

Mapping Methodology

07/09/2023



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- **Prioritization**
- **Tips**



Prioritization

Mapping objective

From your product table (called source table), automatically populate the tables of distributors, according to the formats requested by each

Good practices

A. You will not automate 100% of the fields

- Some data requested by your distributors does not concern your products
- Some fields are specific to a distributor so it is not a priority to implement automation
- You don't have all the data in the source table

B. Use the 80/20 rule

Map the 20% of fields/distributors that affect 80% of your business.

A targeted effort quickly delivers a lot of value and accelerates the return on investment



This document is not intended to be a mapping training. It gives the keys to better prioritize mappings to realize.
=> Here is the learning center link to guide you through the mappings : <https://learn.product-live.com/guides/users/rules-engine/>

The goal of prioritization is to target the rules that will impact the most products, the most distributors, and get value quickly. Here are some recommendations.

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| 1 | <u>Create a rule on the classification attribute</u> |
| 2 | <u>Create a rule on mandatory common attributes</u> |
| 3 | <u>Target the families for which you have the most product</u> |
| 4 | <u>Create a rule on specific mandatory attributes</u> |
| 4 | <u>Create simple rules in the first place</u> |

1. As soon as you have a product database in the table linked to the distributor, generate the export 'Generate the mapping report at XXX' present in your list of actions.
2. The 'Main' sheet shows the overall results on the completion and automation rates of your products at the distributor concerned. You can use this inventory to prioritize distributors to work with first.

Main view

| Partner | Categories | | Properties | | | | Automation | | | | Status | Total | Unclass | | | |
|------------|------------|-------------|------------|---------|-----------|------------|------------|--------|------------|-------------|--------|-------|---------|-------|----|-------|
| | Used | Automatique | Common | Common* | Specifics | Specifics* | Total | Total* | Properties | Properties* | | | | % | %* | Cells |
| Boulangier | 13 | 2 | 5 | 2 | 717 | 162 | 722 | 164 | 4 | 2 | 1% | 1% | 145 | Valid | 47 | 0 |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |

Bottom navigation: Main | Boulangier - Categories | Boulangier - Properties | Boulangier - Options | +

Look at the total number of products on this distributor's table

These fields fill in the status of the automations: the * indicates the mandatory fields.

The classification attribute corresponds to the category of your product. It is mandatory **in the enrichment of your products. Without the classification, your products cannot be sent to the distributor.**

- You must rank your products in a lower category to be able to view and complete the **marketing attributes specific to each category.**
- Therefore, the category is the first thing to fill.

Distributor tables include **mandatory common attributes**. They are common to all categories and mandatory for your products to be published.

- ❑ Creating a rule on these attributes will allow you to optimize the completion time on all your products.
- ❑ **Goal: 90% of mandatory common attributes should be automated**

Example: In the “Boulangier – Properties” sheet:

Boulangier - Properties

| Categories | | Properties | | | |
|------------------------|------------|------------|---------------|----------|------------|
| Screen | Boulangier | Completion | Type | Required | Automation |
| Attributs fournisseurs | PRODUCTS | 100% | IMAGE | Yes | No |
| Attributs fournisseurs | Boulangier | 100% | SINGLE-SELECT | Yes | Valid |

By filtering on the column Required to 'Yes', you will only see the required attributes.

By filtering on column D, on empty values, you will only see attributes common to all categories

On the “XXX – Categories” sheet, find the details of the completion and automation rates by product category, at the distributor concerned. You can use it to prioritize categories to automate.

Boulangier - Categories

| Categories | | | | Automation | | | | Products | Completion | Time | | |
|---------------------------|----------|------------|-------------|------------|----|-------------|-----|----------|------------|------------|--------------|------|
| Boulangier | PRODUCTS | Properties | Properties* | Properties | % | Properties* | %* | Total | Invalid | Properties | Average days | Sent |
| RASAGE_HOMME | No link | 59 | 19 | 3 | 5% | 1 | 5% | 13 | 0 | 67% | 108 | 13 |
| TONDEUSE-HOMME | No link | 90 | 24 | 3 | 3% | 1 | 4% | 11 | 9 | 38% | 1 | 11 |
| ACCESSOIRES_DE_RASAGE | No link | 120 | 4 | 3 | 3% | 1 | 25% | 6 | 0 | 13% | 0 | 6 |
| EPILATION_DURABLE | No link | 73 | 24 | 3 | 4% | 1 | 4% | 4 | 2 | 47% | 28 | 4 |
| HYGIENE_DENTAIRE | No link | 114 | 18 | 4 | 4% | 2 | 11% | 4 | 3 | 32% | 0 | 4 |
| ACCESSOIRES_HYGIENE_BUCC | No link | 46 | 16 | 3 | 7% | 1 | 6% | 2 | 0 | 68% | 511 | 2 |
| EPILATION_ELECTRIQUE | No link | 129 | 18 | 3 | 2% | 1 | 6% | 1 | 1 | 60% | 12 | 1 |
| BROSSE | No link | 58 | 12 | 3 | 5% | 1 | 8% | 1 | 0 | 53% | 186 | 1 |
| SURVEILLANCE_BEBE | No link | 77 | 23 | 3 | 4% | 1 | 4% | 1 | 0 | 52% | 0 | 1 |
| STERILISATEUR_BEBE | No link | 50 | 7 | 3 | 6% | 1 | 14% | 1 | 0 | 50% | 0 | 1 |
| CHAUFFE_BIBERON | No link | 70 | 10 | 3 | 4% | 1 | 10% | 1 | 0 | 33% | 0 | 1 |
| LUMINOTHERAPIE-SIMULATEUR | No link | 90 | 9 | 3 | 3% | 1 | 11% | 1 | 0 | 19% | 0 | 1 |
| EPILATION_RASOIR_FEMME | No link | 50 | 9 | 3 | 6% | 1 | 11% | 1 | 0 | 22% | 3 | 1 |

By filtering from the largest to the smallest number of products by category in the ‘Boulangier – Categories’ sheet, you can identify in the first lines the categories for which you have the most existing products.

NB: It is also necessary to determine the most important or priority categories according to your business challenges and your current/ future product catalog.

Once priority categories have been identified, **target the mandatory specific attributes related to those categories.**

- ❑ Again, it is possible to rely on the “Generate mapping report at XXX” export present in your list of actions to identify these attributes.

Boulangier - Properties

| Screen | Categories | Properties | Required | Automation |
|------------------------|-----------------------------|----------------------------|----------|------------|
| Attributs fournisseurs | ACCESSOIRES_DE_RASAGE | Produit | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_DE_RASAGE | Fabriqué en | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Gamme | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Type de produit | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Quantité | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Marque compatible | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Coloris | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Compatible avec | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Gamme compatible | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Propreté | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Dents - gencives sensibles | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Blancheur | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Orthodontie | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Plaque dentaire | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Soin interdentaire | Yes | No |
| Attributs fournisseurs | ACCESSOIRES_HYGIENE_BUCCALE | Fabriqué en | Yes | No |
| Attributs fournisseurs | BROSSE | Type de produit | Yes | No |
| Attributs fournisseurs | BROSSE | Permet de | Yes | No |
| Attributs fournisseurs | BROSSE | Rotation : | Yes | No |
| Attributs fournisseurs | BROSSE | Puissance | Yes | No |

In the 'Boulangier – Properties' sheet, filter on the desired categories and then on the 'Required' column. You will be able to see the attributes specific to each category and if they are mandatory (Required'yes').

- ❑ As mentioned in slide 1, **first automate the common fields** [the category is empty] . Then automate the fields mentioned above, **specific mandatory fields** ('Required' 'yes') to the desired category.
- ❑ Once the mandatory specific attributes have been automated, you will be able to automate the **optional specific attributes** in the 'Required' 'no' column.

NB: not all fields can be automated: some are specific to a distributor, others do not concern your products. Identify the mappable fields for which you have the information internally and work on continuous improvement on mappings .

Data automation allows rule creation at multiple levels:

- ❑ 'Simple' rules: The source attribute* and the target attribute** are the same type and there is no specific condition for the application of the rule. ([Example](#))
- ❑ 'Intermediate' rules: The source attribute and the target attribute are the same type or not and there are specific conditions for applying the rule. ([Example](#))
- ❑ 'Complex' rules: Multiple sources or data types are possible or a default value can only be used under certain conditions. ([Example](#))

As the creation of 'simple' rules is the quickest, we recommend starting with this type of rule.

* attribute present in your table

** attribute requested by the distributor in its table

- Simple rule example

The screenshot shows a configuration window titled "Automatiser la saisie des données - Libellé". It contains several sections:

- Quelle table doit être utilisée comme source ?**: A dropdown menu with "BRANDX PROFESSIONAL / Produits" selected.
- Action**: A section titled "Que voulez vous faire ?" with three radio buttons: "Utiliser la valeur d'un autre champ" (selected), "Utiliser une valeur par défaut", and "Concaténation de champs".
- * Table:** A dropdown menu with "BRANDX PROFESSIONAL / Produits" selected.
- * Attribut:** A dropdown menu with "Libellé (FR) (LIBELLE_FR)" selected. Below it, a note says "Seuls les attributs compatibles sont affichés ici. Plus de détails dans la documentation".
- Options**: Three checkboxes: "Supprimer les retour chariot", "Supprimer les balises HTML", and "Retirer les espaces en début et fin".
- Seulement si**: A section with three dropdown menus: "BOULANGER DEMO / Produits", "Libellé (Infos Generales/mat_desc)", and "Vide". To the right of the last dropdown is an "Et" icon.
- Buttons**: "+ Et", "+ Ou", "+ Ajouter une nouvelle règle", "Annuler", "Supprimer", and "Sauvegarder".

The target attribute 'Label' is text type and the source attribute ' Label(FR)' is also text type. So we can use the value of the source attribute to fill the target attribute directly. No particular condition is to be added because the value of the source attribute corresponds exactly to what is expected in the target attribute.

This condition is the default condition that allows the rule to be applied only if the target attribute is originally empty. (This condition can be removed).

- Example of an 'intermediary' rule

The screenshot shows a configuration window titled "Automatiser la saisie des données - Catégorie". It contains several sections:

- Quelle table doit être utilisée comme source ?**: A dropdown menu with "BRANDX PROFESSIONAL / Produits" selected.
- Action**: A section with the question "Que voulez vous faire ?" and two radio buttons: "Utiliser la valeur d'un autre champ" (selected) and "Utiliser une valeur par défaut".
- Table and Attribute**: A dropdown menu with "BRANDX PROFESSIONAL / Produits" selected, and another dropdown menu with "Typologie produit (PRODUCTS TYPOLOGY)" selected. Below the second dropdown is the text: "Seuls les attributs compatibles sont affichés ici. Plus de détails dans la documentation".
- Options**: A slider for "Modifier les options" set to 8%. Below it is the text: "Cliquez sur modifier les options pour mettre en correspondance chaque option".
- Seulement si**: A section with three dropdown menus: "BOULANGER DEMO / Produits", "Catégorie (CENTRALE_ORDINATEUR_PORTABLE/pour_plus_d_information/categorie)", and "Vide".
- Et**: A section with three dropdown menus: "BRANDX PROFESSIONAL / Produits", "Typologie produit (PRODUCTS TYPOLOGY)", and "Dans".
- Et**: A section with two dropdown menus: "... / Ordinateurs portables (ORDINATEURS_PORTALES) x" and "... / Ordinateurs de bureau & Ecrans (ORDINATEUR_BUREAU_ECRAN) x".
- Buttons**: "+ Et", "+ Ou", "+ Ajouter une nouvelle règle", "Annuler", "Supprimer", and "Sauvegarder".

The target attribute 'Category' corresponds to the source attribute 'Product typology' only if the product is in the category 'Laptops' or 'Desktop & Screens'.

This last condition is specified here

- Example of a 'complex' rule

The "Category" target attribute is of the value list type. No source attribute of this type matches. We will therefore create as many rules as possible values by using each time a default value and conditions that are specific to it.

Automatiser la saisie des données - Catégorie

Quelle table doit être utilisée comme source ?
* Table: BRANDX PROFESSIONAL / Produits

Action
Que voulez vous faire ?
 Utiliser la valeur d'un autre champ
 Utiliser une valeur par défaut

* Valeur: Chromebook (Chromebook)

Seulement si
BOULANGER DEMO / Produits
Catégorie (CENTRALE_ORDINATEUR_PORTABLE/pour_plus_d_information/categorie)
Vide Et
Et
BRANDX PROFESSIONAL / Produits
Description (DESCRIPTION)
Contient
chrome Et
+ Et
+ Ou
+ Ajouter une nouvelle règle Annuler Supprimer Sauvegarder



Automatiser la saisie des données - Catégorie

Quelle table doit être utilisée comme source ?
* Table: BRANDX PROFESSIONAL / Produits

Action
Que voulez vous faire ?
 Utiliser la valeur d'un autre champ
 Utiliser une valeur par défaut

* Valeur: MacBook Air (MacBook Air)

Seulement si
BOULANGER DEMO / Produits
Catégorie (CENTRALE_ORDINATEUR_PORTABLE/pour_plus_d_information/categorie)
Vide Et
Et
BRANDX PROFESSIONAL / Produits
Description (DESCRIPTION)
Contient
air Et
+ Et
+ Ou

Quel est le titre de cette règle ?
* Titre: MacBook Air
Annuler Supprimer Sauvegarder



Automatiser la saisie des données - Catégorie

Quelle table doit être utilisée comme source ?
* Table: BRANDX PROFESSIONAL / Produits

Liste des règles
Les règles seront exécutées de haut en bas, déplacez une règle pour réorganiser la liste.

Chromebook
Macbook Air

+ Ajouter une nouvelle règle Annuler Supprimer Sauvegarder

| Attribute type | Time |
|-------------------|---------------|
| Simple rule | 2-5 minutes |
| Intermediate rule | 5-10 minutes |
| Complex rule | 10-30 minutes |

It should be noted that this order of magnitude will vary according to the quality of your data and your mastery, which will improve with each new creation.



Tips

- ❑ Before you start creating rules on the platform, if you have an Excel file of your structure. You can rely on it by adding the attribute matches requested by distributors.
This can allow you to [quantify the number of rules](#) that can technically be created and highlight attributes that would be added to your own structure.
- ❑ When creating mapping rules, we advise you [to open 2 tabs](#). A tab displaying your table and a tab displaying the distributor table for which you will create rules. Thus, you can easily switch from one to the other to check and copy the source attributes in your table.
- ❑ If you already have existing products, you can take 1 or 2 products to display in the source table and in the target table and thus [compare the existing values](#) of these products. This can help you determine which source attribute would match which target attribute.
- ❑ When creating a rule with a condition, prefer the use of the ['contains'](#), it is not case-sensitive unlike the 'equal to'.
- ❑ [Test the rules](#) you create on a newly created product that you can then delete. You can use the 'Update Products at XXX' action. You will then identify if the recovered value matches the expected.



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