportunity to make sure that digital asset file names are descriptive and optimized out of the gate with TireWeb.

General File Naming Best Practices
- Use the product name
- Use hyphens as word separators (Do NOT use underscores)
- Exclude extraneous words where appropriate (Articles, prepositions, etc)
- Do not use codes, SKUs, or Product IDs unless absolutely necessary
- Do not use abbreviations unless absolutely necessary
- Do not use special characters (/, %, #, @, $, &) apart from hyphens

Asset Type File Name Specifications

The following are guidelines or templates for what the file names should look like for each Asset Type.
We are going to use ".fx" as the sample File Extension on images because there are more than one supported file types (JPG, PNG, GIF).

Primary Photo
Template:
- <brand>-<product-name>-<specification>.fx

Example Product:
- Hankook-icebear-w300-snow-P20550R17V.jpg
- Hankook-dynapro-ipike-rwo7-snow-24575SR16.jpg
- Hawk-high-performance-front-break-pad.jpg

Reverse Photo
Template:
- <brand>-<product-name>-reverse.fx

Example:
- Hankook-icebear-w300-snow-reverse.jpg
- Hankook-dynapro-ipike-rwo7-snow-reverse.jpg
- Hawk-high-performance-front-break-pad-reverse.jpg

Close Up Photo
Template:
- <brand>-<product-name>-closeup.fx

Example:
- Hankook-icebear-w300-snow-closeup.jpg
- Hankook-dynapro-ipike-rwo7-snow-closeup.jpg
- Hawk-high-performance-frong-break-pad-closeup.jpg

Special View Photo
Template:
- <brand>-<product-name>-special.fx

Example:
- Hankook-icebear-w300-snow-special.jpg
- Hankook-dynapro-ipike-rwo7-snow-special.jpg
- Hawk-high-performance-front-break-pad-special.jpg

Lifestyle View:
Template:
- <brand>-<product-name>-lifestyle.fx

Example:
- Hankook-icebear-w300-snow-lifestyle.jpg
- Hankook-dynapro-ipike-rwo7-lifestyle.jpg
- Hawk-high-performance-front-break-pad-lifestyle.jpg

Material Safety Data Sheets:
    Template:
- <brand>-<product-name>-MSDS.pdf

    Example:
- Hankook-icebear-w300-snow-MSDS.pdf
- Hankook-dynapro-ipike-rwo7-MSDS.pdf
- Hankook-high-performance-front-break-pad-MSDS.pdf

Technical Bulletin
    Template:
- <brand>-<product-name>-technical.pdf

    Example:
- Hankook-icebear-w300-snow-technical.pdf
- Hankook-dynapro-ipike-rwo7-technical.pdf
- Hankook-high-performance-front-break-pad-technical.pdf

Brand Logo Art
    Template:
- <brand-name>-<product-category>-logo-art.fx

o "Product Category" simply refers to what the manufacturer or brand produces

    Example:
- Hankook-tires-logo-art.jpg
- Cooper-tires-logo-art.jpg
- Hawk-performance-logo-art.jpg
- Monroe-shocks-struts-logo-art.jpg

SubBrand or Line Logo Art
    Template:
- <brand>-<sub-brand-line>-logo-art.fx

    Example:
- Hankook-icebear-logo-art.jpg
- Hankook-dynapro-logo-art.jpg
- Monroe-sensa-trac-logo-art.jpg
- Monroe-matic-plus-logo-art.jpg

Minimum Requirements for Photographs
- 300 DPI
- Minimum 6in x 6in
- Ideally a square aspect ratio
- We'll accept files in JPG, PNG or GIF

Digital Asset Type	Specs

PDAT Field	Notes	Example	Required or Optional	Format	Character Length	PIES #
Primary Photo File Name	The Primary Photo is the image used for all Search Results and Product Detail listings. If applicable, it should show the product outside the packaging.		**Required**	Alpha-numeric, must include extension	80 chars	P05
Primary Photo Representation	This field indicates whether the image is of the actual product or is simply a representation of that type or category of product.		**Required**			P20
Reverse Photo File Name	An opportunity to show the back side of the product. Great for products with labels that indicate what's included, ingredients or directions.		Optional		80 chars	P05
Reverse Photo Representation			Optional		NA	P20
Close Up Photo File Name	Great opportunity to show detail like a tire tread, bed liner texture or a label close up.		Optional		80 chars	P05
Close Up Photo Representation			Optional		NA	P20
Special View Photo File Name	This image is set aside as an opportunity for parts manufacturers to show their part Installed in a vehicle, or to show an illustration of an aspect of your product.		Optional		80 chars	P05
Special View Photo Representation			Optional		NA	P20
Lifestyle View File Name	An opportunity to show the product being used in action like an ATV, or to show before and after images for a car wax.		Optional		80 chars	P05
Lifestyle View Representation			Optional		NA	P20
Line Art File Name	If you have an illustration of your product, like a cad drawing, it would go here.		Optional		80 chars	P05
Material Safety Data Sheet File Name	If your product is required to have an MSDS card, you can provide it here and we can display it for the consumer.		Optional	PDF	80 chars	P05
Technical Bulletin File Name			Optional	PDF	80 chars	P05
Brochure - File Name	Do you have a brochure for this and other products in your line? If it's in PDF format, we be happy to offer to our customers.		Optional	PDF	80 chars	P05
Brand Logo Art			Optional	JPIEG, PNG, GIF,		P05
SubBrand or Line Logo Art			Optional	JPIEG, PNG, GIF,		P05
Video - You Tube URL / Link			Optional	YouTube URL only		P05

The PDAT Work Flow

Supplier's Steps

More Info Requested
Log into the PDAT to Access your product list. The default status is More Info Requested and indicates that the record has not yet been touched for editing.

Working
You'll Edit & Review each record (either individually, or in bulk in a spreadsheet). When you feel your data is complete, you'll submit it to Pep Boys for review

—Submit—

Failed Validation
View the failed records from the Edit Product screen to see which fields have errors and fix them.

Validation Failed

—Submit—

Rejected
If Pep Boys wants changes, they will reject the record and write you a short note describing the problem. You can make the necessary changes and resubmit for Pep Boys' review.

Rejected

—Submit—

System Validation Step

"Processing....."
The system will validate every field of ever record to ensure it perfectly meets all formatting requirements. This is the trickiest step in this process because a whole record can fail if even one field is wrong.

Validation Successful

Validation Failed

Pep Boys' Steps

Submitted – Waiting for Review
If the record passes validation, the record is now in Pep Boys hands until you see whether or not they accept the record.

Accepted

Rejected

Accepted
You're job is done! Congratualtions.

Structured Attributes

All Structured Attributes are optional.

Data Template	Attribute Name	Format	Example
Air & Fuel Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Air & Fuel Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Air & Fuel Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Air & Fuel Gauges	Face Color	Drop Down List: White, Black, Other	NA
Car Audio Amplifiers	# Channels	Drop Down List: Mono, 2 Channel, 4 Channel, 5 Channel	NA
Batteries	Group Size	Numerical, max. of 2 digits	75
Batteries	BCI #	Numerical, max. of 2 digits	86
Batteries	Voltage	Numerical, max. of 2 digits	12
Batteries	Wet or Dry	Wet/Dry	Wet
Batteries	Terminal Type	Free text, max. of 80 characters	Dual Terminal (SAE Top Post and Side Terminal)
Batteries	Right Or Left Hand Positive	Radio buttons: Left/Right	Left
Batteries	Cold Cranking Amps (CCA) @ 0°F	Numerical, max. of 4 digits	650
Batteries	Cranking Amps @ 32°F	Numerical, max. of 4 digits	813
Batteries	Reserve Capacity (minutes)	Numerical, max. of 3 digits	93
Batteries	Height (in.)	Numeric with floating decimal place, max. of 8 characters	8.125"
Batteries	Height (mm)	Numeric with floating decimal place, max. of 8 characters	206.38
Batteries	Width (in.)	Numeric with floating decimal place, max. of 8 characters	7.250"
Batteries	Width (mm)	Numeric with floating decimal place, max. of 8 characters	184.15
Batteries	Length (in.)	Numeric with floating decimal place, max. of 8 characters	11.000"
Batteries	Length (mm)	Numeric with floating decimal place, max. of 8 characters	279.4
Batteries	Weight (lbs.)	Numeric with floating decimal place, max. of 5 characters	35
Batteries	Notes	Free text, max. of 80 characters	3 year free replacement; Core charge applies
Exterior Body Protection	Type	Drop Down List: Bodyside molding, Bumper, Door Edge, Rocker Panel, Wheel Arch	NA

Structured Attributes

Boost Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Boost Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Boost Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Boost Gauges	Face Color	Drop Down List: White, Black, Other	NA
Car Alarms	Type	Drop Down List: Alarms, Remote Start/Alarm Combos, Installation Accessories, Keyless Entry	NA
Carburetor	Type	Drop Down List: Manual Choke, Electric Choke	NA
Floor Mats - Carpet	Color	Free text, max. of 40 characters	Beige
Floor Mats - Carpet	Piece Count	Free text, max. of 40 characters	4 Pieces
Floor Mats - Carpet & Rubber	Color	Free text, max. of 40 characters	Black
Floor Mats - Carpet & Rubber	Piece Count	Free text, max. of 40 characters	4 Pieces
Exterior Decals & Graphics	Type	Drop Down List: Letters & Numbers, Magnetic, Sets & Kits, Licensed Brands, Body Graphics	NA
Device Holders	Type	Drop Down List: Mobile Phone, GPS, MP3, Radar Detector	NA
Driving Assistance & Back-up Safety	Type	Drop Down List: Back-up Sensors, Back-up Cameras, Blind Spot Assist	NA
Drying	Type	Drop Down List: Absorber, Chamois, Microfiber, Squeegees	NA
Exhaust Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Exhaust Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Exhaust Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Exhaust Gauges	Face Color	Drop Down List: White, Black, Other	NA
Exhaust Accessories	Type	Drop Down List: Hangers, Clamps, Other	NA
Exhaust Systems	Type	Drop Down List: Axle-Back, Cat-Back	NA
Exhaust Systems	Exit Type	Drop Down List: Dual Rear Exit, Single Rear Exit	NA
Exhaust Fabrication Components	Type	Drop Down List: Pipes, Flanges, Reducers, Other	NA
Floor Mats - Fashion	Piece Count	Free text, max. of 40 characters	4 Pieces
Fuel Treatments	Type	Drop Down List: Gas Treatment, Injector Cleaner, Octane Boost, Diesel, Lead Additive, Full Fuel System Cleaner	NA
Gauge Kit	Type	Drop Down List: Dual, Triple	NA

Structured Attributes

General Purpose Spray Paints	Color	Free text, max. of 40 characters	Red
GPS Systems	Type	Drop Down List: In-Dash, Portable,	NA
GPS Systems	Screen Size	Drop Down List: 3.5" , 4.3", 5", 7"	NA
Hitches	Class	Drop Down List: 1, 2, 3, 4, 5	NA
Household Batteries	Type	Drop Down List: AA, AAA, C Cell, D Cell, 9Volt	NA
Car Audio Installation Accessories	Type	Drop Down List: Amplifier & Subwoofer, Car Stereo	NA
Steering Wheel Installation Kits & Accessories	Type	Drop Down List: Automotive, UTV / Golf Cart, Heavy Duty Truck, Marine, Racing	NA
Interior Cleaners	Type	Drop Down List: Leather, Vinyl, Carpet, Upholstery	NA
Jacks	Type	Drop Down List: Aluminum, Bottle, Multipurpose, Scissor, Transmission	NA
License Plate Frames & Covers	Type	Drop Down List: Frame, Cover, Plate	NA
License Plate Frames & Covers	Material	Drop Down List: Metal, Plastic	NA
Mufflers	Shape	Drop Down List: Oval, Round	NA
Mufflers	Finish	Drop Down List: Polished, Stainless	NA
Mufflers	Inlet / Outlet Type	Drop Down List: Single - Single, Dual - Dual, Single - Dual, Dual - Single	NA
Mufflers	Pipe Position	Drop Down List: Offset - Offset, Center - Center, Offset - Center, Center - Offset	NA
OE Touch up & Spray Paints	Type	Drop Down List: Spray, Brush-on	NA
Oil Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Oil Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Oil Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Oil Gauges	Face Color	Drop Down List: White, Black, Other	NA
Oil Additives	Type	Drop Down List: Sealant, Wear Protector, Flush	NA
Oil	Type	Drop Down List: Conventional, High Mileage, Synthetic, Diesel	NA
Oil	Size	Drop Down List: Qt, 5.1 Qt	NA

Structured Attributes

Oil	Weight	Drop Down List: 0W-10 0W-20 0W-30 0W-40 5W-20 5W-30 5W-40 10W-30 10W-40 15W-40 15W-50 20W-50 30W 40W 50W 60W HD-30 HD-40	NA
Interior Organization Accessories	Type	Drop Down List: Back Seat, Trunk, Visor, Litter Bag	NA
Pinstripes	Color	Free text, max. of 40 characters	Blue
Pinstripes	Size	Free text, max. of 40 characters	1/4 inch
Plug Wires	Fit	Drop Down List: Custom Fit Wire Set, Universal Wire Set	NA
Plug Wires	Color	Drop Down List: Black, Yellow, Red, Blue, Other	NA
Polishing Cloths & Wax Applicators	Type	Drop Down List: Applicator Pads, Detail Cloth, Microfiber, Polishing	NA
Mobile Video - Portable	Type	Drop Down List: 7" Screen, 10" Screen, 4.3" Screen, Accessories	NA
Power Converters / Inverters	Type	Drop Down List: Power Converters, Power Inverters	NA
Pyrometers	Type	Drop Down List: Mechanical, Electric, Digital	NA
Pyrometers	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Pyrometers	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Pyrometers	Face Color	Drop Down List: White, Black, Other	NA
Remote Starters	Type	Drop Down List: Remote Start, Remote Start/Alarm Combos, Installation Accessories	NA
Replacement Parts	OEM's Part Number	Free text, max. of 48 characters	4569569
Roof Top Carriers & Bags	Size	Free text, max. of 40 characters. Avoid using <"> for inches.	48 in. x 37 1/2 in. x 4 in.
Floor Mats - Rubber	Color	Free text, max. of 40 characters	Tan
Floor Mats - Rubber	Piece Count	Free text, max. of 40 characters	2 Pieces
Safety Tapes	Type	Drop Down List: Tread, Reflective	NA

Structured Attributes

Sanding	Grit	Drop Down List: 40 60 80 120 180 220 320 400 600 1000 1500 2000	NA
Sanding	Packaging	Drop Down List: Single, Multi Pack	NA
Satellite Radio	Type	Drop Down List: Portable, Installation Accessories	NA
Seat Covers	Fit	Drop Down List: Universal, Bench, Split Bench, Truck, Low Back	NA
Seat Covers	Air Bag compatible	Y/N	1 = Yes, 0 or <null> = No
Seat Covers	Color	Free text, max. of 40 characters	Light Gray
Seat Covers	Piece Count	Free text, max. of 40 characters	3 Pieces
Seat Cushions	Color	Free text, max. of 40 characters	Beige
Shocks & Struts	Position	Drop Down List: Front, Rear, 4 Corners	NA
Speakers	Size	Drop Down List: 3.5", 4.0", 4x6", 5 1/4", 6 1/2", 5x7", 6x8", 6x9"	NA
Splash Guards	Type	Drop Down List: Truck, Car, Universal	NA
Spring Kits	Position	Drop Down List: Front, Rear, 4 Corners	NA
Steering Wheel Covers	Color	Free text, max. of 40 characters	Black
Stereos	Features	Drop Down List: Auxiliary Input, Bluetooth®, Cassette, HD Included, iPod Control, Pandora Ready, Satellite Ready, USB Input, Wireless Remote	NA
Storage Nets	Type	Drop Down List: ABS Plastic, Nylon	NA
Sub Woofers	Type	Drop Down List: Component Subwoofers, Enclosed Subwoofers, Powered Subwoofers, Enclosures, Subwoofer Installation	NA
Tachs & Accessories	Shift Light	Drop Down List: With Shift Light, W/O Shift Light	NA
Tachs & Accessories	Face Color	Drop Down List: White, Black, Other	NA
Tape	Type	Drop Down List: Duct, Electrical, General Purpose, Masking, Packaging, Silicone	NA
Tips	Type	Drop Down List: Single Tip, Dual Tip	NA
Tips	Finish	Drop Down List: Chrome, Stainless	NA
Tips	Mount	Drop Down List: Bolt On, Weld On	NA

Structured Attributes

Tire Cleaners & Shines	Type	Drop Down List: Aerosol, Foam, Spray	NA
Tires	TIRENAME	Alphanumeric, max. of 20 characters	COOPER ZEON SPRT AS
Tires	Sidewall	Free text, max. of 40 characters	BW
Tires	Tread Depth in 32nds of an inch	Numeric, max. of 2 digits	10
Tires	P_LT	Drop Down List: P, LT , Euro-metric	P
Tires	Tire Type	Alphanumeric, max. of 40 characters	UHP TIRES (V-RATED & HIGHER)
Tires	Tire Size Label	Alphanumeric, max. of 12 characters	235/50ZR18
Tires	Section Width	Numeric with floating decimal place, max. of 4 characters	235
Tires	Aspect Ratio	Numeric with floating decimal place, max. of 4 characters	50
Tires	Rim/Wheel Diameter	Numeric with floating decimal place, max. of 4 characters	18
Tires	Speed Rating	Alpha Only, max 1 character	T
Tires	Load Range/Index	Alphanumeric, max. of 3 characters	91 (index) D (range)
Tires	UTQG-Treadwear	Numeric, max. of 3 digits	400
Tires	UTQG-Traction	Drop Down List: AA, A, B, C	AA
Tires	UTQG-Temperature	Drop Down List: A, B, C	C
Tires	Tire Class	Drop Down List: All Season, Off Road, Summer Only, Snow Only	All Season
Tires	Tread Type	Drop Down List: Passenger, Highway, All-Terrain, Mud-Terrain	Passenger
Tires	Excellent Performance in Traction	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	1
Tires	Excellent Performance in Treadwear	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	<null>
Tires	Excellent Performance in RIDE COMFORT	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	<null>
Tires	Excellent Performance in HANDLING	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	1
Tires	Excellent HIGH SPEED PERFORMANCE	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	<null>
Tires	Exceptionally LOW ROLLING RESISTANCE	Check box - Note, all tires are assumed to provide standard performance in this area. Only check this box if this tire provides *excellent* performance in this area.	1

Structured Attributes

Trailer Balls	Size	Free text, max. of 40 characters. Avoid using <"> for inches.	2 Inches
Transmission Additives	Type	Drop Down List: Sealants, Wear Protectant	NA
Transmission Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Transmission Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Transmission Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Transmission Gauges	Face Color	Drop Down List: White, Black, Other	NA
Truck Boxes	Type	Drop Down List: Metal, Plastic	NA
Floor Mats - Vinyl	Color	Free text, max. of 40 characters	Gray
Floor Mats - Vinyl	Piece Count	Free text, max. of 40 characters	3 Pieces
Volt Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Volt Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Volt Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Volt Gauges	Face Color	Drop Down List: White, Black, Other	NA
Water Gauges	Type	Drop Down List: Mechanical, Electric, Digital	NA
Water Gauges	Size	Drop Down List: 1 1/2", 2 1/16", 2 5/8"	NA
Water Gauges	Sweep	Drop Down List: Full Sweep, Short Sweep	NA
Water Gauges	Face Color	Drop Down List: White, Black, Other	NA
Waxes & Polishes	Type	Drop Down List: Compound, Pre-Wax, Liquid, Spray, Paste	NA
Wheel Cleaners	Type	Drop Down List: Aerosol, Foam, Spray	NA
Wheel Cleaners	Use	Drop Down List: Polish, Cleaner	NA
Wheel Covers	Type	Drop Down List: Chrome, Painted, Alloy	NA
Steering Wheels	Type	Drop Down List: Automotive, UTV / Golf Cart, Heavy Duty Truck, Marine, Racing, Air Bag Solutions, OEM	NA
Steering Wheels	Spokes	Drop Down List: 2, 3, 4, 5, 6	NA
X Pipes & Y Pipes	Type	Drop Down List: X Pipes, Y Pipes	NA

PRODUCT DATA ACQUISITION TOOL
FREQUENTLY ASKED QUESTIONS

Questions we heard from our valued suppliers

June 30, 2011

Contents

Frequently Asked Questions

Immediately after launching the PDAT, Pep Boys hosted several webinars to present the tool to you, our valued suppliers. You raised the following questions during those webinars, and we wanted to share the answers with everyone. We hope you find these FAQs useful as you begin the critical process of importing your data. If you have a question not included in this document, please refer to the PDAT User Guide; otherwise, contact your Pep Boys category manager, or Molly Beach.

Process / Roadmap

- **How often will vendors be required to update?**
  Decision has not been made at this time.

- **Can we submit the data via XML that is compliant to the PIES and ACES standards?**
  Not at this time, but it is definitely on our roadmap.

- **What will be the procedure for new stocking items added after the initial data collection?**
  The Phase 1 version of the PDAT is not configured for New Item Setup. That feature set is slated for Phase 2 and is currently targeted for fall of 2011.

- **Is this replacing or working in conjunction with legacy?**
  Legacy is being phased out in all stores and being replaced with ShopX

- **Will Pep Boys associates use this data too or is it for web-use only?**
  Pep Boys associates with have access to all of this information on the web and are more than welcome to use it as helpful selling tools.

- I**f not now, at any point in the future will we have the capability to upload pricing files or submit pricing amendments (for approval) through this portal?**
  We will be using store level pricing as the return result. In the future the PDAT will become our new item set up form. Currently today you can suggest pricing via the new item set up and the Category Manager can approve or disapprove suggested retails.

Pep Boys contacts

- **Whom should I contact with questions?**
  Please contact your category manager with questions about specific products that should be included on the file and/or the data you're providing. For questions about how to use the PDAT, login issues, problems exporting and importing data, editing data, uploading digital assets and all technical issues, please contact:

  Molly Beach
  molly_beach@pepboys.com
  215-430-9149

- **Who is my category manager?**
  Your category manager is your main contact at Pep Boys. If you are not the person who normally calls on Pep Boys, please reach out to whoever does. They will be able to inform you of who your direct contact is.

Product Selection

- **What should we do with parts that are obsolete or no longer valid?**
  Don't do anything. There's no need to delete it since this is simply a staging tool. If you don't do not fill out the requested information, then the system ignores the records and it will not be uploaded to our E-Commerce platform.

- **What should we do if some of our products are missing?**
  If there are items that are missing then please send the list of missing items to Molly Beach. We are going to do some additional batch uploads for missing items. Keep in mind it must be active and replenishable items to be part of the list.

- **When is the 2nd batch of parts expected to be uploaded? It will be much more efficient if we are able to edit all of our active items at the same time.**
  I foresee the next batch of sku's to be published around the beginning of August.

- **Are special-order items included in PDAT and will they be sold online? What about promo, counter, or in and out items?**
  That will be part of a later phase. Only active and replenishable items will be available at the start.

- **Does the PDAT distinguish between products purchased for Direct Import Only vs. items purchased from a Domestic Warehouse? Pep Boys currently uses two Vendor IDs for companies with both styles of shipping.**
  The PDAT tool is only used for data collection and only includes sku's that are currently being stocked and replenished by the INDY DC. (Chad you might offer a better explanation for this question)

- **Our parts require expert call center interaction for customer to order the right part and know how to make it work with their vehicle. Will we have the option to keep them off the Pep Boys webstore?**
  You will need to reach out to your category manager and discuss with them if the parts should or should not be posted on the web.

- **What happens if we do not have Pep Boys SKU that is attributed to our part#? Will you enter it for us?**
  All of the items we are collection information for have a Pep Boys sku. If you are not sure what the sku's are please reach out to your category manager.

- **Will it be Pep Boys policy to ship via air? Can we exempt product from air shipments?**
  All products will be shipped ground (Chad correct me if I am wrong here.)

Editing Data

- **Can I include HTML in the description?**
  Not currently. As a security precaution, our system strips out all Hrefs.

- **How can I review what the product data I've entered will look like on the consumer site?**
  The Phase 1 version of the PDAT does not include a preview feature. But we will add it to our Roadmap.

- **Will we be able to identify chemical products that cannot be sold in certain states and mark them accordingly?**
  For we're only concentrating on Current Active Replenishable products for Phase 1, and Pep Boys already has all Restriction Information about existing products on file, we did not include those data points in this first pass of the PDAT. However, they will be included in the Phase 2 when we add New Item Set up.

- **What should I do if my product data is mis-categorized?**
  If you believe that your product data has been mis-categorized, please proceed as if it were categorized correctly – submitting all required information. However, contact your category manager immediately to discuss the discrepancy. While we won't be able to correct the mis-categorization while your data's in the PDAT, we can ensure it is correct as we migrate to the production database.

- **Are all columns in the Export spread sheet or Digital Media files involved/available in the SEO process? Or should Key Words be included in descriptions?[**
  Currently we do not have a separate field for keywords. They should be imbedded in the available description fields.

- **We see that several of the SKUs and Part Numbers having leading zeroes. If I choose to export my product data and work offline in a spreadsheet, Excel is going to strip out the leading zeroes. Is that a problem?**
  If your company was affected by this, a solution has been sent to you already.

- **Is it ok to use standard abbreviations such as oz, ea, etc.?**
  Absolutely. The main place we discourage the use of abbreviations is in your E-Commerce Items description, since that it essentially your product's name through the web-site.

- **Can we use special characters?**
  Our system can even handle many of the more common special characters like quotation marks and apostrophes. That being, said, it's almost impossible to code for every possible browser and system combination. Te fewer special characters you use, the more you reduce the risk that your text will have

- **Will MSDS be required to be uploaded for chemicals?**
  Not for Phase 1 because all current active replenishable products already have an MSDS in our records. However, once we roll out New Item Set up in Phase 2, that will be a required field for all product identified as HAZMAT.

- **We have licensing legal copy that must appear on any page that the licensed brand name appears on. Ideally it would be a data point which appears on the Product Detail page but is a smaller type point size than features and benefits copy. Where would be the best place to include this data?**
  Unfortunately we do not yet have a field designated specially for caveat or legal text from suppliers. We can add this to out roadmap for the future, but in the mean time, the only course of action is to use one of the Features and Benefits fields.

- **Does the tool require any proprietary Pep Boys fields to be populated and mapped to the PIES data set like some other big resellers are requiring?**
  Yes, the data points Pep Boys is collecting include a combination of both PIES compliant and custom fields.

- **How many data templates are there? Is there one for each Part Type ID in the AAIA PCDB or are they perhaps combined somehow?**
  Almost all application parts have the same general template. Most product specific templates are on non-app items.

- **Are we able to edit the long description in excel before re-upload or import back?**
  No, the Long Description is only there for you reference. If you make changes to it, the system will ignore them. It will not be visible to consumers on the site.

- **When a consumer comes in do you ask for their application information? How will we link application data for hard parts?**
  All application data will run the same as it does today through Activant.

- **Why aren't you getting the data we sent to Activant (cover to cover) that drives the store EPC that includes the majority of this information already so everyhing is pulled from 1 source for the store and web EPC?**
  We want to have our own marketing information

- **Currently Activant does not handle wheel applications, so how will wheel applications be handled (e.g., one part # that fits multiple vehicles)?**
  Wheels are not part of initial launch, but are planned for 2012.

- **Will this pick up the tire size applications needed for tire accessories?**
  Yes

Exporting Data and Editing Offline in a Spreadsheet

- **Is v-lookup allowed? V lookup is just a way of mapping data in Excel.**
  Yes, v-lookup is fine to use, just remember to copy and paste values because the formulas will fail during the upload process.

- **What about multiple OEM interchanges?**
  The system does not currently support multiple OEM Part numbers. However, it is at the top of our enhancements list.

- **On our download the spreadsheet shows a column for the unstructured attribute, but did not see a column for the data entry of this attribute. Do we put this in the same column separated by a comma?**
  It's there. The first "Unstructured Attribute" column is for the Label, the second for the data or value for that same attribute. All the unstructured attributes are comprised of two data points, the label and the value, and they alternate in the spreadsheet.

-

Images & Media

- **Will there be ways to upload videos and photos?**
  Yes to photos. For video we are accepting only You Tube videos. See page 17 of the User Guide.

- **Is there a minimum resolution for the images I upload (i.e., 1200dpi)?**
  The higher quality the image you provide, the higher quality they'll all be.

  Minimum Requirements for Photographs
  - 300 DPI
  - Minimum 6in x 6in
  - Ideally a square aspect ratio
  - We'll accept files in JPG, PNG or GIF

- **How many images can I upload for each product?**
  You can upload up to five images for each product. We are suggesting the following views: Primary, Reverse, Close-up, Special view and Lifestyle. Note however that these suggested views may not apply to all types of products. If you have multiple high quality images of your product, but they don't precisely correcpond to your suggested, we will accept them anyway. The goal of is have

- **Q: Which FTP client application do you recommend?**
  A: Filezilla is the preferred, but you can use any FTP client.

- **AAIA standards for best industry practices are 5x5 Tiff images at 300PPI. The user guide requires 6x6 jpgs. We currently have 5x5s for everything based on industry standards. Will you still accept 5x5s?**
  Yes, we will accept the 5x5s and will review the guidelines listed in our User Guide.

- **For product photos, if we have a very tall, narrow image, would we still want to submit at a 6"x6"@300dpi square aspect ratio or just submit the long side at 6"@300, cropping the small side to create a smaller image?**
  We sympathize! Tall, skinny products and long horizontal products are equally challenging, which is why we landed on a square aspect ratio to give all our partners the best opportunity to present their products in an appealing way. The maximum height we can display on the site is 6", so even if you crop the sides off, you're still constrained to the maximum height.

- **Can I upload files to my own FTP server instead of Pep Boys Digital Asset Server?**
  No. Pep Boys has created a dedicated server for accepting photos and other digital assets from suppliers and images must reside locally for the PDAT to allow you to QA the images you upload.

- **Can I burn my images to CD and send it to Pep Boys instead of uploading them to the Pep Boys Digital Asset Server?**
  No. Pep Boys has created a dedicated server for accepting photos and other digital assets from suppliers. Although some information about your digital assets is included in the data template (such as file name), the actual assets themselves must be uploaded separately to Pep Boys Digital Asset Server via File Transfer Protocol (FTP).

- **Can we upload video that's hosted on our own servers – not YouTube?**
  Not at this time.

Importing data

- **When I fill out and import the comma-delimited file (CSV), will it appear in the web view?**
  Absolutely! That's the idea.

- **Will we be alerted to what line is rejected?**
  The system will tell you which records failed, but not which fields within each record.

System Validation

- **Will we be alerted to what line item is rejected?**
  Yes, the system will give you a link to view a list of all records in the status of "System Validation Failed." From there you can view each individual record to see which data points are in error.

Key dates

- **When do I have to have all of my data entered into the PDAT?**
  Please ensure you submit all data no later than 07/15/11.

- **What happens if I'm not able to meet the 07/15/11 deadline?**
  Then your products won't be available for sale on line at launch.

- **When will the new consumer website go online?**
  September, 2011

SEO

- **Which of these fields affect searchability on the website for SEO?**
  Brand Label, eCommerce Item Description and Structure Attributes

- **Where can I add keywords for search (not a front-displaying field)?**
  Unfortunately we do not currently have a dedicated field for Keywords only. Rest assured we have added it to our roadmap.

Technical difficulties

- **I'm having problems logging into the PDAT. Whom should I contact?**
  For technical questions, please contact Molly Beach at molly_beach@pepboys.com or 215-430-9149.

- **My company has two logins, the computer saved the first one and will not let me login with the second one. Can we reset?**
  If you go into internet options and delete your cookies and passwords you should be able to login to the different login information.

- **Do I have to use Internet Explorer to access the PDAT?**
  No, the PDAT is compatible with all commonly used Browsers including Firefox, Chrome, Safari and IE.
  It is also fully accessible from any smart phone that support internet browsing.

Miscellaneous Questions

- **Will Pep Boys adhere to MAP price policies?**
  Yes

- **How can we find out what steps PepBoys has taken to adequately protect our intellectual property (such as digital assets) on your website?**
  We are currently working on a solution with a 3rd party to provide this.

- **How are are the sales from retail and E-commerce reported and measured with the vendor? Is this included in the future reporting and forecasting tool?**
  Will be part of the Vendor Portal and Yes eCommerce will have its own store # assigned.

- **How will advertising be handled on E-Commerce?**
  Same as it is handled today. It is a combination effort between our marketing & merchandising departments.

Login Issues

- **Where do I find my Username and Password?**
  It was e-mailed to you on June 3rd if you still do not have it e-mail Molly Beach

- **Can numerous people within a company in different locations around the country collaborate on the data entry?**
  Yes the username and password is for everyone in your company.

- **Our login is not working. How can I get our password reset?**
  E-mail Molly Beach and she will be able to help.