2017 Retail Scan Data Reporting Program

Requirements Document

Contents

RAI TMS Retail Scan Data Reporting Program Requirements Overview

Program Highlights

As part of the **Scan Data Reporting Program**, Retailers who choose to provide transaction-level scan data ("Scan Data") will be eligible to earn incentives for meeting requirements. RAI TMS will collect Scan Data from participating accounts.

Participation in the RAI TMS Retail Scan Data Reporting Program is **optional**. If you choose to enroll, please contact your RAI TMS manager and MSAi Retail Support Center (RSC). Contact information for MSAi can be found at the end of this document.

Management Science Associates Inc. (MSAi) provides data collection services for RAI TMS..

A weekly file must be submitted containing transactions for all tobacco products for all Reynolds American Operating Companies and competitive products in **ALL** tobacco categories.

Multiple Data file format options are accepted by MSAi (e.g., Text File (pipe, comma-delimited), JSON, XML, EDI).

Status reports will be accessible on a continuous basis by MSAi to participating accounts in an effort to improve data quality.

Weekly Submission Requirements

- A weekly file must be submitted containing transactions for products in ALL tobacco categories for all outlets within a chain. The only exception is if a chain is divided into operating divisions. One operating division can participate and the other operating division(s) do(es) not have to participate. Chains will submit one file for all outlets in the chain (multi-outlet file). An independent outlet will submit a single outlet in its file (single outlet file).

- Each weekly data file must contain all transactions beginning Monday and ending Sunday. Certified and/or Validated accounts must submit a file each week by the submission deadline. The deadline for submission of your weekly file to MSAi is 5:00 PM Eastern Time each Wednesday.

- MSAi will provide file submission status reports each week via a portal interface for review and potential action. The system will support an email alert with a link to the portal. An RSC representative will follow up on critical matters.

- In some instances, MSAi may require that a file be partially or fully resubmitted to correct for data reporting anomalies.

- A retailer will have until the following Wednesday at 5:00 PM Eastern Time to correct missing and incorrect data.

- A column header for each field is required. For fields that are Required if Applicable, if a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Tobacco Categories Included in Weekly Submissions

Cigarettes	**Smokeless Tobacco**	**Vapor Products**	**Cigars**	**Roll Your Own / Pipe Tobacco**
All cigarette products	Moist, Snus, loose leaf and dry products	Electronic cigarettes, vapor, tanks, and mods	All little, popular-priced, and hand-rolled cigar products	Bags, pouches, and cans

Acceptable File Transmission Methods and Formats

- As part of the onboarding process, an RSC account representative will consult on the preferred data file transmission method.

- Once a preferred method has been established, continue utilizing the same method weekly.

- Preferred transmission protocols: MSAi web-based portal upload using HTTPS (for files no larger than 10MB), SFTP, AS2.

- Preferred Data file format options include, but are not limited to: JSON, AVRO, EDI, TEXT – pipe comma-delimited, XML.

Submission Fields Overview

This table provides a list of all fields included in the weekly file submission. Detailed explanations of each field follow.

Required Fields	Required Fields	Required if Applicable***	Required if Applicable***	Optional
Outlet Name	Scan Transaction ID	Promotion Flag*	Manufacturer Multi-Pack Flag*	Outlet Address 2
Outlet Number	Register ID	Outlet Multi-pack Flag*	Manufacturer Multi-Pack Quantity*	
Outlet Address 1	Quantity	Outlet Multi-pack Quantity*	Manufacturer Multi-Pack Amount*	
Outlet City	Price	Outlet Multi-pack Discount Amount*	Manufacturer Multi-Pack Description*	
Outlet State	UPC Code	Account Promotion Name*	Manufacturer Promotion Description*	
Outlet Zip Code	UPC Description	Account Discount Amount*	Account Loyalty ID Number*	
Transaction Date/Time	Unit of Measure	Manufacturer Discount Amount (VAP)*	Coupon Description**	
Market Basket Transaction ID	Manufacturer Buy-Down Description	Coupon PID**		
	Manufacturer Buy-Down Amount	Coupon Amount**		

*Required if applicable to discount/promotions offered by each retailer and outlet.
**Required if applicable to POS system capabilities
New fields are in red font

***A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details

Field Name	Description	Required = Y Optional = O Required, If Applicable = R	Comments
Outlet Name	Outlet Name associated with the physical location	Y	For example 7 Eleven, GetGo, Bob's Corner outlet, etc.
Outlet Number	Unique Retailer outlet identifier.	Y	Normally identifies various outlets in a multi-outlet establishment.
Outlet Address 1	Outlet physical location address	Y	Must contain street number and name. Cannot be a PO Box
Outlet Address 2	Additional outlet physical location address attributes	O	Please provide if it adds clarity to the physical location of the outlet. For example: Suite #123
Outlet City	Outlet's physical city location	Y	For example: Pittsburgh, Charlotte
Outlet State	Outlet's physical state location	Y	Two-digit state abbreviation, for example: PA, NC
Outlet Zip Code	Outlet's physical zip code location	Y	5-digit Zip or 5-digit Zip + 4.

Scan Data Submission Fields –Details, cont.

Field Name	Description	Required = Y Optional = O Required, If Applicable = R	Comments
Transaction Date/Time	This is a timestamp for each transaction recorded. The field will indicate the date and time the transaction takes place.	Y	Format is yyyy-mm-dd-hh:mm:ss Where the time is in military time format. I.e. 23:45:56
Market Basket Transaction ID	Each Market Basket will have a unique identifier. If more than one tobacco item is purchased by a consumer, this number will be repeated for each tobacco item in that market basket.	Y	Example: If a customer purchases a pack of Camel and a can of Grizzly, there will be two transaction line items and the Market Basket Transaction ID is the same for each line item.
Scan Transaction ID	Unique identifier for each scanned product. The scan transaction ID is what makes each item within a market basket unique.	Y	This scan transaction ID is associated with the product's promotional and discount attributes.\n\nExample: If a customer purchases a pack of Camel and a can of Grizzly, there will be two transaction line items with a different Scan Transaction ID for each.
Register ID	ID of the terminal used for the transaction.	Y	Unique identifier for each terminal in the individual outlets. For example, if an outlet has two terminals, there must be two unique Register IDs

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, If Applicable = R	Comments
Quantity	This field will indicate the number of units for a given product (UPC) that were scanned. The value can be negative indicating a returned item.	Y	If a UPC is linked to bundled items, the quantity should refer to the number of bundles sold, not the number of items included in the bundle.
Price	This field will indicate the UPC final selling price per selling unit less sales tax and any discounts that may have been applied.	Y	If 2 of the same products are purchased, please indicate the price of one individual unit. Example, consumer purchases 2 camel 85 Box at $6.00 each, the Price entered is $6.00. If there is a $0.50 cents off discount, the price reported would be $5.50. The $0.50 would also be captured in the manufacturer discount amount field.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
UPC Code	Scanned universal product code on the package must be reported as an 6, 8, 10 , 12 or 14-digit code.	Y	
UPC Description	This field is important in the processing of product information. It must contain an accurate description of the product associated with the UPC code. Key product elements to include are brand name, flavor and size.	Y	Example: Camel Crush Menthol Silver King
Unit of Measure	Provide the description of the type of selling unit sold.	Y	Example: Pack, Carton, Can, Roll

For the reporting of product and promotion information, accurate UPC codes are critical. However, occasionally UPC codes are reused or ambiguous, necessitating the need for product description information. Examples: Camel Blue King, Grizzly Wintergreen 1.5oz, VUSE Solo Menthol.

Please note, abbreviations are acceptable as long as they capture the description of the unique product.
For product transactions that include a promotion, please add the promotional description to the end of the product. Examples: Camel Blue King $.75 off, Grizzly Wintergreen 1.5oz Buy 1 Get 1 Free.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Promotion Flag	This flag will be set to "Y" when any product transaction includes a promotion. If there is no promotion associated with the scan transaction ID the promotion flag should be set to "N"	R	Promotions include: Outlet and/or Manufacturer funded Multi-packs, account promotions, bundles, and VAP promotions. Promotion does not include manufacturer buy-downs or pre-priced items.
Outlet Multi-pack Flag	This flag will be set to "Y" when any product transaction includes an outlet sponsored multi-pack purchase. If no outlet multi-pack promotion associated with the scan transaction ID, the flag should be set to "N".	R	Outlet funded discount for purchasing more than one tobacco product: • Requires that Promo flag = "Y." Outlet multi-pack quantity and outlet multi-pack discount amount also to be populated.
Outlet Multi-pack Quantity	The number of Consumer Units required to be purchased to qualify the transaction as an Outlet funded Multi-Pack transaction.	R	Required when Outlet Multi-pack Flag is set to Y Example: A "Save $0.50 when you buy two Camel 99 box" outlet sponsored promo would have an Outlet Multi-pack entry of 2. A purchase of at least 2 Camel 99 box triggers the discount.
Outlet Multi-pack Discount Amount	Represents the per sales unit discount provided for the units sold. See slide 15 for examples.	R	Required when Outlet Multi-pack Flag is set to Y. Example: If the outlet funds $0.10 cents for every two packs sold, the reported discount should be $0.10

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Account Promotion Name	The description of the account sponsored discount program being funded	R	Examples: "Retailer X March Grizzly Promo - $1.00 off"
Account Discount Amount	The dollar discount amount of an account funded promotion, excluding sales taxes.	R	Per sales unit dollar amount discount of an account sponsored promotion
Manufacturer Discount Amount	This represents the manufacturer discounted promotion amount, including VAP.	R	Per sales unit dollar discount of a manufacturer sponsored discount. This includes **VAP** or Bundle pack savings amount. This will coincide with the Manufacturer Promotion Description. This does not include the buy-down amount. Example: If the item sold is Camel Crush 85 BX Menthol $0.75 off 1 pack, the amount reported would be $0.75

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Coupon PID	A number that represents the personal identification number for a coupon. (Assume that each coupon is generated by RAI system and can be linked to a customer.)	R	This ID is provided by RAI TMS. Examples: 123789; 987ABC123
Coupon Amount	Amount of money discounted from the sales price of the item. Once the coupon is applied to the scan transaction	R	The total amount for all coupons used if more than one coupon is used in a transaction.
Coupon Description	The name of the coupon description offer. This is intended for retailer-offered Loyalty coupons.	R	For Loyalty Fund Program coupons, RAI TMS will provide the exact verbiage of the Coupon Description

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Manufacturer Multi-Pack flag	This flag will be set to "Y" when any product transaction includes a Manufacturer sponsored multi-pack purchase. If there is no multi-pack promotion associated with the scan transaction ID, the flag should be set to "N".	R	Manufacturer discount for purchasing more than one tobacco units. Promo flag = Y and Manufacturer multi-pack flag=Y Manufacturer multi-pack quantity, Manufacturer multi-pack discount $ amount, and Manufacturer multi-pack description must also be populated
Manufacturer Multi-Pack Quantity	The number of Consumer Units required to be purchased to qualify the transaction a Manufacturer Multi-Pack transaction. NOTE: When reporting sales of this type of item, you must report the number of items that must be purchased to qualify the transaction to be discounted.	R	Required when Manufacturer Multi-Pack Flag is set to Y. Example: When you have "Save $0.50 when you buy two" promotion, **Manufacturer** Multi-pack Quantity field = 2.
Manufacturer Multi-Pack Discount Amount	It represents the dollar discount per sales unit provided for the units sold.	R	Required when Manufacturer Multi-Pack Flag is set to Y. Example: When you have "Save $0.50 when you buy two" promotion, **Manufacturer** Multi-pack Discount Amount field = $0.25.

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Manufacturer Multi-Pack Description	The name of the multi-pack program funded by the Manufacturer.	R	Required when Manufacturer Multi-Pack Flag is set to Y. RAI TMS will provide the exact verbiage of any RAI TMS multi-pack promotion; including Loyalty Fund Program offers. Example: Buy 2 Packs Get $0.50 OFF; 2H2017 FGI LOY
Manufacturer Promotion Description	The name of the discount program funded by the Manufacturer.	R	Description of brand and dollar amount. RAI TMS will provide the exact verbiage of any RAI TMS promotion. Camel and Newport Flexible Growth Initiative programs are reported in this field. This will coincide with the Manufacturer Discount Amount. Example: Camel Blue Box $0.75 OFF; 2H2017 Newport FGI
Manufacturer Buy-down Description	Description of the specific buy-down discount being applied to the transaction	Y	Example: Camel buy-down discount

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Scan Data Submission Fields – Details, cont.

Field Name	Description	Required = Y Optional = O Required, if Applicable = R	Comments
Manufacturer Buy-down Amount	Dollar Amount of the buy-down discount applied to the transaction	Y	Example: $0.20
Account Loyalty ID Number	The unique account loyalty or reward card number associated with EACH consumer. This DOES NOT include any consumer's personal information such as name, phone number, or address.	R	Issued by the account. Required for Loyalty Fund Program. Example: 123789; 987ABC123

A column header for each field is required. If a transaction occurs and there is no activity relating to the field, then the value can be left blank.

Multi-Pack Reporting

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

Two options are available to report Multi-Pack purchases. For the below example, a purchase of two identical packs of Newport 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.

Please note that you should not mix reporting options within the same market basket.

	Market Basket Transaction ID	Consumer Units	Outlet Multi-pack Flag	Outlet Multi-pack Quantity	Outlet Multi-pack Discount Amount
Option 1	1111111111	2	Y	2	0.25
Option 2	1111111111	1	Y	2	0.25
	1111111111	1	Y	2	0.25

Retailer Test File Submission

Retailer Test File Certification and Validation Process

Prior to being approved to submit your data in a production environment, an MSAi RSC account representative will work with you to verify accuracy of multiple test submissions to ensure it meets reporting requirements specified by RAI TMS.

The RSC account representative will request confirmation of the following:

- Total Transaction Volume reported
- Total Outlets reported
- Total UPCs reported by Outlet
- Products reported by Outlet
- Promotions reported by Outlet
- Sampling of Product Outlet Prices

Retailer validates and authorizes data submission summary.

RSC Lead finalizes approval process.

RSC account representative communicates to Retailer approval status.

Retailer Submission Services

With each retailer data file submission, status files will be available to indicate the accuracy of the data. The reports package will include the following:

- **Weekly File Submission Status:** Retailers will receive a high-level status of the file they transmitted: Processed (data flowed through the system), Suspended (minor issues need retailer input), Fatal (file would not process).

- **Loaded File Detail:** Retailers will receive feedback metrics on the file that has been processed.

- **Processed File Detail:** Retailers will receive post-processing metrics providing summary level information on the key metrics reported.

- **Error Detail:** Retailers will receive specific details on each record that contains an error. This report supports corrective action needed.

- **Transaction Level Summary Report:** Retailers will receive total number of transactions reported by day.

- **Transaction Level Volume Summary Report:** Retailers will receive the sum of volume during the time period specified.

- **Customer Transactions Summary Report:** Retailers will receive the number of outlets being reported by day.

Retailer Customer Support

Retailer Support Center Reps provide the following services:

- Data Submission Startup: Assist with retailer onboarding procedures.

- Testing and Validation: Support accurate, timely data reporting; research data reporting anomalies and discuss with the retailer as part of ongoing quality assurance. Representatives will follow-up with retailers two-business days after receipt of submission files.

- Submission Status Process: Issue and follow up on status reports sent to retailers.

- Data Corrections Process: Assist in the process to confirm and correct misreported data.

- File Resubmissions Process: On behalf of RAI TMS, request resubmission of data files in support of corrective action processes.

- Consultation: Representatives are available to respond to inquiries during normal business hours (Monday - Friday, 8AM - 7PM Eastern Time).

Retailer Support Center (RSC)

- **Website:** https://myretailerdata.msa.com

- **Email:** rsc@msa.com

- **Phone:** 1.877.544.4429

- Account representatives are available Monday – Friday 8 AM to 7 PM Eastern Time.

- Retailers can contact the RSC representative if there are questions or comments about the file or transmissions associated with this program prior to program enrollment.