

CHANNEL BASICS

PART 1



DEFINITIONS AND PROCESS OVERVIEW

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This customer document describes all the functions known today. It is possible that some functions are described that are not available to the customer. The exact functionality is dependent on the selected edition and the current release.

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1. WHAT YOU CAN EXPECT IN THIS MANUAL

This manual is intended for channels that want to exchange data with TB.One. The documentation for the connection of channels includes the following parts:

- **Part 1: Definitions and Process Overview**

This document defines the terminology used at Tradebyte and in TB.One.

- **Part 2: Product Data Exchange via TB.Cat**

Naming conventions and field descriptions for XML files in the Tradebyte standard "TB.Cat".

- **Part 3: Order Data Exchange via TB.Order**

Naming conventions for XML files in the Tradebyte standard "TB.Order", field descriptions of the TB.Order & a guideline for message transfer (delivery, returns, cancellations).

2. DEFINITION OF TERMS

2.1 CHANNEL

Every connection of TB.One to a distribution channel is referred to as **channel**. With a generic channel you can exchange data via our standard interfaces and realize, for example, a connection to your own shop. Each channel is identified by a channel-ID and/or a channel sign. Any merchant who sends data from TB.One to a channel is clearly identified by a 4-digit account number.



Which and how you evaluate the product data provided via the Tradebyte standard TB.Cat in your online shop is up to you. Likewise, the TB.Order offers in addition to the standard order data further extensions that you can use upon request.

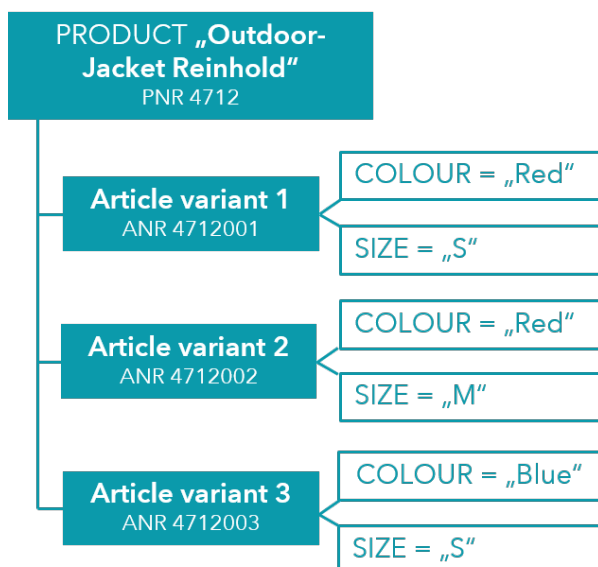
2.2 PRODUCT AND ARTICLE/VARIANT

TB.One generally differentiates between product and article data.

A **product** is the generic name of one or more variants of a commodity. Products themselves only contain promotional information and cannot be ordered. In other software solutions, products are often referred to as parent or father article.

An **article** (also called SKU or variant) is a special characteristic of a product and available for order. There is at least one article per product, but there can also be several articles (variants) within a product.

EXAMPLE:



2.3 COMPONENT

Components are structured properties of products or articles. Components always have a meaningful and intelligible property name and an associated value. At product level, a component always refers to a property that applies to all articles of the product. At article level, components are used either to define variant

dimensions (e.g. color and/or size) or to display further article properties that differ for each article belonging to the product but are not variant-forming.

EXAMPLE:

You sell a jacket in various sizes and colors. The outer jacket is made from Gore-Tex, the inner lining is made of cotton.

Distinguishing features are here size and color. These are not maintained as product components, but as variant dimensions. As product properties you create the components "Inner material" or "Lining" and "Outer material" or "Upper". At article level you could now add additionally article components such as arm length, shoulder width and overall length.

2.4 ATTRIBUTE

An **attribute** is also a property of a product or article. An attribute can have one or more characteristics, so it can be used multiple times in one product. By means of this, invisible information can be passed to the shop to, for example, implement a tag system in the webshop.

2.5 BULLET POINTS

In addition to continuous texts and components, further "key features" of products can be transferred as bullet points. Bullet points are properties without designation.

Bullet points:	EVA-Mittelsohle für Dämpfung	10
	Nicht abfärbende Vollgummiaußensohle für Strapazierfähigkeit und Tragekomfort	20
	Lederobermaterial	30



NIKE, Dunk High Freizeitschuh HERREN



Bestell-Nr. 128683P

- EVA-Mittelsohle für Dämpfung
 - Nicht abfärbende Vollgummiaußensohle für Strapazierfähigkeit
 - Lederobermaterial
- » [mehr Infos](#)

2.6 CHANNEL CATEGORIES

Channel categories allow for automatically sorting products provided by TB.One into the store navigation.

2.7 PRODUCT LINKS (CROSS-SELLING)

TB.One supports links between different products resp. internal categories, the so-called cross-selling. These links may have different types that can be used in a shop.

TYPE	DESCRIPTION
cross	Combination option/further articles
accessory	Accessory to the product
device	Product to accessory
upselling	Recommendation
alternative	Alternative offer
family	Family product

2.8 BASE PRICES

TB.One supports the export of base price groups and fill quantities for articles with **basic price information requiry according to PAngV**. The base prices will be calculated in the export.

2.9 ACTIVATION OF ARTICLES AND PRODUCTS

In TB.One, two markers for activation of products and articles are available. This means that the web shop must be able to interpret the activation/deactivation of products and individual articles within a product.

2.10 PRODUCT CATALOGS

The export of product data via TB.Cat is referred to as a **product catalog**. This occurs in two forms:

- **Full load:** A full load provides all products and articles and concerned information on these, which are intended to be published in the web shop at the time when the catalog is provided.
- **Delta load:** A delta load only provides changes to the existing product data. These changes can refer to content (deactivation of an article in a product, revised product description, etc.) or affect inventory changes and must be interpreted accordingly by the web shop.



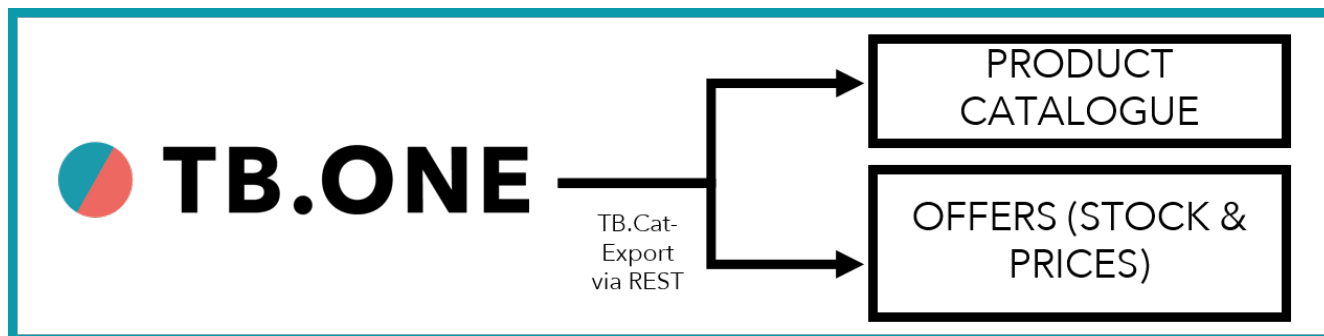
For a more detailed description of full and delta loads as well as the representation of

the individual changes within a catalog, see "Part 2: Product Data Exchange via TB.Cat [1.2/1.3/1.4](#)".

3. PROCESS OVERVIEW

The following charts show at a glance the possibilities of the product and order data exchange.

3.1 PRODUCT DATA EXCHANGE



3.2 ORDER DATA EXCHANGE

