

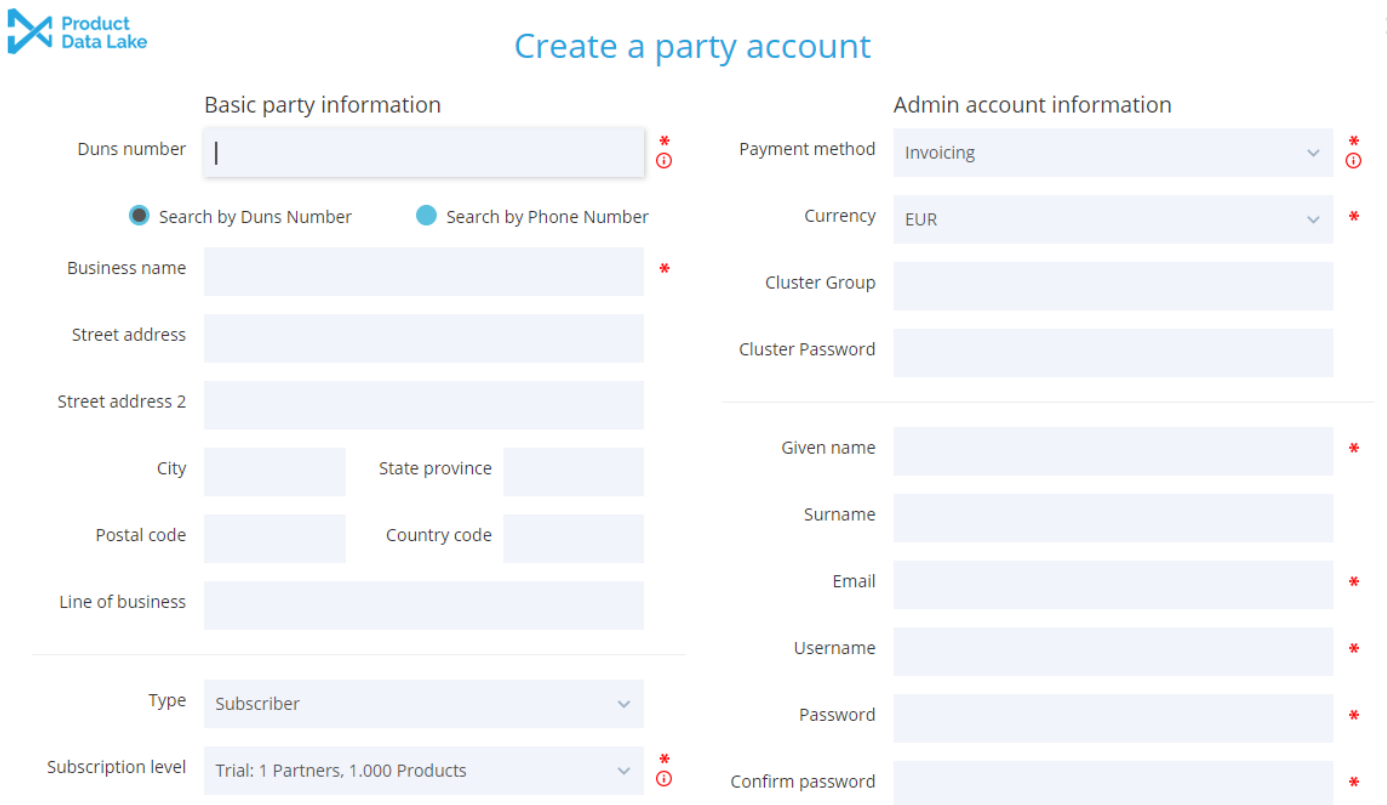
## Prerequisites

Before signing up to the Product Data Lake, you optimally need to have these few things in place:

- **Knowing the Duns Number of the legal entity you represent.** You can look up your Duns Number at <https://www.dandb.com/dunsnumberlookup> or at [https://www.upik.de/en/upik\\_suche.cgi](https://www.upik.de/en/upik_suche.cgi). If your legal entity do not have a Duns Number, it can be registered here [www.dnb.com](http://www.dnb.com). However, you can register for a trial of the Product Data Lake by assigning 9 zeroes (000000000) as Duns Number.
- **Having an FTP domain address for exchanging data.** However, you will be able to upload data from and download data to your PC or network drives and to type data directly into the Product Data Lake. The FTP domain will be needed when you start to automate the data exchange.

## Signing Up

When pressing the sign up button on the Product Data Lake landing page, you will get this screen:



**Create a party account**

**Basic party information**

Duns number  \*

Search by Duns Number  Search by Phone Number

Business name  \*

Street address

Street address 2

City  State province

Postal code  Country code

Line of business

Type

Subscription level  \*

**Admin account information**

Payment method  \*

Currency  \*

Cluster Group

Cluster Password

Given name  \*

Surname

Email  \*

Username  \*

Password  \*

Confirm password  \*

**Here you register the party (legal entity) you represent and make you as the first administrator for that party.**

When entering a valid Duns Number the system fetches the name, address and line of business from the Dun & Bradstreet Worldbase.

Types of party includes:

- **Subscribers**, who are the manufacturers, distributors, retailers and large end users of product information who also deals with the physical products
- **Ambassadors**, who are product information management (PIM) system vendors, system integrators and other professionals who supports the subscribers in managing product information.
- **Reservoirs**, who are service providers that hosts collections of product data within a given industry and/or geography, or for a given purpose. Currently reservoirs can register as subscriber with adequate level and contact the Product Data Lake administration.

Subscribers can select their initial subscription level. These levels are:

Level	Partners	Products (SKUs)	Digital assets	Users
<b>S</b>	1	1,000	2,000	2
<b>M</b>	10	5,000	10,000	4
<b>L</b>	100	25,0000	50,000	8
<b>XL</b>	1,000	125,000	250,000	15
<b>XXL</b>	10,000	500,000	1,000,000	30
<b>XXXL</b>	100,000	2,000,000	4,000,000	60

A trial level with same threshold as the S (Small) level is available for two months. Further a testing level for 3 trading partners is available too.

Payment methods supported are:

- **Invoicing:** The Product Data Lake administration will contact you for details.
- **Online Payment:** The Product Data Lake administration will contact you for details.
- **Via ambassador:** If you as ambassador registers a subscriber, you can handle the subscription fee along with other commercial issues with your client.

Currencies currently supported are: EUR, GBP, USD, DKK.

If you are joining a cluster of subscribers (for example a group of affiliated or commonly owned companies) you can relate your account to that group here. However, this can also be applied later.

As the registering user, you register yourself as the first user with administrator privileges for the party you represent. Please provide:

- Your given name
- Your surname (optional)
- Your email address to be used for communication with the Product Data Lake administration and if you forget your username and/or password

Also select:

- A username in the Product Data Lake
- A password

After accepting the Terms of Service and Private Policy, you will proceed to the second page of signing up.

**Here you register the first (and perhaps only) profile for your party.**

The profile controls the technical preferences for exchanging data in Product Data Lake.

**Note: You can skip the profile** and complete the registration of the party by pressing the Skip option. Profile(s) can be created later. If for example you are the commercial responsible at your party you can complete the registration now, create a new user for your technical responsible colleague, so this person will be able to finish the technical settings.

Type of profile can be:

- Upstream if you use this profile to provide product information to your trading partners.
- Downstream if you use this profile to receive product information from your trading partners.

The profile name is a name selected by you for the above role with the below characteristics. If in doubt, 'DEFAULT' is a good name.

The country setting controls if you want to use this profile for a given country or for a range of countries. Select 'International' for a range of countries or pick a distinct language.

The language setting controls which languages that the profile will be used for. You can select one or several languages. If your intended language is not available, contact the Product Data Lake administration.

The file format setting controls if you intend to use XML or CSV format for exchanging data with this profile.

The character set setting controls what character set you intend to use in the data files you upload and download. Available options are Unicode/UTF-8, ANSI or ASCII.

The pack setting controls if you intend to upload or download packed data files. Available options are none or Zip.

The hierarchy setting controls how you intend to exchange product information with this profile in relation to two common ways of handling the product entity in ERP and PIM (Product Information Management) systems as well as in catalogues and on webshops. These are:

- Using a flat model where the product and SKU (Stock Keeping Unit) are equal.
- Using a variant model where the product can have several SKUs as variants in terms of size, colour or other features. For example, when shopping on a fashion webshop you may choose to buy a product being a specific jeans brand and model, and then been asked to choose the variant by size and colour.

The choices available are:

- Product/SKU only representing the flat model mentioned above
- SKU enforced meaning that downloading a product results in one product and one SKU with same set of attributes
- Product and SKU meaning that downloading a SKU will result in that the SKU will have its own attributes and the attributes of the parent product.

If in doubt, leave it as Product/SKU and change the setting on the profile later if necessary.

The FTP URL setting is the internet address of the FTP domain to be used for exchanging data with this profile.

Note: You can leave this setting blank and assign FTP domain(s) later.

The FTP Login and Password are the credentials to be used by Product Data Lake to transfer data files to and from the FTP domain.

When pressing next you have joined Product Data Lake.

For how to operate Product Data Lake please refer to the Product Data Lake User Guides.

For an introduction to Product Data Lake please refer to the Product Data Lake Overview.

### Product Data Lake contact information:

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