

eContract Contacts

For billing questions contact Dawn Lawrence at dlawrenc@raleys.com or 916-373-6243.

For password information email the TPM Group at Raleystpm@raleys.com.

eContract Log-on & Password Protection Policy

Please note that passwords and log-on information is confidential and should not be shared with others. Sharing of this information will result in permanent shut down of your log-on.

Each user including Admin helpers should have their own individual log-on & password. Raley's can provide "Switch To" user access with the user's permission to allow another to have access to his/her account.

For example: A Sales Rep grants Raley's TPM permission to allow his admin helper access to his account. The admin will login as them self and select the "**Switch to Another User**" option on the main screen. The admin can view, change, and/or create contracts as the Sales Rep without having to log in as that Sales Rep. The system logs all changes with the user's ID. So if an admin makes a change to the Sale Rep's contract the log will show the admin's log-on for the changes.

eContract Creation Workflow

Lagon to the browser address: <https://b2b.raleys.com>

Enter your user id and password that has been assigned by Raley's (cannot be changed).

Once you have logged on you will see a highlighted 'eContracts' Link. Click here and you will be directed to the eContracts Main Menu.

To create a new eContract, click on "Add a Contract", this will open to the Summary of a new contract.

Please note the tabs located in a dark blue tool bar across the top as they will be utilized frequently.

Click on the "**Header**" tab, 3rd tab from left. This tab is a four step process: Giving the contract a title, selecting the recipient and stating the billing partner & manufacturer.

You will notice your cursor blinking at Sales Rep Contract Description, this is where you title the contract in this standardize format.

Date, Promo, Mfgr Name: ie **XX/XX/XX AD, MGFR/Brand Name**

Enter Category Manager – dropdown box

Enter Customer Bill to & Manufacture using the dropdown box
Comments field: Optional.

Then Click **“Update Contract Header”** this will save your information. You must save this page before you go to another tab.

Go back to the tool bar and click the **“Item Groups”** tab. This will take you to a page where you enter the 11 digit UPC (without dash xxxxxxxxxxx) or the Raley’s SKU for the items you want to promote. If items belong to a family (like item group) they will most likely be linked and one UPC entered will bring up all related items within the grouping.

You should have all items that you want to promote listed, there is not an option to save this page at this point. However, if you want to exclude an item in an item group, click on the Rep Excl Box, next to each item to be excluded, click on **“Save Exclusions”**. On future tabs this will line out the item(s), but not delete from seeing them on the contract.

Go back to the tool bar and click on the **“Promo/Deals”** tab. This page is where you provide information on Promotional Dates and Deals. There are 4 sections, 3 of which have a **“Save Data”** button which needs to be clicked on before proceeding to next section.

Promo/Deals Comments Section: This is another optional field to provide comments. If utilized, click on **“Save Data”** tab before going to next section to save information.

Promotions Section:

Options are TPR and Ad1. You may check one or both options depending on the promotional type that applies.

Click the box to left of TPR or Ad1, then enter a start and end date. Enter dates of promotions as xx/xx/xx.

Once you have the date, click **“Save Data”**

Deals Section:

Specify the deal type offered for the items to be promoted. Click on the **“Add Deals”** tab underlined in the center of the Deals row. This will take you to a page with the available Deal Types (these are explained at the bottom of this document as well as on the contract itself). Click on the desired **Deal Type**. This will open up a new page. Enter the start & end dates and the Assoc Promo from drop down box, everything else is defaulted. Click on the **Add** tab. This will take you back to **Promo/deals** page. If more than one deal type is to be offered (Scan and OI or Scan and Promo Fund) repeat the steps for Deal selection. This will add another deal column “Deal 2”.

Item & Dollar Amounts Section:

Enter the deal amounts in the column labeled “Deal 1” as they relate to the deal type chosen above, scan, billback, off invoice etc... If multiple deals were selected, enter the

appropriate deal amount under each deal selected. Once you have entered your deal amount(s), click **'Save Data'** This will save & calculate the new unit cost.

DO NOT enter any information the Future Cost column.

You have now completed the contract. Click on "Summary" tab, 2nd from left. Review your information and if it meets your approval click on **"Submit"** button in the upper right corner. You will be sent to "Terms & Conditions", click on **"Accept"** and the contract will be submitted to the merchant.

If you want a copy, click on the **'Get PDF'** button in upper Left corner just under the tabs. You can save or print a copy. However, the contract is auto saved in the eContracts program and can be recalled at anytime.

Tips to create New Item Placement eContract.

Logon to the browser address: <https://b2b.raleys.com>

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To create a new eContract, click on "Add a Contract", this will open to the Summary of a new contract.

Please note the tabs located in a dark blue tool bar across the top as they will be utilized frequently.

Click on the **"Header"** tab, 3rd tab from left. This tab is a four step process: Giving the contract a title, selecting the recipient and stating the billing partner & manufacturer.

You will notice your cursor blinking at Sales Rep Contract Description, this is where you title the contract in this standardize format.

Date, Promo, Mfgr Name: ie **XX/XX/XX AD, MGFR/Brand Name**

Enter Category Manager – dropdown box

Enter Customer Bill to & Manufacture using the dropdown box

Comments field: Optional.

Then Click **"Update Contract Header"** this will save your information. You must save this page before you go to another tab.

This is where the process changes from creating a regular eContract.

Click on the **"Promo & Deals"** tab and scroll down to the **"Deals Section"**: Locate the **"Add Deals"** phrase underlined in the center of the row and click here. This will take you to a page with the Deal Types available (these are explained on the Left) Click on the **"New Item"** deal type. This will open up a new page to enter the **"Start"** & **"End"**

dates. A general rule is to enter the approximate dates the product will be set at the stores, a one month time frame is adequate (1/1/11 – 1/31/11) everything else is defaulted. Click on the **Add** button. This will take you back to “**Promo/deals**” page. There is no “**Save Data**” button for this section.

Click on the “**Item Groups**” tab. This will take you a page where you enter the 11 digit UPC for the New Item. This page will look slightly different with UPC sample on top. There will be a box for 6-digit MFR Code (x-xxxxx) and a box for the 5 digit item (xxxxx). Click the “**Add**” button. Repeat this process for each sku that you have New Item Placement funding for.

If the item has been previously set up in our database item information will be displayed on the screen. However, if the item is new and not yet added to our Database you will get the GTIN, and “Unknown” in most boxes.

Click on **Highlighted GTIN**, this will open up a new page in which the following information needs to be completed for each item. Item Description, Suggested Retail, (if not known, use MSRP), Case Pack, Case Cost (w/o upcharge is fine), Individual item size ie, 12 oz, 6 pk, etc. Click **Update item Proposal** button. This will take you back to the Item Groups Page. Again, you will need to repeat this process for each GTIN. All fields must be completed or an error message will appear when you attempted to submit the contract.

Click on the “**Promo/Deals**” tab in center of tool bar and scroll down to the **Item & Dollar Amounts Section:**

Enter the deal amounts as it relates the New Item Placement. The Merchant should have provided you with the information needed for new item placement fees (\$’s per item and store). Enter the new item placement fee in the Deal 1 Lump Sum field. Once you have entered all lump sum amounts click “**Save Data**”. This will save the information. **DO NOT enter any information the Future Cost column.**

You have now completed the contract, click on “**Summary Tab**”, 2nd from left to review your contract before submission. If all fields are correct click on “**Submit**” Tab on upper right corner. You will be sent to Terms & Conditions, click on **Accept** and contract will be submitted to the merchant.

If you want a copy, Click on “**Get PDF**” button in upper left corner just under the tabs. You can save or print a copy. However, the contract is auto saved on this econtracts program.

Deal Types and Definitions

<u>Deal Type</u>	<u>Deal Description</u>
<u>Billback</u>	Billback should be used when the deal is based on the quantity of cases purchased by Raley's over a specified date range. Billback will be billed upon completion of the deal date range and the gathering of the necessary data.
<u>Scan Rebate</u>	Scan Rebate should be used when the deal is based on store sales movement over a specified date range. The amount is always expressed as 'Per Unit'. Scan Rebate will be billed upon completion of the deal date range and the gathering of the necessary data.
<u>Off Invoice</u>	Off Invoice should be used when the amount of the allowance for merchandise is deducted from the Invoice prior to payment being issued.
<u>EPA</u>	EPA should be used when the amount of the allowance for merchandise is deducted from the Invoice prior to payment being issued.
<u>Q Deal</u>	Q Deal is a deal that is passed through as an Off Invoice via SSI.
<u>DC Billback</u>	DC Billback should be used when the deal is based on the quantity shipped to a Raley's Distribution Center over a specified date range and the total dollar amount is to be taken off the payment of the invoice.
<u>New Item</u>	New Item should be used when funding is provided for a new product to be carried in our stores. New Item is billed upon the finalizing of the contract and the start of the deal.
<u>Promo Fund</u>	Promo Fund should be used when the purpose of the funding is specifically for promotion of a product. Promo Fund is billed upon the finalizing of the contract and the start of the deal.
<u>Misc Fund</u>	Misc Fund is a Lump Sum deal, and the total dollar amount should be identified. Misc Fund is billed upon the finalizing of the contract and the start of the deal.
<u>Rebate</u>	Rebate should be used when a lump sum amount is used as an incentive or to offset other expenses, however the funding is not necessarily directly tied to an Ad or price. Rebate is billed upon the finalizing of the contract and the completion of the deal.
<u>Accrual</u>	Accrual should be used when the deal is based on the quantity of cases purchased by Raley's over a specified date range. Accrual allows minimum movement requirements to be defined, provided there are Items on the contract. Accrual does NOT allow Promotions to be on the same contract. Accrual does NOT allow other billable deals to be on the same contract. Accrual will be billed upon completion of the deal date range and the gathering of the necessary data.
<u>CM Promo</u>	Consumer Marketing (CM) Promotion: A targeted promotion encouraging consumers to purchase multiple items based on specific requirements during a specified time frame. Such as Buy 2 get \$2 off or a BOGO. This is not a simple reduced retail

Deal
Type

Deal Description

promotion. Execution of the promotion takes place at the point of purchase once the specified requirements have been met. The promotion may or may not be directly tied to an Ad or TPR. The store promotion description will be required along with a dollar amount to be billed for each redemption at the register.