

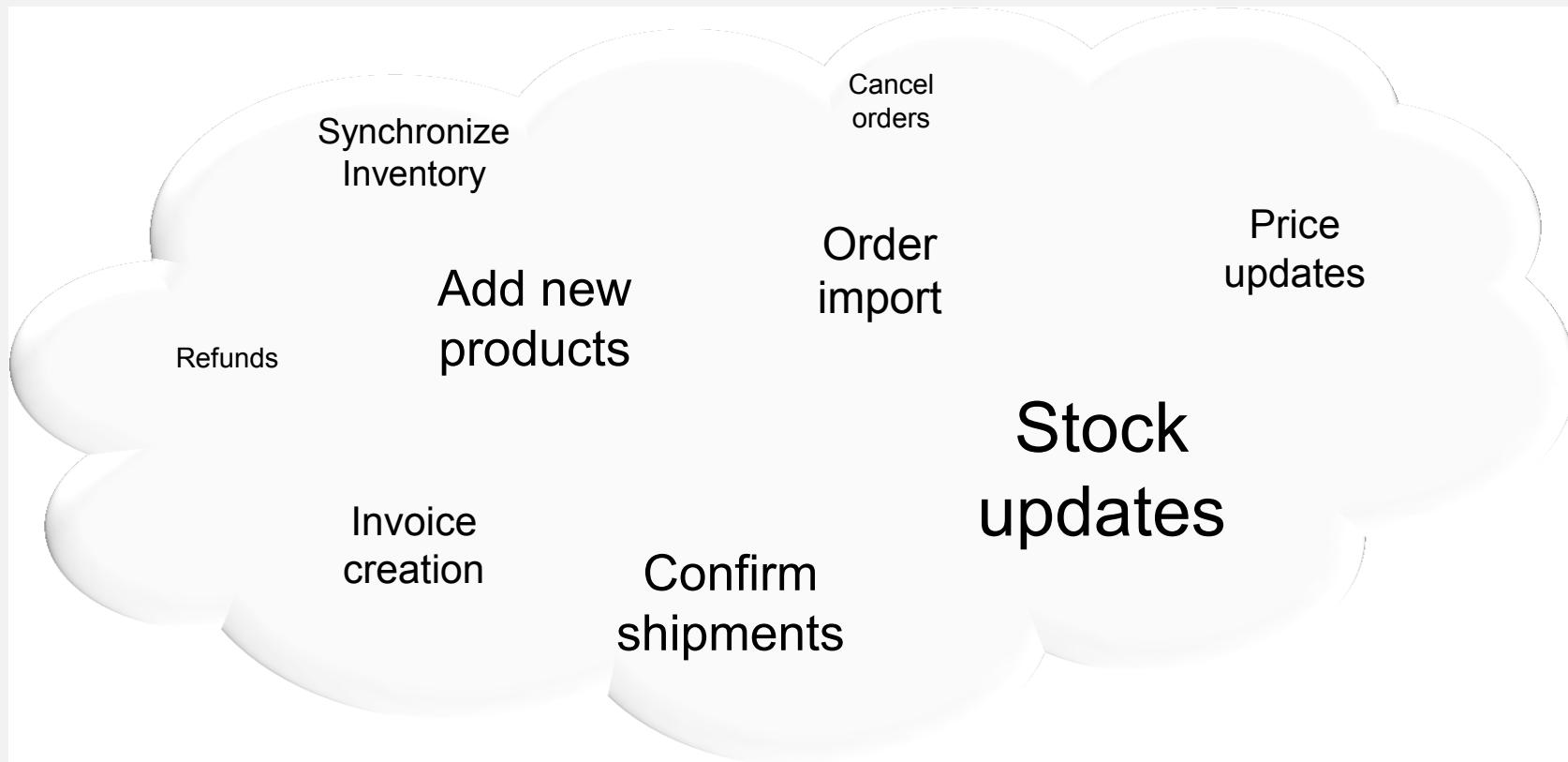
Seller Automation Options

October 2012
Thomas Münchhausen

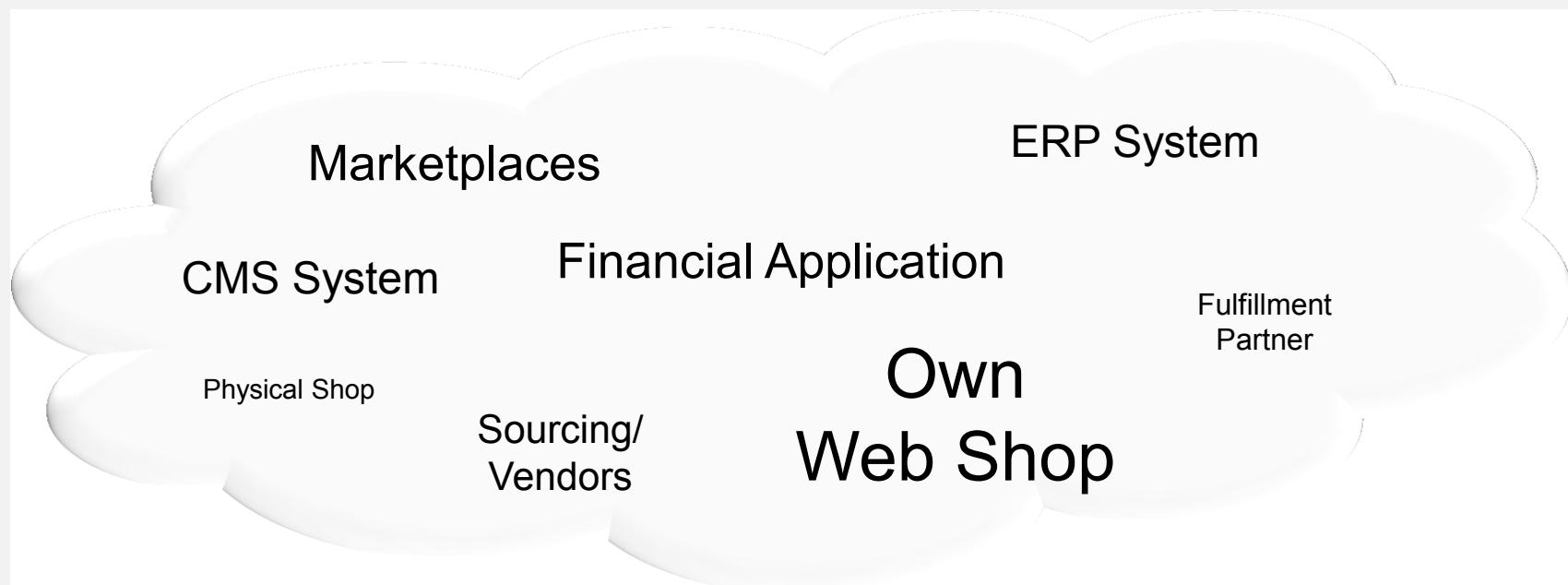
Agenda

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*

- **Which processes should get automated?**



- **Which processes should get automated?**
- **What's the sellers current IT environment?**



- **Which processes should get automated?**
- **What's the sellers current IT environment?**
- **What are the available skills for implementing automation?**

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**

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- **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.

Help

Configure Account Settings

Getting Started

- ◆ Getting Started Guide
- ◆ Selling in Categories
- ◆ Individual Selling Plan
- ◆ Shipping Overview
- ◆ Things You Didn't Know You Needed to Know to Sell on Amazon.co.uk
- ◆ Seller Central Home Page Improvements

Tasks & Tools

- ◆ Set-up Instructions
- ◆ Login Settings
- ◆ Update My Account Information
- ◆ Set User Permissions
- ◆ Configure My Shipping Settings
- ◆ Change Subscription or Close Seller Account

E-Learning Tutorials

- ◆ Your Info and Policies
- ◆ Shipping settings basics
- ◆ Setting item/weight based shipping rates
- ◆ Setting banded shipping rates
- ◆ Using Your Case Log
- ◆ Seller Central Overview

Manage Inventory

Getting Started

- ◆ Products and Listings
- ◆ Product UPCs/EANs and GTINs
- ◆ The Catalogue, Categories, and Your Inventory Listings
- ◆ Matching Your Products
- ◆ Sellers eligible to win the Buy Box
- ◆ The Buy Box
- ◆ How the More Buying Choices Box Works
- ◆ The Offer Listing Page
- ◆ The Buy Used Box
- ◆ Selling In Categories

Tasks & Tools

- ◆ Add a Product Tool
- ◆ Use Manage Inventory Feature
- ◆ Fix Listings with Missing Information
- ◆ Download & Upload Inventory Files
- ◆ Using AMTU
- ◆ Seller Desktop (TM)
- ◆ Download an Inventory Report
- ◆ Prepare Product Images
- ◆ Creating Product Relationships
- ◆ Condition Types

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

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.

Connection Intervals

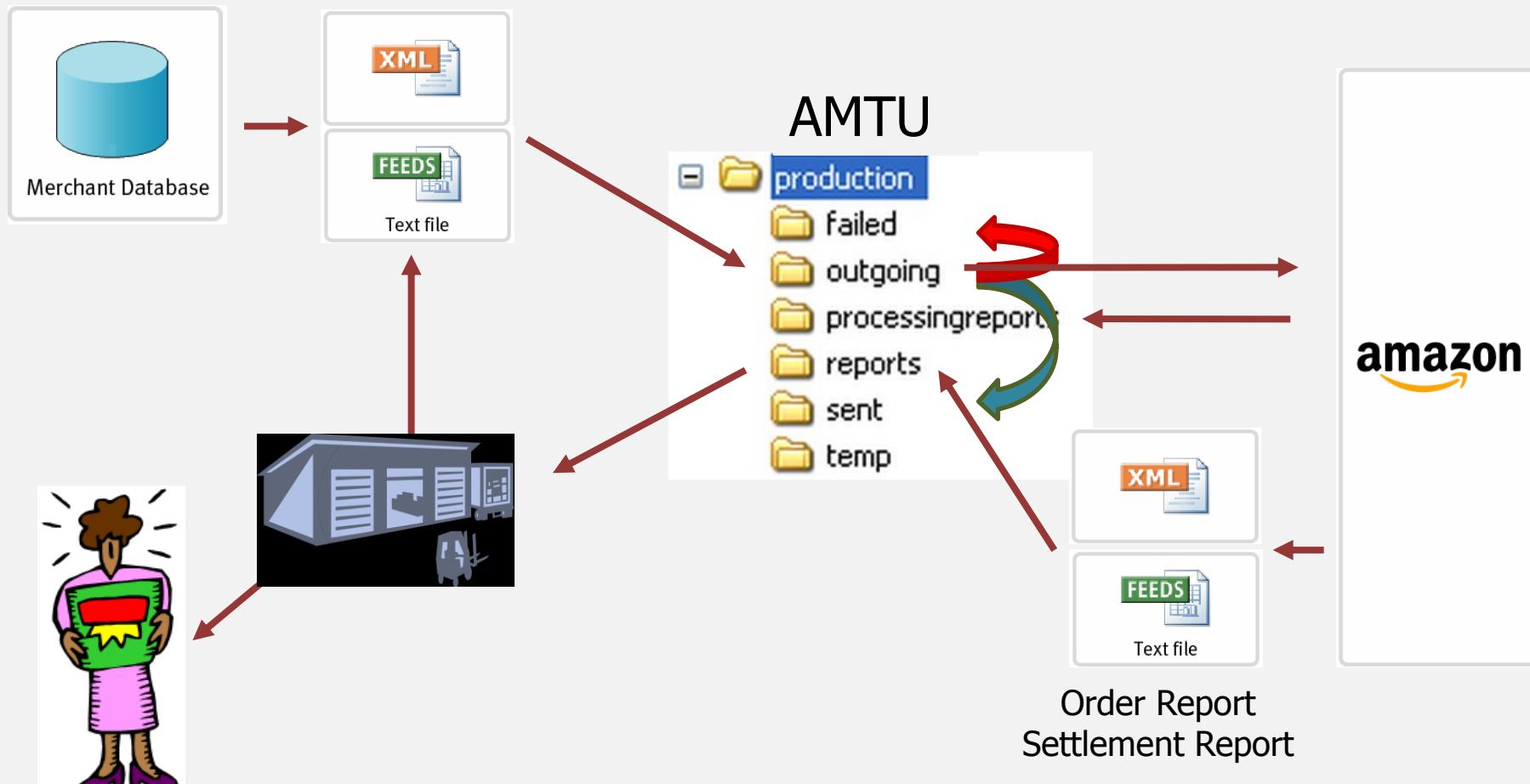
Feed Upload Interval (minutes): 2
Feed Results Download Interval (minutes): 2
 Disable Report Downloads for this account?
Report Download Interval (minutes): 5

Site Information

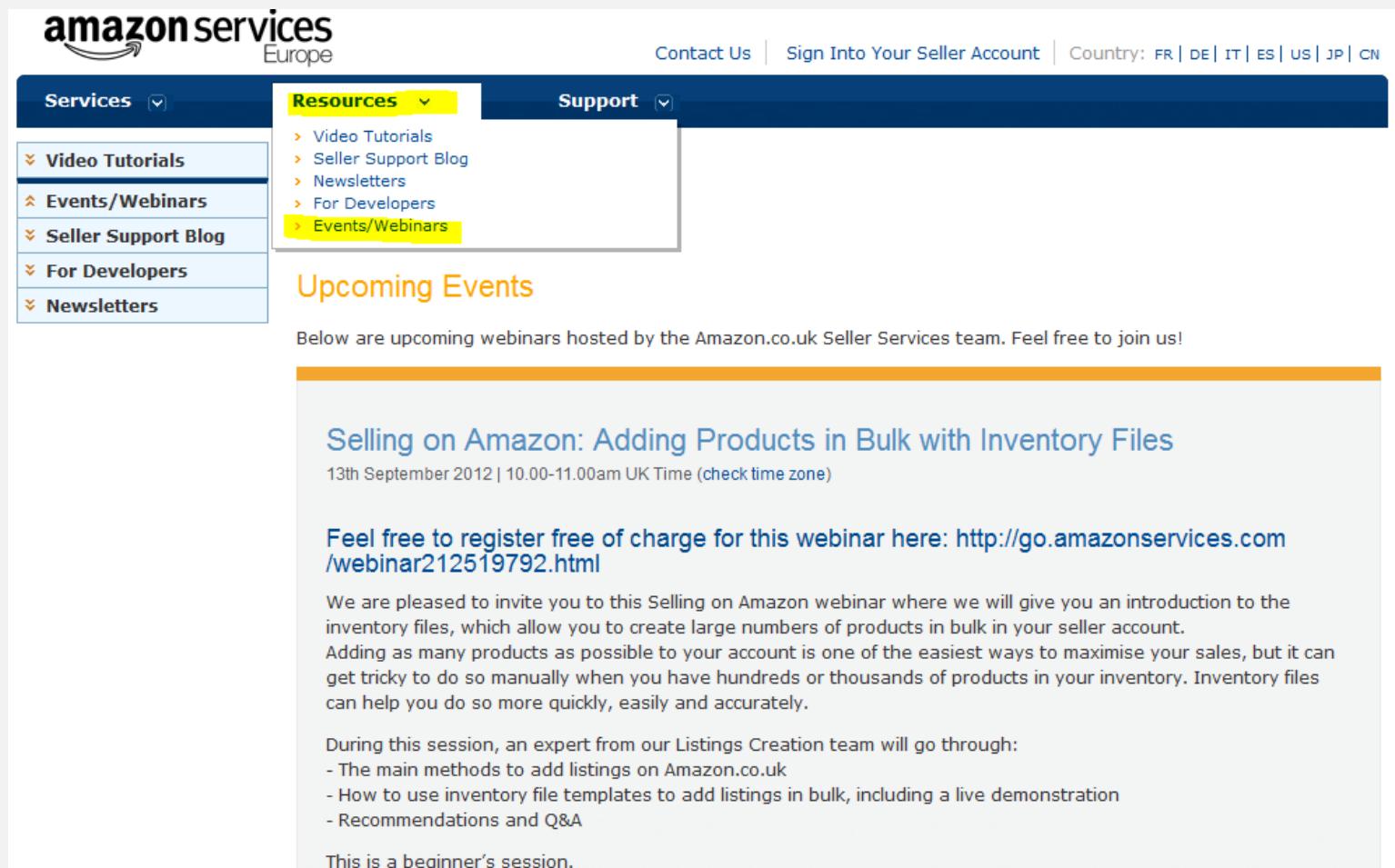
Site Name: DEFAULT
Site Directory: production
Marketplace ID:

Amazon Merchant Transport Utility

Product-, Price- or Inventory
Information



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



The screenshot shows the Amazon Services Europe website. The top navigation bar includes the Amazon logo, the text 'amazon services Europe', 'Contact Us', 'Sign Into Your Seller Account', and a 'Country' dropdown with options: FR | DE | IT | ES | US | JP | CN. The main menu has a 'Services' dropdown and a 'Resources' dropdown, which is currently open, showing links: Video Tutorials, Seller Support Blog, Newsletters, For Developers, and Events/Webinars. The 'Events/Webinars' link is highlighted with a yellow box. Below the menu, a section titled 'Upcoming Events' is displayed. It lists an event: 'Selling on Amazon: Adding Products in Bulk with Inventory Files' on 13th September 2012 at 10.00-11.00am UK Time (check time zone). It encourages registration at <http://go.amazonservices.com/webinar212519792.html>. The text explains that the webinar will introduce inventory files for adding products in bulk. It also mentions that adding many products manually is time-consuming, while inventory files help do this quickly and accurately. The session is described as a beginner's session.

Selling on Amazon: Adding Products in Bulk with Inventory Files
13th September 2012 | 10.00-11.00am UK Time (check time zone)

Feel free to register free of charge for this webinar here: <http://go.amazonservices.com/webinar212519792.html>

We are pleased to invite you to this Selling on Amazon webinar where we will give you an introduction to the inventory files, which allow you to create large numbers of products in bulk in your seller account. Adding as many products as possible to your account is one of the easiest ways to maximise your sales, but it can get tricky to do so manually when you have hundreds or thousands of products in your inventory. Inventory files can help you do so more quickly, easily and accurately.

During this session, an expert from our Listings Creation team will go through:

- The main methods to add listings on Amazon.co.uk
- How to use inventory file templates to add listings in bulk, including a live demonstration
- Recommendations and Q&A

This is a beginner's session.

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- **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**
- **Detailed 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](#)

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

Amazon MWS supports seller API functions that are broader in scope and functionality than any API functionality previously offered to sellers by Amazon. With Amazon MWS, Amazon listing, order, and payment data can be integrated into existing workflows so that selling on Amazon fits seamlessly with sellers' current business practices.

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

Sign up for MWS 

Supported Amazon

MWS – Marketplace Web 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



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: [REDACTED]

Marketplace ID: [REDACTED]P

Developer account identifier and credentials for developer account
number 033-046-0186*

AWS Access Key ID: [REDACTED]

Secret Key: [REDACTED]

*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.

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



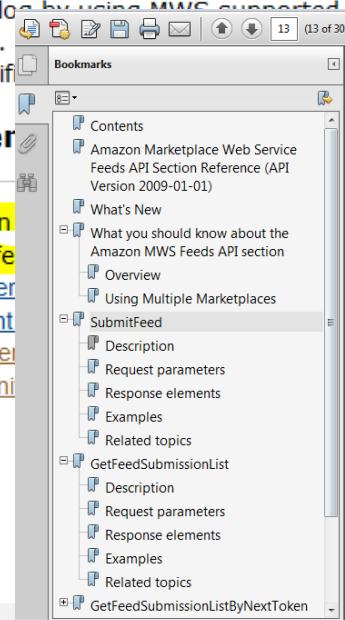
Amazon Marketplace Web Service (Amazon MWS)

Navigation

- [About Amazon MWS](#)
- [Frequently Asked Questions](#)
- [SOAP and AIM Migration to Amazon MWS](#)
- [Frequently Asked Questions](#)
- [Documentation](#)
- [Community Forum](#)
- [Amazon MWS Blog](#)
- [Amazon MWS Scratchpad](#)
- [Contact Amazon MWS](#)
(Seller Login Required)

APIs and Documentation

- [Feeds](#)
- [Reports](#)
- [Fulfilment Inbound Shipment](#)



Feeds API Section - Version 2009-01-01

Description

Amazon MWS supports the management of seller listings for items to be sold on Amazon.com. Listings can be added, deleted, or modified with Amazon MWS. A variety of specialized feed formats are supported to meet a wide range of seller needs. For example, new products can be added to the Amazon catalog by using MWS supported feeds to define new product detail pages on Amazon.com. Using a simplified feed format, sellers can add, update, or delete product information using a simplified feed format.

Developer

- [Amazon](#)
- [API Reference](#)
- [PHP Client](#)
- [C# Client](#)
- [Java Client](#)
- [Community](#)

SubmitFeed

Uploads a feed for processing by Amazon MWS.

Description

The `SubmitFeed` operation uploads a file and any necessary metadata for processing. Note that you must calculate a Content-MD5 header for the submitted file. For more information about creating a Content-MD5 header, see [What you should know about the Amazon MWS Feeds API section](#).

The `SubmitFeed` operation has a maximum request quota of 15 and a restore rate of one request every two minutes. For definitions of throttling terminology, see [What you should know about the Amazon MWS Feeds API section](#).

Feed size is limited to 2,147,483,647 bytes ($2^{31} - 1$) per feed. If you have a large amount of data to submit, you should submit feeds smaller than the feed size limit by breaking up the data, or submit the feeds over a period of time. One good practice is to submit feeds with a size limit of 30,000 records/items or submit feeds over a period of time, such as every few hours.

Maximizing feed performance

You can generally get the best overall feed processing performance by following these guidelines:

- Avoid submitting a lot of feeds with only a few records in each feed. When possible, combine the data into less frequent larger feeds.
- Include only the products you are updating, not your entire inventory.
- Upload one feed of the same type no more than once every 20 minutes. Allow more time between larger feeds.
- Keep file size below 10 MB

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 Reports

`_GET_FLAT_FILE_ALL_ORDERS_DATA_`
`_GET_FLAT_FILE_ALL_ORDERS_SUMMARY_`
`_GET_XML_ALL_ORDERS_DATA_`
`_GET_XML_ALL_ORDERS_SUMMARY_`

Performance Reports

`_GET_SELLER_FEEDS_DATA_`

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_`

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.**

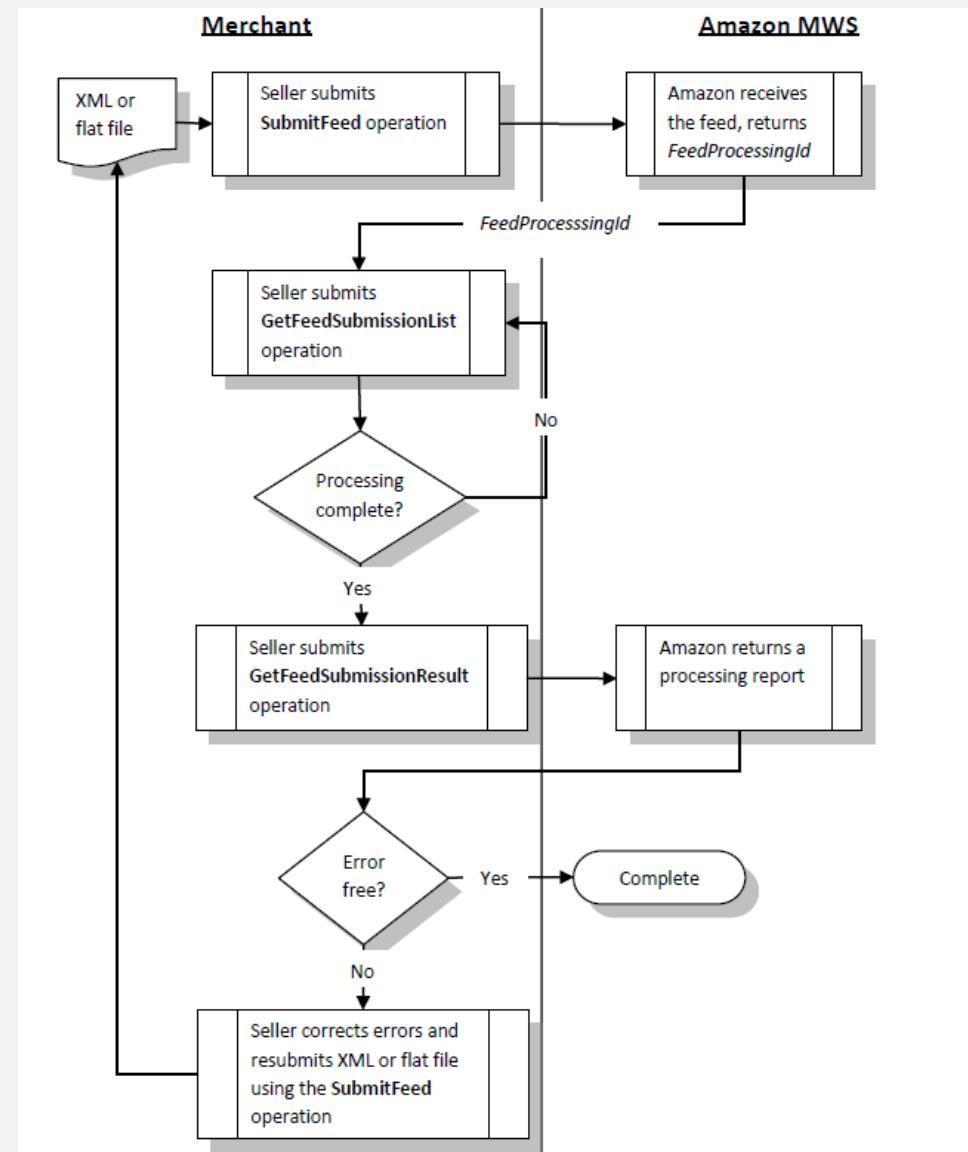
For FBA Sellers only. For Marketplace and Seller Central sellers.

FBA Manage

`GET_FBA_MVMT_INVENTORY_DATA_`

Tab-delimited flat file FBA

MWS Operation Choreography Example



MWS – Scratchpad

[Amazon MWS Home](#) | [Help](#) 

Amazon MWS Scratchpad

API Selection

API Section:

Operation:

Authentication

Merchant ID:

AWS Access Key ID:

Secret Key:

Note: Never enter your MWS credentials into a non-Amazon site.
[More...](#)

Required API Parameters

ReportType

Optional API Parameters

MarketplaceIdList.Id.1

StartDate

EndDate

ReportOptions

Response
Request Details

HTTP POST

```
POST /?AWSAccessKeyId=AKIAIGXM7JAUTJOKIDIA
&Action=RequestReport
&Merchant=A2J603A4UT7E4L
&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.amazonaws.com
x-amazon-user-agent: AmazonJavascriptScratchpad/1.0 (Language=Javascript)
Content-Type: text/xml
```

String to sign

```
POST
mws.amazonaws.co.uk
/
AWSAccessKeyId=AKIAIGXM7JAUTJOKIDIA&Action=RequestReport&Merchant=A2J603A4UT7E4L&ReportType=_GET_ORDERS_DATA_&SignatureMet
```

SHA 256 HMAC

53bfffca7fd68bceaac09a37e2db4fd8004115e302164970d06ded29d77782873

Base64 HMAC

U7/8p/1ovOqsCaN+LbT9gAQRXjAhZJcNBt7SnXd4KHM=

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18.10.2012

Amazon Confidential

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5. Integration of *Fulfilment by Amazon*

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.**

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- Suggested integration steps:**

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

How:

My Inventory

All My Inventory

Active

Inactive

Improve Listing Quality

Actions ▾ Active Dell000002 B0029MH1Y0 Dell Dimension 5100 MT Power Supply 17/11/2011 16:16:56 5 New E

Actions ▾ Active Dell0029M9UJE Dell Optiplex GX620 MT Power Supply 17/11/2011 16:16:46 5 New E

B0008EJ22K Wileesco 825 29/09/2011 17:11:20 0 New E

B004YH2ZCG Wii Play: Motion Plus Wii Remote - Red [Nintendo Wii] 05/09/2011 13:56:59 0 New E

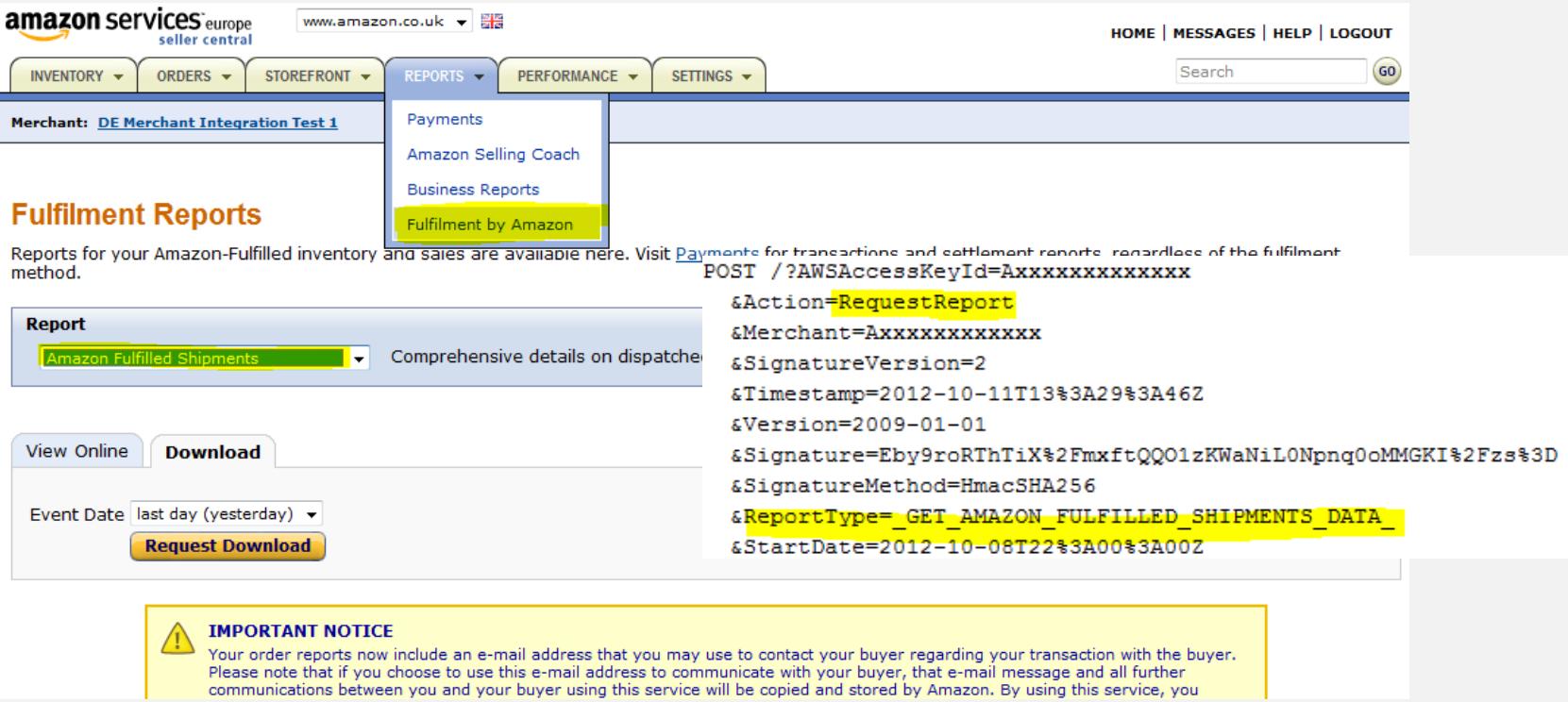
Rate this page | Contact Seller Support

Request served by: myi-gui-pr

	A	B	C	D	E	F	G	H	I	J
1	Template1	Version=1	This row for Amazon.com use only. Do not modify or delete.							
2	sku	item-price	currency	quantity	update-delete	sale-price	sale-from-date	sale-through-date	leadtime-to-ship	fulfillment-center-id
3	FBA_123	2225.99	GBP		Update					AMAZON_EU
4	FBA_124	2225.99	GBP		Update					AMAZON_EU

• Suggested integration steps:

2. Import FBA order and shipment data
3. Creation of VAT invoices for FBA customers



Merchant: DE Merchant Integration Test 1

Fulfilment Reports

Reports for your Amazon-Fulfilled inventory and sales are available here. Visit [Payments](#) for transactions and settlement reports, regardless of the fulfilment method.

POST /?AWSAccessKeyId=Axxxxxxxxxxxxx
&Action=RequestReport
&Merchant=Axxxxxxxxxxxxx
&SignatureVersion=2
&Timestamp=2012-10-11T13%3A29%3A46Z
&Version=2009-01-01
&Signature=Eby9roRThTiX%2FmxftQQ01zKWaNiL0Npnq0oMMGKI%2Fzs%3D
&SignatureMethod=HmacSHA256
&ReportType=_GET_AMAZON_FULFILLED_SHIPMENTS_DATA_
&StartDate=2012-10-08T22%3A00%3A00Z

Report
Amazon Fulfilled Shipments Comprehensive details on dispatched

View Online **Download**

Event Date last day (yesterday) **Request Download**

IMPORTANT NOTICE
Your order reports now include an e-mail address that you may use to contact your buyer regarding your transaction with the buyer. Please note that if you choose to use this e-mail address to communicate with your buyer, that e-mail message and all further communications between you and your buyer using this service will be copied and stored by Amazon. By using this service, you

- Suggested integration steps:**

4. Monitoring of FBA stock levels

Request:

```
POST /FulfillmentInventory/2010-10-01?AWSAccessKeyId=Axxxxxxxxxxxxxx
&Action=ListInventorySupply
&SellerId=Axxxxxxxxxxxxx
&SignatureVersion=2
&Timestamp=2012-10-11T13%3A41%3A27Z
&Version=2010-10-01
&Signature=lg8UAt1EeDpF8XqDMF8L1h8BEvUjQM3uI6riWXxc%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 fulfillment orders

Merchant: DE Merchant Integration Test 1

All Inventory View | Inventory Amazon Fulfils | Shipping Queue

Multi-Channel Fulfilment Order

Enter the shipping address, order ID, and packing slip information for your order. Verify that each item and ordered amount are correct. When you're done, click "Continue" to see available shipping options and fee estimates. [Learn more](#)

Note: Fields with * are required.

Provide Details **Review & Place Order**

1. Ship To Address (Only domestic postal add)

Full Name: *

Address Line1: *

Address Line2:

City: *

Upload Multi-Channel Fulfilment File

Create Order | **Cancel Order**

1. Prepare Your Create Order File

Prepare your Create Order File using a new Create Order File Template. Click the button to download the template. [Learn more](#).

Download Template

2. Upload Your Create Order File

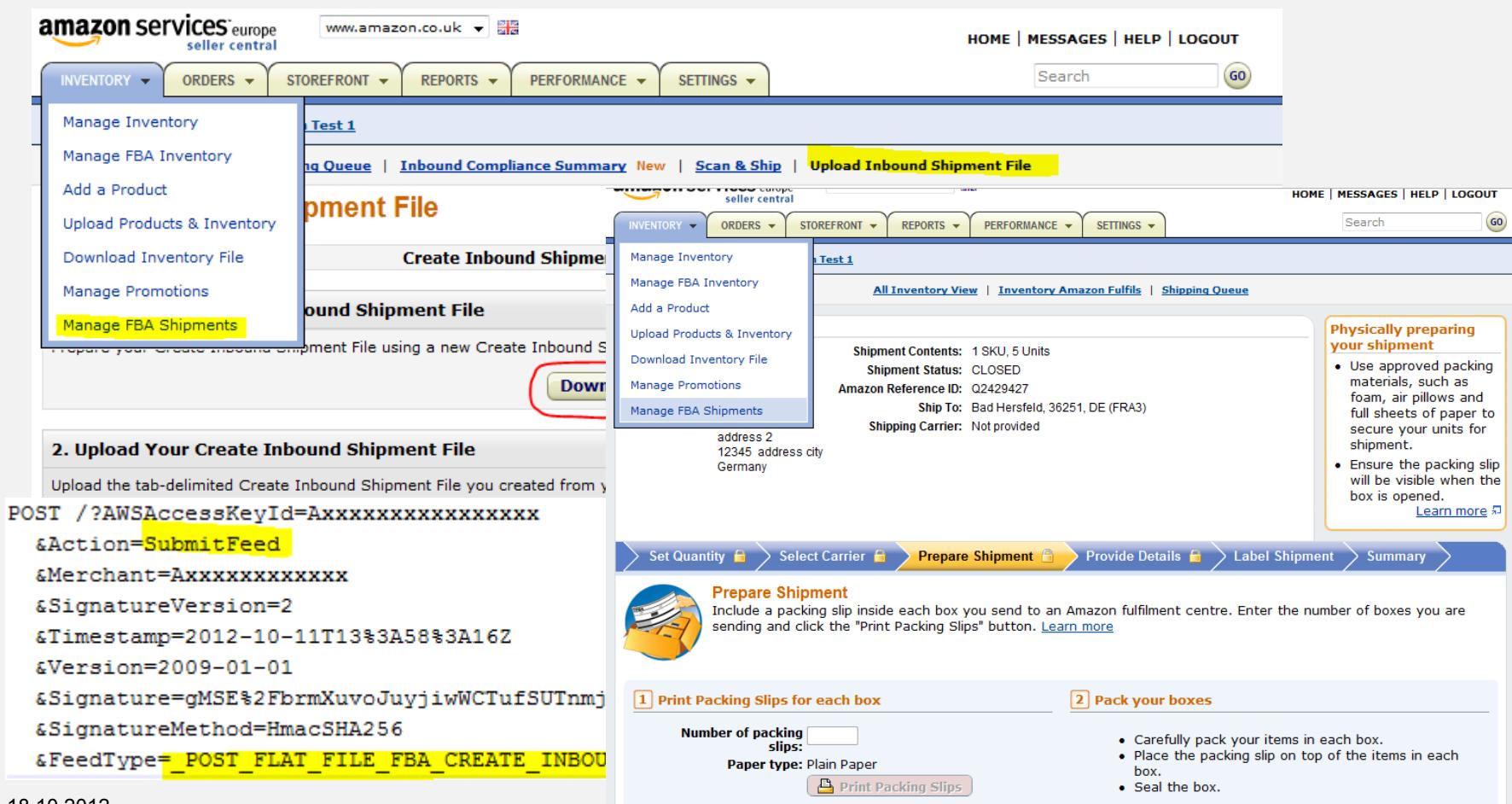
Upload the tab-delimited Create Order File you created from your Create Order File Template.

Locate File to Upload:

Upload Now

• Suggested integration steps:

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



The image shows two screenshots of the Amazon Seller Central interface. The top screenshot shows the 'Create Inbound Shipment File' page, where a file has been uploaded and is being processed. The bottom screenshot shows the 'Prepare Shipment' page, where the seller is instructed to print packing slips and pack the boxes.

Left Screenshot: Create Inbound Shipment File

- Header: www.amazon.co.uk, [HOME](#), [MESSAGES](#), [HELP](#), [LOGOUT](#)
- Menu: INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, SETTINGS
- Content: 'Test 1' tab, 'Upload Inbound Shipment File' button, 'Create Inbound Shipment File' form, 'Download' button (circled in red), '2. Upload Your Create Inbound Shipment File' section, and a POST request example.

Right Screenshot: Prepare Shipment

- Header: www.amazon.co.uk, [HOME](#), [MESSAGES](#), [HELP](#), [LOGOUT](#)
- Menu: INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, SETTINGS
- Content: 'Test 1' tab, 'All Inventory View' tab, 'Create Inbound Shipment File' form, and a 'Physical preparation' box with instructions.

POST Request Example:

```
POST /?AWSAccessKeyId=Axxxxxxxxxxxxxxxxxxxx
&Action=SubmitFeed
&Merchant=Axxxxxxxxxxxxx
&SignatureVersion=2
&Timestamp=2012-10-11T13%3A58%3A16Z
&Version=2009-01-01
&Signature=gMSE%2FbrmXuvoJuyjiwWCTufSUTnmj
&SignatureMethod=HmacSHA256
&FeedType=_POST_FLAT_FILE_FBA_CREATE_INBOU
```

- **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 fulfillment 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