

NOTICE TO THE TRADE – DeCA NOTICE 11-59

SUBJECT: Business Rules for Electronic Data Interchange (EDI) for National Promotional Pricing

The purpose of this Notice to the Trade (NTT) is to help Industry understand the criteria DeCA uses to accept or reject the Electronic Data Interchange (EDI) price information Industry sends in support of Marketing Business Unit (MBU) promotional events and display periods. Although the theme and timing of promotional events and display periods varies each year, a listing of MBU promotional events for CY 2011 can be found on NTT 10-132, DeCA 2011 Regular 2 Week Promotional Calendar, dated August 6, 2010.

The DeCA business systems environment includes the master catalog and the promotion management functions. The master catalog manages pricing and other attributes for all resale items stocked in our commissaries worldwide. The promotion management system is used to document, manage, and schedule national-type items and pricing in promotional events within CONUS. Regional and local promotional items are managed separately.

After DeCA comes to agreement with a vendor on product selection and pricing for a particular promotion event or display period, the selected items are entered into DeCA's promotional management system. The promotional management system in turn generates various documents and spreadsheets for store planning and display compliance. The DeCA Form (DeCAF) 40-15, dated Jan 29, 2010, is used to establish and record agreement between DeCA and the vendor.

Recognizing that price accuracy and integrity could be enhanced through technology, DeCA developed Vendor Promotional Price Locking (VPPL). VPPL establishes a virtual checkpoint between DeCA's EDI pricing system, the master catalog, and the promotional management system. As item prices are submitted by vendors through the EDI system, VPPL will crosscheck the item/price/effective date combination to the items and VPR periods listed in the established promotional events maintained in the promotional management system. Submissions of promotional price changes are subject to the same deadlines as regular price changes. Prices with an effective date of the 1st of the month must be submitted by the 10th day of the previous month. Prices with an effective date of the 16th of the month must be submitted by the 25th of the previous month.

- If the incoming item/price/effective date combination is found to be within a promotional event and a price match is made, the EDI price transaction is accepted.

Note: item promotional price is locked for the entire Voluntary Price Reduction (VPR) period – no other price will be accepted unless the price effective date falls outside of the agreed-upon VPR period. All lower promotional pricing must be approved by the promotional team via a revised DeCAF 40-15 prior to EDI transmission.

- If there is a match based on item and effective date, but the price does not match, *even if the price is lower*, the price transaction is rejected. Subsequently, an EDI 824 transaction is sent informing the vendor of the rejection along with the message, “Price does not match the expected National Promotional Price.”
- If there is no match within the promotional management system of the incoming item/price/effective date combination, the price is accepted as a regular price.

IMPORTANT: If there is no match within the promotional management system of the incoming item/price/effective date combination or a correct promotional price change is never received, VPPL will send the correct promotional price and corresponding effective date to DeCA’s master catalog. Vendors will be paid using this price for any items received during the promotion VPR period. The signed DeCAF 40-15 becomes the source document for this action. It very important that vendors send ALL promotion pricing rather than having VPPL establish the price in the master catalog. Synchronization between DeCA’s catalog and that of the vendor’s will ensure that bill-paying discrepancies are minimized. Registered vendors may use DeCA’s Web pricing system @ www.deca-ec.com to verify previously submitted pricing.

One method for establishing pricing throughout DeCA is with EDI price zones. DeCA has a number of zones associated to specific Price Zone DoDAACs (see attachment) that can be used for regional and OCONUS pricing. For national promotions, our concern is with Zones 1 through 9 (CONUS only). Item prices can be sent individually for each zone; or zones can be grouped together using special Price Zone DoDAACs:

- HQCAA – inclusive of all Price Zones worldwide
- HQCP18 – CONUS stores only (Zones 1 – 9)
- HQCP19 – CONUS, Alaska, and Hawaii stores only (Zones 1 – 9, 15, and 16)
- HQCAES – East CONUS stores (Zones 1 – 4)
- HQCAWS – West CONUS stores (Zones 5 – 9)
- HQCAAB – Europe (Zone 20)
- HQCAAC – Far East (Zone 21)
- HQCWGA – (Zones 7, 15, 16, and 21)
- For a complete list of Price Zone DoDAACs, double-click on the map below:

If the incoming item/price/effective date combination is found to be within a promotional event and a price match is not made, the EDI price transaction is rejected for all price zones within the Price Zone DoDAAC group, not just price Zones 1 through 9. If vendors intend to price items within zones 1 through 9 differently than the rest of the world, they must do so using the appropriate Price Zone DoDAAC group(s). Only the prices for Zones 1 through 9 will be rejected if a price transaction batch is sent using more than one Price Zone DoDAAC group and the promotion price for Zones 1 through 9 failed to pass the VPPL process. All other Price Zone DoDAAC groups will pass through to the master catalog and will update accordingly. Prices for

Zones 1 through 9 will have to be resent with the correct promotional price/effective date combination.

If vendors send more than one Price Zone DoDAAC group in a single transaction, the final group in the transaction overwrites preceding groups wherever there is overlap. For example:

- “HQCAAA” (all Zones) is received first for \$1, and then followed by “HQCWGA,” (the Northwest, Hawaii, Alaska, and Pacific Theater areas) for \$1.25.
- Since “HQCWGA” was received last, for its zones, \$1.25 would be the effective price.
- But if “HQCWGA” were sent before “HQCAAA,” then \$1 would be the effective price for all zones. To establish the \$1.25 price for “HQCWGA,” another transaction would have to be sent.

Should you have any questions regarding this process, the DeCA points of contact for the Promotions team are: Mr. Charles Dowlen, Promotions Manager at 804-734-8000, extension 4-8385, or charles.dowlen@deca.mil; Ms. Renee Mayo, Assistant Promotion Manager at 804-734-8000, extension 4-8441, or renee.mayo@deca.mil.

The DeCA points of contact for the File Maintenance team are: Mr. Wayne Webb, Chief, Business Systems Branch at 804-734-8000, extension 4-8854, wayne.webb@deca.mil; Ms. Shirley Smith, Web/EDI Coordinator at 804-734-8000, extension 4-8312, or shirley.smith@deca.mil; and Ms. Diana Leighty, Web/Edi Coordinator at 804-734-8000, extension 4-8369, or diana.leighty@deca.mil. The DeCA point of contact for EDI is Mr. Keith Dougherty, Senior Application Engineer at 804-734-8000, extension 4-8053, or keith.dougherty.ctr@deca.mil.

//signed//
Christopher T. Burns
Director of Sales

Attachment:
As stated