

Introduction

The core entity in Product Data Lake is the product also sometimes referred to as an item, article or material.

Academically speaking it is in fact a product model, meaning that each physical instance (with a serial number) of a product model in later versions of Product Data Lake can be handled as a thing.

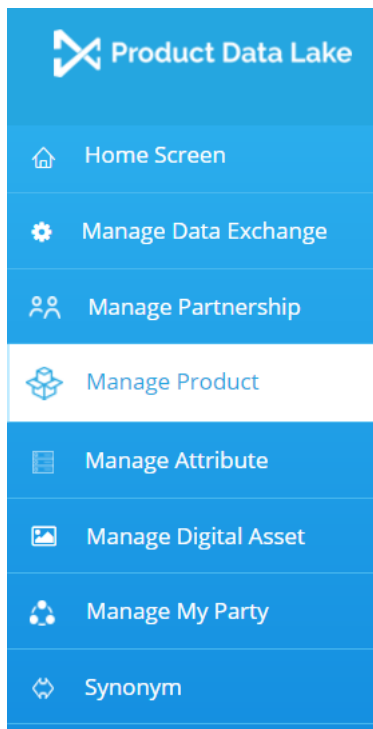
A Product can be attached to an Attribute Group, meaning that:

- You as an upstream provider of product information can offer a collection of attributes for products belonging to a certain product group / classification
- You as a downstream receiver of product information will require a collection of attributes for products belonging to a certain product group / classification

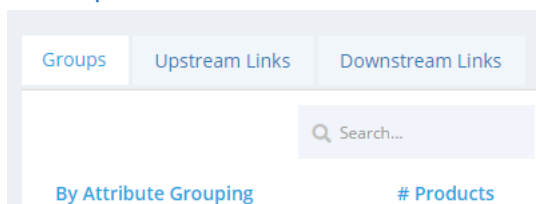
Please refer to the Manage Attributes guide for more information on grouping and using national, international and industry standards for product information.

Products can be uploaded from your inhouse systems via data exchange.

It is however also possible to manage products and linking with trading partners in Product Data Lake interactively:



Groups



Products can be accessed by group from the leftmost pane on the product dashboard.

Products

Internal ID	GTIN	Model Number	Description	Partner Name	Attribute Value	Digital Asset	Related Pr
1234	12345678	ABCD	Mountain Bike		Empty Attribute	View	View

Products can be managed from the right section of the Product dashboard.

You are able to view attribute values, related digital assets and related products either uploaded by you as the upstream provider or inherited to you as the downstream receiver.

You can create a new product from this screen:

The internal identifier is the common identifier used in your inhouse system(s).

A GTIN can be a 14 digit GTIN, a 13 digit EAN, a 12 digit UPC-A or any newer or older specifications provided by GS1.

The model is the manufacturers model number where available.

The product can be assigned to an Attribute Group.

By specifying a specific partner, this product will only be shared with that trading partner.

Product Linking

If you and your trading partner use the same filled GTIN or model number, Product Data Lake will automatically link your products when you become partners in Product Data Lake or add an product with the GTIN / model number.

Else, you can access the linking functionality from the Product dashboard. Note that the linking icon becomes blue when at least one link is established:

Digital Asset	Related Product	
View	View	

Export Products

An export functionality is available from the Manage Attribute screen.



This export is anchored on the selected products and allows you to select preferences, format and included content.

A screenshot of the 'EXPORT' configuration page in Product Data Lake. The page title is 'EXPORT'. Below the title, it says 'You are going to export attribute values of 2 products'. There are several configuration options: 'Party' (None selected), 'Profile' (DEFAULT), 'Hierarchy' (Product/ SKU only), 'Language' (None selected), 'Data Content' (Delta Change), 'Data Duration' (From 2016-03-22 to 2016-09-22), and 'File Format' (radio buttons for CSV with Attributes as row, CSV with Attributes as column, and XML). Below the configuration is a table with 8 columns: 'No', 'Column Name', and 'Export'. The table lists 8 columns with checkboxes in the 'Export' column, all of which are checked.

No	Column Name	Export
1	Product ID	<input checked="" type="checkbox"/>
2	Product Description	<input checked="" type="checkbox"/>
3	Attribute ID	<input checked="" type="checkbox"/>
4	Language	<input checked="" type="checkbox"/>
5	Attribute Group ID	<input checked="" type="checkbox"/>
6	Value	<input checked="" type="checkbox"/>
7	Group Description	<input checked="" type="checkbox"/>
8	Partner ID	<input checked="" type="checkbox"/>

Note that you can download CSV files, which can be opened in a spreadsheet (as Excel), in two ways:

- Each combination of product, attribute (and language) with a value comes as a single row
- Each product is in a row and each attribute is a column with the value in a cell (for a given language)

Additional documentation available

For an introduction to the Product Data Lake, please refer to the Product Data Lake Overview.

For how to get a party account on the Product Data Lake, please refer to Product Data Lake Getting Started.

For how to manage data exchange with trading partners, please refer to Product Data Lake Data Exchange.

For how to operate further interactive functionality on the Product Data Lake, please refer to the other Product Data Lake User Guides.

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