

PHOTO PO

**Photo PO Image Pathway FAQ
and How-to Document. Product Imagery
Pathway with Fast Time-To-Site.**



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6pm

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PHOTO PO

What is a Photo PO?

A Photo PO is small PO containing only items that need images that is received into a Zappos photo studio before the larger bulk PO containing the same items reaches the fulfillment center (FC).

This allows us to decrease time to site for Zappos/6PM product by imaging Photo POs arriving directly to our photo studios. It also allows us to reduce dependencies on picking a unit directly from our FC's. Not every FC is directly based in KY, which can cause delays.

Photo POs are defaulted with a -2 week start ship date (generated from the bulk PO) and ship via UPS next day air. Other shipping intervals available are 0 Days, 3 Days, 7 Days, and 10 Days to provide flexibility. This allows us to ensure Photo POs arrive to our studio in enough time for imaging before the larger Bulk (Parent) PO arrives to one of our FCs for sellable receipts.

What to consider when determining if Photo PO is correct for your brand?

- ❖ Can the brand ship UPS small parcel?
- ❖ Can the brand print PDF shipping labels?
- ❖ Is the brand's DC ok with getting the shipping information at the end of their packing process when they contact us for routing?
- ❖ Some DCs are fully automated and need routing information first to send product to their correct conveyor lines, and those vendors may be unable to participate

Terms to know for Photo PO



1 Day AVG TTS

Parent PO: Once a Photo PO has been created from an Initial Order (Bulk) PO, that becomes known as a Parent PO. This is to better facilitate linkages between the POs so we track metrics and performance

Time to Site - the length of time it takes an item to go from first receipt to live on site sellable to customers

Persona - this tool looks at product type, gender, and if the item is kids to make an automatic size determination for your Photo POs

How does Photo PO work for vendors?

A Photo Purchase Order (Photo PO) is an independent PO devised to send merchandise directly from the supplier to the Zappos Photo Studios for imaging and gathering product information. The product is later shipped by Zappos to its respective FC. Photo Purchase Orders are only created and released by the Zappos Buyer. Upon creation, a Photo PO will be transmitted via an EDI 850 document in the same manner as the bulk/parent PO. The default Start Ship Date of the Photo PO will be 2 weeks prior to the Start Ship Date of the original bulk PO. Once approved for routing by Zappos Inbound Logistics, Photo POs will be assigned to ship UPS Next Day Air and the label for shipping will be in Zapporo for use by the vendor.

A 100% fill rate on the initial Photo PO Routing Request is required. Maximizing unit quantities from a single PO into as few shipping cartons as possible is strongly encouraged. However, please do not mix products from different POs within the same carton. **No exceptions.**

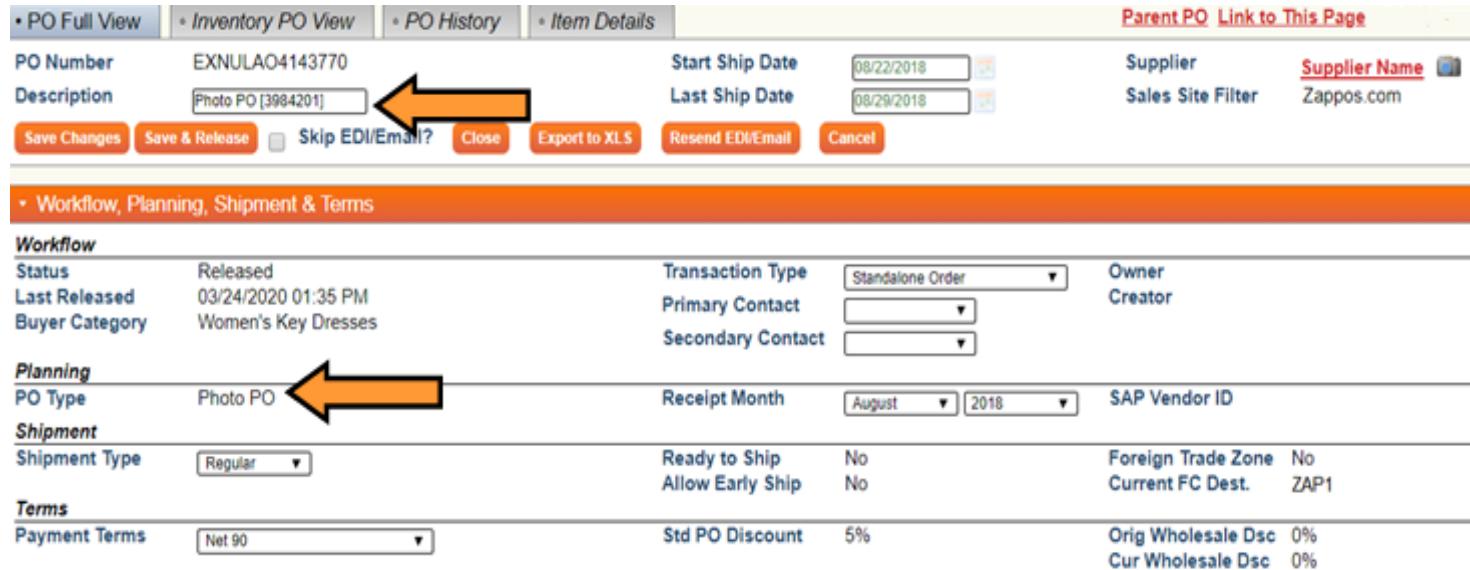
EDI: All EDI guidelines outlined in the vendor resource guide.

Product Labeling: All units should adhere to the same labeling guidelines found on pages 15-16 on the Vendor resource guide.

Packaging: All units should adhere to all of the same packaging guidelines found on pages 17-24 of the Vendor resource guide. Units in the Photo PO must be sellable merchandise, not sample units.

Identifying a Photo PO from a regular PO: See image below.

- ❖ The PO description will include "Photo PO" and the bulk PO Number.
- ❖ The PO Type is set to Photo PO.
- ❖ The FC Destination is set to ZAP2 (all photo POs will ship to ZAP2).



PO Full View Inventory PO View PO History Item Details Parent PO Link to This Page

PO Number: EXNULAO4143770 Start Ship Date: 08/22/2018 Supplier: Zappos.com

Description: Photo PO [3984201] Last Ship Date: 08/29/2018 Sales Site Filter: Zappos.com

Save Changes Save & Release Skip EDI/Email? Close Export to XLS Resend EDI/Email Cancel

Workflow, Planning, Shipment & Terms

Workflow

Status: Released	Transaction Type: Standalone Order	Owner: Creator
Last Released: 03/24/2020 01:35 PM	Primary Contact:	
Buyer Category: Women's Key Dresses	Secondary Contact:	

Planning

PO Type: Photo PO	Receipt Month: August 2018	SAP Vendor ID:
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Shipment

Shipment Type: Regular	Ready to Ship: No	Foreign Trade Zone: No
	Allow Early Ship: No	Current FC Dest.: ZAP1

Terms

Payment Terms: Net 90	Std PO Discount: 5%	Orig Wholesale Dsc: 0%
		Cur Wholesale Dsc: 0%

Can Vendor's and Brand Rep's Submit Photo PO's?

At this time, only buyers can submit Photo PO's, as the tool is built for internal team usage. Vendor's select the Photo PO Image Pathway as their preferred Image Pathway, and Zappos takes care of the rest.

How Does Photo PO Work?

A Photo PO evaluates your Bulk (Parent) PO for items that need images and have not been received into a photo studio yet. Once it identifies those items, we automatically subtract 1 unit of each model size from your Bulk (Parent) PO. Those 'single' units we subtracted are added into a separate PO shipping directly to our photo studios for immediate imaging.

How are items on my initial PO evaluated as needing a Photo PO?

By each item that needs images on your PO, a camera icon will appear. You can hover over this icon to find out more information about how your Photo PO will be created. A regular camera icon means the item will be pulled into the Photo PO with no issue. A camera icon with a yellow exclamation mark means it will not be pulled into a Photo PO. No action from you is needed here, this is just a visual guide to help you understand ahead of time what will and will not be moved into a Photo PO.

Camera icons that you can hover over, see below it states Model Size n/a. If you look to the right in the RCV'D Qty, it states 0. All this exclamation point is telling you is that the unit has not been received yet for imaging. When the item is received the exclamation point will drop off, and be replaced with this icon 



ID	Size	UPC	Cost	Est Cost	ASN Qty	Rcv'd Qty	First Rcv'd	Last Rcv'd
152157143	SM	196329415110	\$29.00	\$29.00	0	0		
Style Totals								

Please Note: Vendors are unable to create or release Photo POs

What we need from you: You will need to set up the Photo Studio as a new DC location. The EDI Identification Code (N104) or store number for this new DC is "0018".

You can find the address as it will appear in the EDI Document listed below:

**Zappos KY Photo Studio C/O Zappos.com Studio
9101 Minor Lane Louisville, KY 40219**

After release Vendors will receive multiple EDIs; one for the Bulk (Parent) PO headed to our warehouse and one for each Photo PO headed to a photo studio. The original PO put in will now have one less unit on it as that unit has now been put on a separate PO headed to the photo studio. Vendors will be able to view the Photo PO, however, they will NOT be able to make changes on Photo POs. They are still able to make and request changes on the Bulk (Parent) PO.

Parent PO Versus Photo PO

Once a Photo PO is created, the original Bulk PO is now referred to as the 'Parent PO'

The original (Parent) PO and all created Photo PO(s) are released together at this point. No action from you is needed

If you need an update on the status of your Photo PO unit being imaged at our Kentucky Studio please email Photopo@zappos.com

A Photo PO can be created if the following criteria is met:

- ❖ You are an internal user (buyer)
- ❖ Your supplier is eligible for Photo PO
- ❖ The PO is in initiated or release pending status
- ❖ The PO has items that need images

What does a Photo PO look like in Zapporo?

Fun fact it links back to the Parent PO!

Your Initial Bulk (Parent) PO

PO Full View Inventory PO View PO History Item Details Photo POs: EXNULAO4143770 [Link to This Page](#)

PO Number	EXNULAO3984201	Start Ship Date	08/22/2018	Supplier	Lilly Pulitzer Apparel
Description	<input type="text"/>	Last Ship Date	08/29/2018	Sales Site Filter	Zappos.com
<input type="button" value="Save Changes"/> <input type="button" value="Save & Release"/> <input type="checkbox"/> Skip EDI/Email? <input type="button" value="Export to XLS"/> <input type="button" value="Update FC Destination"/> <input type="button" value="Void"/>					
Workflow, Planning, Shipment & Terms					
Workflow					
Status	Initiated	Transaction Type	Standalone Order	Owner	Melanie Phillips
Last Released		Primary Contact	Blaire Nolan	Creator	Jordan Schneider
Buyer Category	Women's Key Dresses	Secondary Contact	Blaire Nolan		
Planning					
PO Type	Initials (Needs Photo)	Receipt Month	August 2018	SAP Vendor ID	101635
Shipment					



Your Photo PO

PO Full View Inventory PO View PO History Item Details Parent PO [Link to This](#)

PO Number	EXNULAO4143770	Start Ship Date	08/22/2018	Supplier	Lilly Pulitzer Apparel
Description	<input type="text"/> Photo PO [3984201]	Last Ship Date	08/29/2018	Sales Site Filter	Zappos.com
<input type="button" value="Save Changes"/> <input type="button" value="Export to XLS"/> <input type="button" value="Void"/>					
Workflow, Planning, Shipment & Terms					
Workflow					
Status	Initiated	Transaction Type	Standalone Order	Owner	Melanie Phillips
Last Released		Primary Contact	Blaire Nolan	Creator	Andrew Neitzke
Buyer Category	Women's Key Dresses	Secondary Contact	Blaire Nolan		
Planning					
PO Type	Photo PO	Receipt Month	August 2018	SAP Vendor ID	101635



Important Note! You will be able to view the Photo PO, however, you will NOT be able to make changes on this PO. You will still be able to make changes on the Initial PO. It will be up to your Zappos buyer to manually make the changes on the Photo PO. This is for all changes (i.e. price changes, style drops, unit changes).

How do Photo POs ship?

Photo POs are shipped via UPS next day air. When a brand calls in for routing, we provide them with a prepaid label in the form of a PDF. If your brand has trouble with this process or PDFs please email us at zapposphotopo@amazon.com. We can work with you to see how we can help out to get past any blockers related to this.

After we release you will receive two EDI PO 850 Documents: **An Initial PO headed to our Fulfillment Center and a Photo PO headed to our Zappos KY Photo Studio.** The original PO you created will now have one less unit per new style on it as that unit has now been put on a separate Photo PO headed to the photo studio. For example, a 100 unit Initial PO containing 10 new styles will become a 90 unit Initial PO along with a corresponding 10 unit Photo PO. So, please do not be alarmed when you receive your EDI PO Confirmation back and your Initial PO is now less than what it was upon creation. Once the imaging process is complete, Photo PO items will be immediately shipped to the Fulfillment Center and become available for sale to customers.

Why next day air?

Because we want to ensure that our time to market is that fast. We aim to image all Photo PO's well before the BULK PO (Parent PO) ever arrives to the FC.

When should my brand ship the Photo PO?

In order to decrease duplication of imaging, and Time-To-Site delays, we request that all Photo PO's be sent one of the following intervals before the bulk PO's arrival to the FC: 0 Days, 3 Days, 7 Days, 10 Days, 14 Days (default). This helps us maintain our 1-day Time-To-Site average, ensure we are hitting peak product seasonality, and helps us hit key Marketing Initiatives.

Routing and Shipping

Photo POs will be routed and shipped independently of Initial and/or Re-Order POs. Outside of that, the routing process for Photo PO is no different than the routing process your shipping teams are already familiar with. All Photo POs will ship via UPS Next Day Air. In the same fashion that POs assigned to ship small parcel are currently handled, pre-paid UPS shipping labels will be provided via email from Zappos Traffic on the Photo PO's provided ready to ship date. If there are any questions regarding routing and shipping please free to reach out to zappos-traffic@amazon.com.

What you can do to contribute to the program's success, and timely delivery to our Studio?

Communication to your allocation and shipping teams is imperative!

PHOTO PO SUCCESS

What constitutes a successful Photo PO?

While we highly encourage that all Vendors send the Photo PO 14 days before the Bulk PO is routed for pickup, we understand that might not be possible which is why we offer multiple shipping intervals. We consider Photo PO successful if the item arrives to our studio at least 1 day prior to the bulk PO's receipt to the Fulfillment Center. We consider the Photo PO a smash hit when the Photo PO unit arrives 14 days ahead of the Bulk PO, which is why we provide that UPS Next Day Air Label as early as possible, free of charge to your brand.

How are Photo PO's monitored for success?

Since our Photo Studio is similar to the function of a Fulfillment Center, we look for the receive date to be prior to the receive date of the bulk po. We have an internal dashboard that tracks the shipment of each PO for a delivery date.

UPS weather delays or Studio receiving delays?

We will hold ourselves responsible for our mistakes and make sure that any delay on our part is documented, and is not counted as a Photo PO Failure. We will monitor studio or carrier related delays to help address and solve any delays we can solve.

How can I see the Photo PO Studio and Bulk PO receive Dates in Zapporo?

Example of a receive date in Zapporo:

First Rcvd	
	1/29/2024 7:27:42 AM

How will I know my brand's Success Rate?

You can request this information from your buyer. We have an internal report that surfaces success rates, and the number of styles that did not make it in time.

How Can I view the carrier shipping speed, and see if there are any delays by the carrier?

See the highlighted areas, this is found in the PO history section.

PO Full View		Inventory PO View		PO History							
PO Number	EXNULAO5259935	Start Ship Date	01/18/2024	Supplier	Mephisto Footwear Womens (44)						
Description	Photo PO [5257539]	Last Ship Date	03/18/2024	Sales Site Filter	Zappos.com						
PO Re-release	EMAIL	N/A	Emailed	Raven McClure	03/12/2024 12:38 PM						
860 Document was created	EDI	18539560	EDI Transmitted	Zapporo Service	03/12/2024 12:39 PM						
997 Document was received	EDI	18543795	EDI Transmitted	Zapporo Service	03/13/2024 06:03 AM						
856 Document was received	EDI	18558682	EDI Transmitted	Zapporo Service	03/18/2024 11:18 AM						
810 Document was received	EDI	18558696	EDI Transmitted	Zapporo Service	03/18/2024 11:20 AM						
• Dispatch (Shipment Info)											
Dispatch ID	Routing Submit Date	Shipment Ready Date	Pickup Date	Appointment Date	Delivered Date	FC Dest	Cases	Units on this Routing	Total units on PO	Total units already routed	Avail left to route
0000559940	03/16/2024 07:38 AM	03/18/2024 12:00 AM	03/18/2024 06:21 PM	03/19/2024 12:00 AM	03/19/2024 10:00 AM	ZAP2	1	1	1	0	0
• Motor Carrier Status Updates											
Status	Date	Carrier	Location	Description							
IN TRANSIT	03/18/2024 08:10 AM	UPS		En Route to Delivery location							
PICKED UP	03/18/2024 06:21 PM	UPS	FRANKLIN TN US	Departed Pick-up location							
ETA	03/19/2024 12:00 AM	UPS		TBD Delivery Appointment Scheduled Other							
DELIVERED	03/19/2024 10:00 AM	UPS	LOUISVILLE KY US	Completed Unloading at delivery location							
• Shipment History (ASN)											
ASN ID	Carrier Tracking Number			ASN Qty	Ship Date						
2710355	402903			1	03/18/2024 12:00 AM						

PHOTO PO FAILS

What constitutes a Failed Photo PO?

We consider Photo PO a failure if the item arrives to our Studio 1 day after the Bulk PO's (Parent PO) receipt to the Fulfillment Center.

Why are we monitoring for Success and Failures?

Due to the delay and manual process of resolving a Photo PO failure we are wanting to track our success with the program. We want to as a business take all necessary steps to ensure an expedited time to site. Additionally we are monitoring the success and failure of Photo PO to evaluate the success of the pathway, and to seek improvements for both the vendor and Zappos.

If the Photo PO Fails how is the product imaged?

We will utilize our manual FC pick process and retrieve a single unit out of the Bulk PO at the Fulfillment center that the item is housed in. We will then package that unit up and place it on a truck for shipping to the studio.

Photo PO is delayed, but it is not the vendor's fault. If these issues occur the Photo PO styles will not be considered a failure.

- ❖ If the item is delayed by the carrier. **Estimated arrival Date is more than 24 hours after the pick-up Date. Or the arrival date is more than 24 hours after the pick up date.**
- ❖ If the item is delayed by the studio receiving process. **Receive date in studio Warehouse Management System is not equal to the arrival date from the carrier.**

PHOTO PO FAQ

When a Photo PO is canceled, do those items automatically go back to the Parent PO?

Those items do not go back to the Parent PO. If you still want those items sent you will need to reach out to your buyer to have them added back to the Parent PO.

Does a Photo PO inherit everything from the Bulk (Parent) PO?

Everything except the Start Ship date. Meaning that all header items, line items, contacts, etc are exactly the same on your Photo PO as they were on your Bulk (Parent) PO. Your Start Ship date for the Photo PO will be either 0 days, 3 days, 7 days, 10 days, or 14 days from your Bulk (Parent) PO. This is to assist getting the Photo PO to our studio in enough time for imaging before that Parent PO arrives to the selling FCs for bulk receipts. If you need to, you can edit this date after the PO is created and released.

How are Photo POs received at a photo studio?

POs are received by our Warehouse Management System (WMS) at Zap2 photo studio, in Kentucky. These platforms allow our photo studio to correctly receive in product the same way it would be received at one of our selling FCs.

What happens to my Photo PO items after they are shot?

Photo PO items should follow the vendor guide, because they will become sellable product after they are imaged at our studio. After the item is imaged, it is repackaged back into the original packaging and sent back to the FCs to make the items sellable to customers again.

Can I send a case-pack via Photo PO? If that is how my brand fulfills product?

Maybe... prior to enrolling into Photo PO if you are case-pack brand please reach out to zapposphotopo@amazon.com. We do ideally want a single unit, but are always available to problem solve. We would need to know how many units are in a case-pack in order to evaluate the likelihood of an exception

Can the Photo PO Style list on-site if there are images, since it technically has sellable inventory?

When Photo PO first launched as a program that was the case, but we have since created a logic to prevent that customer experience. Now our site looks for the following criteria before listing a product on-site that was imaged via the Photo PO process.

- ❖ Bulk PO has been received and inventory is sellable
- ❖ Item has been imaged