



Data feed Implementation Guide

Introduction

This document provides an overview of the data feeds and other related information we can supply to our trading partners.

Contacts

If you require any further information on this document please contact **datafeed.administration@midwich.com** or your account manager.

Overview

Our free data feed service provides you with product, price and stock information, with this information you could:

- Populate your own website
- Use it as a price sheet that is delivered to your inbox daily
- Integrate it with your ERP solution

We can also provide additional files containing the following information:

- Obsolete Parts
- Accessories & Consumables

In addition to the data feed service we offer ways to help kick start your website with product images and PDF's. We also provide PDF and image maintenance scripts to keep your website updated with any new images and PDF files added each day. For more information regarding downloading our images, pdf and maintenance scripts please visit **http://www.midwich.com/services/image_library**

To work in conjunction with our data feed system we provide a XML interface for trading electronically. This system allows you to check pricing and stock before placing an order, tracking your order through the stages from confirmation to despatch and finally invoiced.

For further information and to register for our XML Service please visit our website:
<http://www.midwich.com/xmlservice>

Applying for a data feed

You will need to apply for the data feed via our website, during this process you can choose the fields and define the order in which they appear in the feed. You can also configure how the feed is sent/transferred to you, if you wish to have multiple data feeds you will need to contact us direct with detailed requirements.

To apply for a feed navigate to our website and select Services / Support, Electronic Integration and Apply for a data feed

During this process the site will take you through several stages of options where you will be able to specify which feeds you wish to receive and how they will be delivered.

By default the product feed will contain all the fields we believe are required to run a web site.

Stage 1

Contact Details	Your details are required incase we need to contact someone regarding the feed, these details are also used for providing login credentials.
Terms and Conditions	Please read our terms and conditions, if you do not ad-hear to them or invalidate any agreement with us or your account manager we will disable your feed.

Stage 2

Compression	The files will be compressed into a zip file (data.zip) file before transmitting.
FTP Push	We upload the feed to the provided location, please ensure to use a fully qualified domain where possible.
FTP Pull	You download the file from our data store with the credentials provided, after you have registered for a data feed login details will be sent via email.
Email	The feed will be sent to this email address.

Stage 3

Stage 3

File format

You can define the name of the file (a-Z,0-9 only), how the fields are to be separated and if it is to include the field headings along with when it will be scheduled. You can also choose to include education, graded or clearance type products.

Please note that the schedule is when the feed will be added to our system queue, typically it takes 15 minutes at most for the file to become available.

Restrict Manufacturers and Categories

You can limit the feed to a selection of Manufacturers and or Categories, by default we will provide all Manufacturers and Categories in your feed.

For example you may want to see all Samsung products or just Samsung LED 3D TV's.

Field Sequence

This is populated with our recommended field listing, you can choose to move, add or remove fields as you please. Further information on available fields can be found in our **File Layouts** document.

Optional feed

Using the same data and restrictions we can create an additional file, you may wish to use this additional file for importing or updating prices only.

Stage 4

Accessories & Consumables

We can provide an additional file known as product_relations.csv which contains the link between accessories and mainline products. This file is updated every day and includes the assembly number, our part number and the manufacturer part number which is comma separated.

Stage 5

Obsolete Parts

On a daily basis we track products that have gone obsolete, we store this information for 30 days and produce it in a file known as obsolete_parts.csv. Within this file is our part number, manufacturer part number, last date stocked, status, alternate part number which is comma separated.

Final Stage

Final Stage

Setup Complete

Your data feed is now configured and confirmation of the details requested are shown, please save or print these details for your reference.

If you have chosen FTP Pull we will email the login credentials to you once they are setup.

F.A.Q's

Will this automatically populate my website with products?

Probably not, it is up to you to import the information into your website or e-commerce solution

Can I use this data with price comparison sites?

We have a solution in place with Stock in the Channel, IT Dealer and Netset. If you require one of these solutions please follow the steps on the third party's website

Do you have high-resolution images?

Unfortunately we only have images up to the size of 400 x 400 pixels

The file is quite large, can we make it smaller?

There are ways to create a smaller file, we can place some manufacturer or category restrictions on the feed and or compress the files into a data.zip file

Does the data feed include delivery charges?

Every delivery is different due to the volume and destination therefore we do not include delivery charges in our data feeds

Can the price in the feed to reflect what my customer will pay?

We can not increase the price in the feed, the price is what you would pay should you by the goods from us

Can I change any settings?

You can request any changes to your feed via email to datafeed.administration@midwich.com or via your account manager

Additional information

We recommend that you do not restrict your data feed by Manufacturers or Categories as you may miss out on new brands or technologies, instead we suggest that you filter the unwanted parts within your e-commerce solution.

When downloading the feed from our data store (FTP Pull) please check the modified date on the file before doing so, please note that the commands to read this information this is NLST and LIST.

This service is provided on the basis you are using the data to populate your web store or e-commerce solution, if it is not used in this way your feed may be disabled unless otherwise agreed.

Our IT Team are here to help where possible, however we can not support you with development or integration into your solution as everyone has a different system.

If you require a bespoke solution i.e. Custom Headers, fields etc please contact us before applying for a datafeed as we may be able to provide a solution for you.
