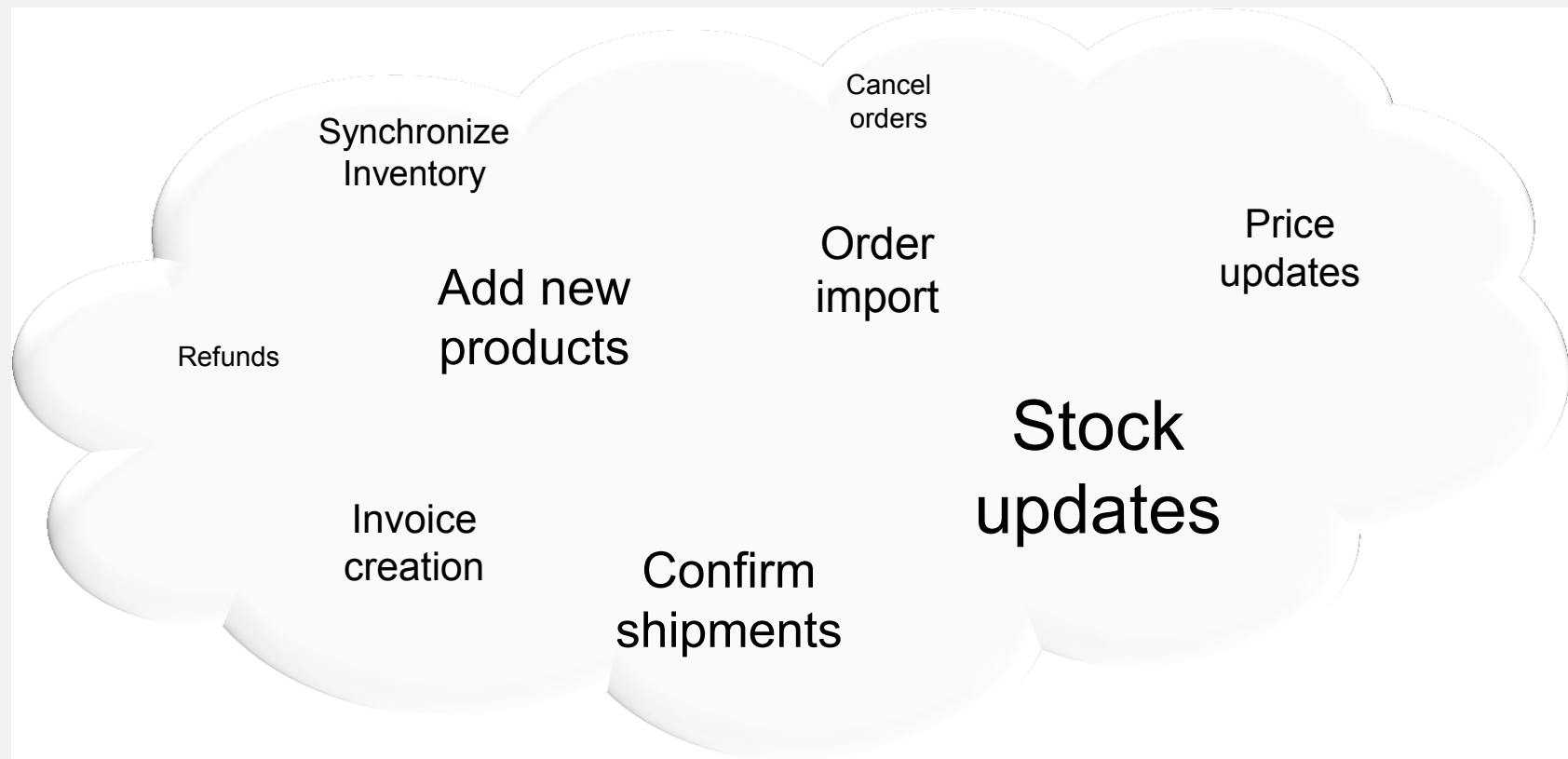# Seller Automation Options

October 2012
Thomas Münchhausen
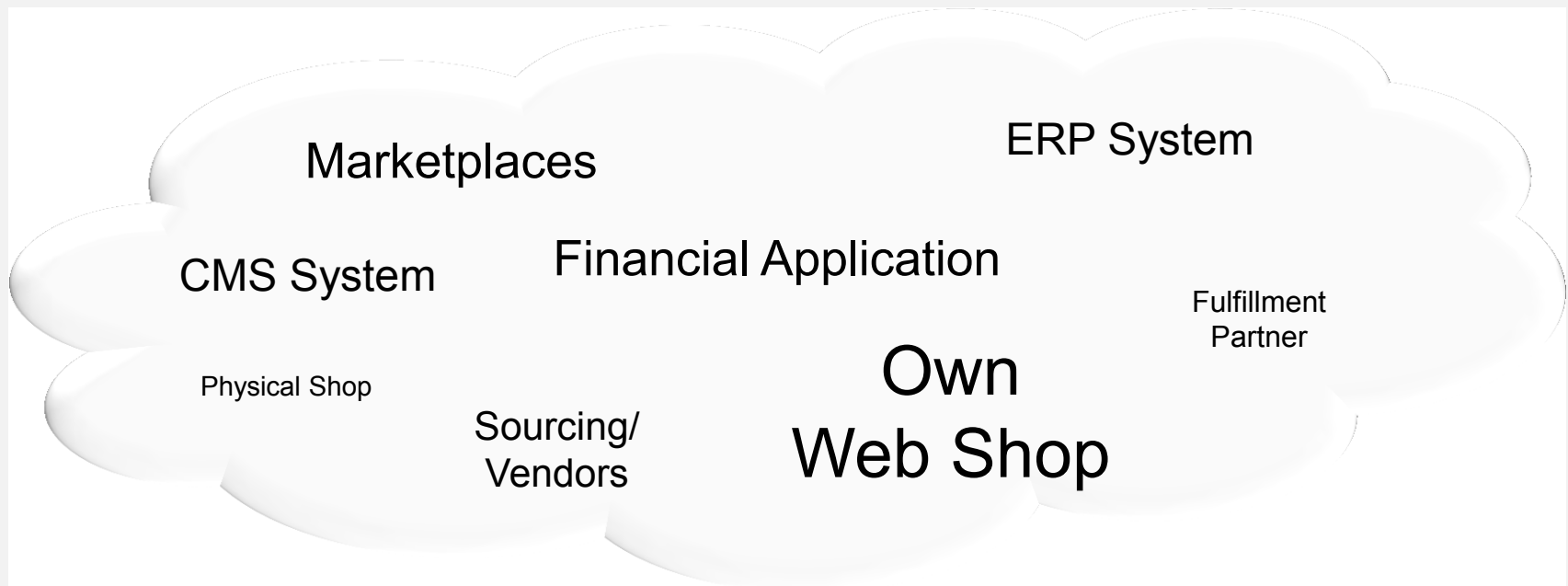
1. Overview on automation options

2. AMTU – Data transport without programming

3. MWS – The seller centric interface for all transactions

4. Automation for European Seller Accounts

5. Integration of *Fulfilment by Amazon*

Amazon Confidential

• Which processes should get automated?

Synchronize
Inventory

Cancel
orders

Order
import

Price
updates

Add new
products

Refunds

Stock
updates

Invoice
creation

Confirm
shipments

- ## **Which processes should get automated?**

- ## **What's the sellers current IT environment?**

Marketplaces

ERP System

CMS System

Financial Application

Fulfillment Partner

Physical Shop

Sourcing/ Vendors

Own Web Shop

- **Which processes should get automated?**

- **What's the sellers current IT environment?**

- **What are the available skills for implementing automation?**

Seller automation options

What avenues are there for sellers to automate?

- **Amazon Merchant Transport Utility (AMTU)**

- **Own custom development and integration**

- **Off-the-shelf solutions or services (Service Integrator tools)**

- **Mix of the above**

Agenda

1. Overview on automation options

2. AMTU – Data transport without programming

3. MWS – The seller centric interface for all transactions

4. Automation for European Seller Accounts

5. Integration of *Fulfilment by Amazon*

- **JAVA-based application**

- **Automated data transport between seller and Amazon (XML or TXT)**

- **Supports feed upload and report download**

- **Available for Windows, Linux, Mac environments**

AMTU 2.x ...

- **can be found in Online help of Seller Central.**

- **can manage more than one seller account from one installation.**

- **supports Unified Accounts**

- **receives automatic application updates.**

- **now supports as well media category feeds.**

Amazon Merchant Transport Utility

Amazon Merchant Transport Utility v2.1.8

| Activities | Submitted Feeds | Retrieved Reports | Account Management |

AMTU Account Settings

Document Transport Directory: C:\Users\thmu\amtu2\DocumentTransport   [Browse]

Marketplace Web Service Authentication

Access Key ID: AKIAIGXM7JAUTJOKIDIA

Secret Key: ●●

Merchant ID: AG4U84DS4JEUF

You can retrieve your access information from the MWS registration website by clicking on the button on the right.

[Open MWS Website]

Connection Intervals

Feed Upload Interval (minutes): 2

Feed Results Download Interval (minutes): 2

☐ Disable Report Downloads for this account?

Report Download Interval (minutes): 5

[Delete] [Modify]

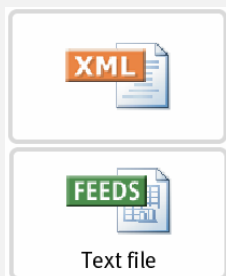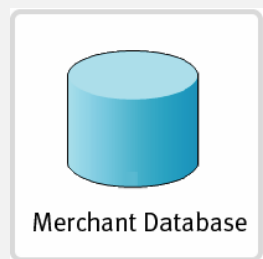**Site Information**

Site Name: DEFAULT

Site Directory: production

Marketplace ID:

[Delete] [Modify]

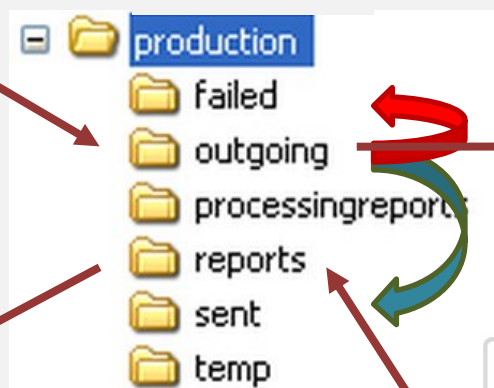[Add Site] [Add Account]

Select an Account to View

DE Merchant Integration Test... ▼

Select a Site to View

DEFAULT ▼

Account Details

MWS Endpoint:

Germany

Document Transport Directory:

C:\Users\thmu\amtu2\DocumentTransport

Transport Status:

Ready

Last Connection Established at:

Not Available

Amazon Merchant Transport Utility

Product-, Price- or Inventory Information

Merchant Database

XML

FEEDS
Text file

AMTU

production
- failed
- outgoing
- processingreport
- reports
- sent
- temp

amazon

XML

FEEDS
Text file

Order Report
Settlement Report
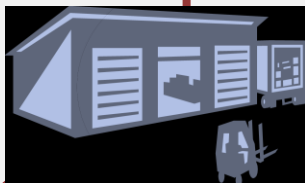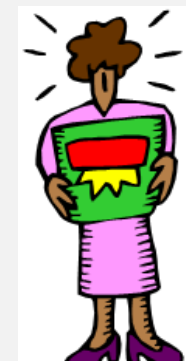
Amazon Merchant Transport Utility

Webinar recording at http://services.amazon.co.uk

1. Overview on automation options

2. AMTU – Data transport without programming

3. MWS – The seller centric interface for all transactions

4. Automation for European Seller Accounts

5. Integration of *Fulfilment by Amazon*

- *The* programming interface for all Amazon sellers
- Compatible with all current feed & report formats
- Various levels of developer support
  - Comprehensive documentation
  - Libraries & code samples (PHP, Java, C#)
  - Developer forum
  - Contact form to MWS support
  - „Scratchpad" for developers
- Detailled access authorization
- Future expansion with new features

MWS – Marketplace Web Services

... further details at http://developer.amazonservices.co.uk

amazon services
Europe

Amazon Marketplace Web Service (Amazon MWS)

(Seller Login Required)

APIs and Documentation

Feeds

Reports

Fulfilment Inbound Shipment

Fulfilment Inventory

Fulfilment Outbound Shipment

Orders

Products

Sellers

Supported Amazon

...nazon Marketplace Web Service (Amazon MWS) is an ...egrated Web service API that helps Amazon sellers to ...ogrammatically exchange data on listings, orders, ...yments, reports, and more. XML data integration with ...nazon enables higher levels of selling automation, which ...lps sellers grow their business. By using Amazon MWS, ...lers can increase selling efficiency, reduce labour ...quirements, and improve response time to customers.

...nazon MWS supports seller API functions that are ...oader in scope and functionality than any API functionality ...eviously offered to sellers by Amazon. With Amazon ...VS, Amazon listing, order, and payment data can be ...egrated into existing workflows so that selling on ...nazon fits seamlessly with sellers' current business ...actices.

...e Amazon Marketplace Web Service (Amazon MWS) ...lfilment API sections include operations that allow sellers ...access Amazon's world-class fulfilment capabilities ...ough a simple Web services interface. Among other ...atures, a seller can programmatically send order ...ormation to Amazon with instructions to fulfil customer

Sign up for MWS ▶

amazon services
Europe SARL

MWS – Marketplace Web Services

amazon services

Amazon Marketplace Web Service (Amazon MWS)

○ I want to access my own Amazon seller account with MWS.

○ I want to use an application to access my Amazon seller account with MWS.

Application Name: [＿＿＿＿＿＿＿＿]

Application's Developer Account Number: [＿＿＿＿＿＿＿] For example: 1234-1234-1234, 123412341234

○ I want to give a developer access to my Amazon seller account with MWS.

Developer's Name: [＿＿＿＿＿＿＿]

Developer Account Number: [＿＿＿＿＿＿＿] For example: 1234-1234-1234, 123412341234

Next ▶

MWS – Marketplace Web Services

Amazon Marketplace Web Service (Amazon MWS)

Congratulations!

You can now access your Amazon Seller account with MWS

These are your Account Identifiers and Credentials, which you will need to make successful MWS requests.

Important: Please do not navigate away from this page until you have made note of these Account Identifiers and Credentials or have printed this page. These Account Identifiers and Credentials will not be emailed to you.

These are your Account Identifiers and Credentials, which you will need to make successful MWS requests.

Seller account identifiers for EU SellerConnection Training 10

Merchant ID: ▓▓▓▓▓▓▓

Marketplace ID: ▓▓▓▓▓▓P

Developer account identifier and credentials for developer account number ●033-●46-●186*

AWS Access Key ID: ▓▓▓▓▓▓▓

Secret Key: ▓▓▓▓▓▓▓▓▓▓

---

*If you are developing MWS Applications or otherwise providing MWS-related development services to other sellers, you will need to provide this developer account number to those sellers so that they can authorize you to access their Amazon seller accounts with MWS.

MWS – Marketplace Web Services

... further details at http://developer.amazonservices.co.uk

Documentation on Report Types

Listing Reports
_GET_FLAT_FILE_OPEN_LISTINGS_DATA_
_GET_MERCHANT_LISTINGS_DATA_BACK_COMPAT_
_GET_MERCHANT_LISTINGS_DATA_
_GET_MERCHANT_LISTINGS_DATA_LITE_
_GET_MERCHANT_LISTINGS_DATA_LITER_
_GET_MERCHANT_CANCELLED_LISTINGS_DATA_
_GET_MERCHANT_LISTINGS_DEFECT_DATA_

Order Reports
_GET_FLAT_FILE_ACTIONABLE_ORDER_DATA_
_GET_ORDERS_DATA_
_GET_FLAT_FILE_ORDER_REPORT_DATA_
_GET_FLAT_FILE_ORDERS_DATA_
_GET_CONVERGED_

Order Tracking Repo...
_GET_FLAT_FILE_AL...
_GET_FLAT_FILE_AL...
_GET_XML_ALL_ORD...
_GET_XML_ALL_ORD...

Performance Repor...
_GET_SELLER_FEEDE...

Settlement Reports
_GET_FLAT_FILE_PAYMENT_SETTLEMENT_DATA_
_GET_PAYMENT_SETTLEMENT_DATA_
_GET_ALT_FLAT_FILE_PAYMENT_SETTLEMENT_DATA_

FBA Reports
_GET_AFN_INVENTORY_DATA_
_GET_AMAZON_FULFILLED_SHIPMENTS_DATA_
_GET_FBA_FULFILLMENT_CUSTOMER_RETURNS_DATA_
_GET_FBA_FULFILLMENT_CUSTOMER_SHIPMENT_SALES_DATA_
_GET_FBA_FULFILLMENT_CUSTOMER_SHIPMENT_PROMOTION_DATA_
_GET_FBA_FULFILLMENT_CURRENT_INVENTORY_DATA_
_GET_FBA_FULFILLMENT_MONTHLY_INVENTORY_DATA_
_GET_FBA_FULFILLMENT_INVENTORY_RECEIPTS_DATA_

|		Seller Central sellers.
FBA Inventory Health Report	_GET_FBA_FULFILLMENT_INVENTORY_HEALTH_DATA_ API operation: *RequestReport*	Tab-delimited flat file Amazon-fulfilled shipments report. Contains information about inventory age, condition, sales volume, weeks of cover, and price. Content updated daily. For FBA Sellers only. For Marketplace and Seller Central sellers.
FBA Manage	GET_FBA_MYI_UNSUPPRESSED_INVENTORY_DATA	Tab-delimited flat file FBA

MWS Operation Choreography Example
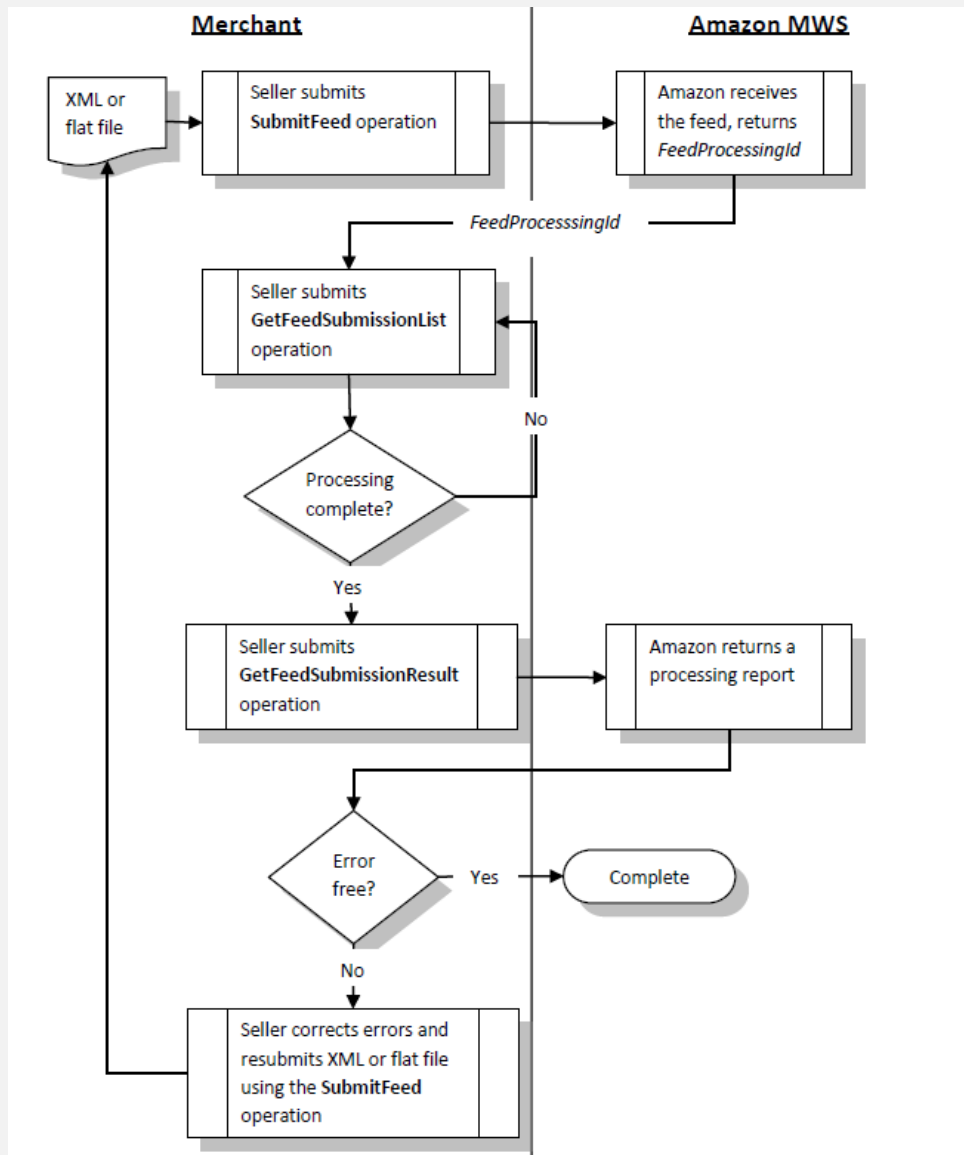
MWS – Scratchpad

Amazon MWS Scratchpad

API Selection

API Section:	Reports
Operation:	RequestReport

Authentication

Merchant ID:	A2J6O3A4UT7E4L
AWS Access Key ID:	AKIAIGXM7JAUTJOKIDIA
Secret Key:	ʼbOlU2EgLkWl39NnU6lRdB

Note: Never enter your MWS credentials into a non-Amazon site.

More...

Required API Parameters

ReportType	_GET_ORDERS_DATA_

Optional API Parameters

MarketplaceIdList.Id.1	⊕
StartDate	00:00
EndDate	00:00
ReportOptions	

Submit

Response | **Request Details**

HTTP POST

```
POST /?AWSAccessKeyId=AKIAIGXM7JAUTJOKIDIA
   &Action=RequestReport
   &Merchant=A2J6O3A4UT7E4L
   &SignatureVersion=2
   &Timestamp=2011-09-01T13%3A06%3A48Z
   &Version=2009-01-01
   &Signature=U7%2F8p%2F1ovOqsCaN%2BLbT9gAQRXjAhZJcNBt7SnXd4KHM%3D
   &SignatureMethod=HmacSHA256
   &ReportType=_GET_ORDERS_DATA_ HTTP/1.1
Host: mws.amazonservices.co.uk
x-amazon-user-agent: AmazonJavascriptScratchpad/1.0 (Language=Javascript)
Content-Type: text/xml
```

String to sign

```
POST
mws.amazonservices.co.uk
/
AWSAccessKeyId=AKIAIGXM7JAUTJOKIDIA&Action=RequestReport&Merchant=A2J6O3A4UT7E4L&ReportType=_GET_ORDERS_DATA_&SignatureMet
```

SHA 256 HMAC	53bffca7fd68bceaac09a37e2db4fd8004115e302164970d06ded29d77782873
Base64 HMAC	U7/8p/1ovOqsCaN+LbT9gAQRXjAhZJcNBt7SnXd4KHM=

1. Overview on automation options

2. AMTU – Data transport without programming

3. MWS – The seller centric interface for all transactions

4. Automation for European Seller Accounts

5. Integration of *Fulfilment by Amazon*

Amazon Confidential

Automation for European unified accounts

With the Europe Marketplaces Account, you can:

- list your offers on **multiple European Amazon Marketplaces** and

- reach millions of **new shoppers**

Submitting feeds to more than one marketplace

- **Products have to be listed in local language**
- **FlatFile feeds can only be applied to one country.**
- **Price feeds require same currency on target marketplaces.**
- **Inventory feeds update SKU quantities on all EU marketplaces.**

- **Single order report for all marketplaces**

- **Sellers must be ready for multiple currencies**

- **„Sales-Channel" column available for FF reports (not yet for XML)**

- **Shipping confirmation feeds may include orders from multiple marketplaces.**

1. Overview on automation options

2. AMTU – Data transport without programming

3. MWS – The seller centric interface for all transactions

4. Automation for European Seller Accounts

5. Integration of *Fulfilment by Amazon*

- # **Suggested integration steps:**

  1. Flag FBA items in own product data (avoid inactive exchanges)

- # **Suggested integration steps:**

  2. Import FBA order and shipment data

  3. Creation of VAT invoices for FBA customers

• **Suggested integration steps:**

4. Monitoring of FBA stock levels

```
Request:

POST /FulfillmentInventory/2010-10-01?AWSAccessKeyId=Axxxxxxxxxxxxxxx
  &Action=ListInventorySupply
  &SellerId=Axxxxxxxxxxxxx
  &SignatureVersion=2
  &Timestamp=2012-10-11T13%3A41%3A27Z
  &Version=2010-10-01
  &Signature=lg8UAtUlEeDpF8XqDMF8L1h8BEvUjQM3uI6riWXxc%2F4%3D
  &SignatureMethod=HmacSHA256
  &SellerSkus.member.1=1234
  &ResponseGroup=Detailed

Response:

<ListInventorySupplyResponse xmlns="http://mws.amazonaws.com/FulfillmentInventory/2010-10-01/">
  <ListInventorySupplyResult>
    <InventorySupplyList>
      <member>
        <SellerSKU>1234</SellerSKU>
        <TotalSupplyQuantity>0</TotalSupplyQuantity>
        <InStockSupplyQuantity>0</InStockSupplyQuantity>
      </member>
    </InventorySupplyList>
  </ListInventorySupplyResult>
  <ResponseMetadata>
    <RequestId>cdd78957-06b0-40c2-88d5-24df5656945f</RequestId>
  </ResponseMetadata>
</ListInventorySupplyResponse>
```

• **Suggested integration steps:**

5. Integrated triggering of FBA multichannel fulillment orders

Integration of FBA

• **Suggested integration steps:**

6. Initial shipment creation via feed, completion in Seller Central

• **Suggested integration steps:**

1. Flag FBA items in own product data (avoid inactive exchanges)

2. Import FBA order and shipment data

3. Creation of VAT invoices for FBA customers

4. Monitoring of FBA stock levels

5. Integrated triggering of FBA multichannel fulillment orders

6. Initial shipment creation via feed, completion in Seller Central

7. Support for item stickering in a „scan and print" fashion

8. Complete end-to-end inbound shipment creation

Amazon Confidential