

# Message on Behalf of Belk: New Advanced Catalog in the CommerceHub Dsco Platform

Hello, Belk supplier -

As part of our ongoing effort to improve both vendor and customer experience, we're excited to announce that we have teamed up with CommerceHub to facilitate our item setup process.

Today, you use CommerceHub's **OrderStream** platform to manage and process dropship (DTC) orders. Now, you will be able to set up and build all your products using **Advanced Catalog** on CommerceHub's Dsco platform.

Using Advanced Catalog, you will:

- Easily understand and meet our product content requirements
- Directly manage the product asset process
- Quickly load product data and assets compliant with our requirements
- Identify what product attributes do not meet our content requirements

The CommerceHub Dsco platform provides all the tools and templates you will need for item setup – you will easily navigate the interface to view, download, and upload your catalog.

- Attached are the existing product attribute and content requirements utilized in our manual attribute spreadsheet & asset process today.
  - [Vendor Instructions](#)
  - [Belk PDP Vendor Requirements.pdf](#)
- These documents can still be considered a reference guide for product specs, image guides and attribute definitions as you utilize the Advanced Catalog service.

**You will receive an email invitation to CommerceHub's Dsco platform to register your company, gain access to Advanced Catalog, and begin the item setup process.**

The invitation should be considered the “start date” of this new process.

- Any **Belk approved** dropship items that are not yet live on Belk.com can be completed via this new tool.

- If you have new product to propose for dropship, or are uncertain if a recent assortment is in pipeline, please contact your Belk dropship merchant.
- **If you are a store vendor for Belk, those item setup processes and contacts will remain unchanged. This platform supports dropship only.**
- **You will continue to manage and process orders using the existing processes on CommerceHub's OrderStream platform. There are no changes to that component of your dropship program.**

**Highlights:**

- This new process will drastically reduce Item Set Up turnaround time, as vendors will directly control the copy & image process.
- Advanced Catalog will completely replace your current process of manually submitting Attribute Files and Images to the Belk dropship team.
- If you are a store vendor for Belk, those item setup processes and contacts will remain unchanged. This platform supports dropship only.
- You will continue to manage and process orders using the existing processes on CommerceHub's OrderStream platform. There are no changes to that component of your dropship program.

For more information about Advanced Catalog, and instructions for how to utilize the service [click here](#).

You do not need to take any action until you receive the email invitation.

Please reach out to the Belk dropship team with any questions you have about the program or our partnership with CommerceHub.

Thank you in advance for your cooperation! We value your partnership and look forward to the business opportunities that lie ahead.