

MANUAL FOR CONNECTING CUSTOM CHANNELS 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. PURPOSE OF THIS DOCUMENT

These manuals describe the exchange of product and order data between TB.One and channels and provide definitions for the terms used.

- Part 1: Definitions and Process Overview:
This document details the terms used at Tradebyte and in TB.One.
- Part 2: Product Data Exchange via TB.Cat 1.2/1.4
Naming conventions and field descriptions for XML files in the Tradebyte standard "TB.Cat".
- Part 3: Order Data Exchange via TB.Order (only channel type 3)
Naming conventions and field descriptions for XML files in the Tradebyte standard "TB.Order" and a guide for message transfer (delivery, returns, and cancellations).

2. DEFINITION OF TERMS

2.1 CHANNEL

Every connection of TB.One to a distribution channel is referred to as a **channel** (generic channel). With a generic channel you can exchange data via our standard interfaces using REST. 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 identified by a 4-digit account number.

Which of the product data provided via the Tradebyte standard TB.Cat you evaluate in your online shop (and how you do it) is up to you. Similarly, the TB.Order standard offers extensions beyond its basic contents that you may use upon request.

2.2 PRODUCT AND ARTICLE/VARIANT

TB.One generally differentiates between product and article data.

"**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 articles".

PRODUCTS GENERALLY CONTAIN THE FOLLOWING INFORMATION:

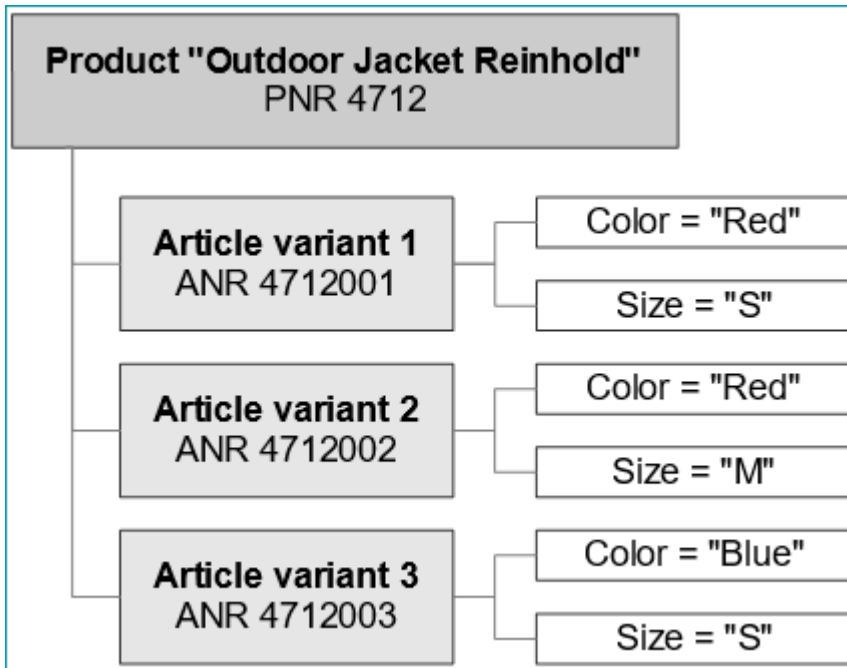
- Product number
- Product texts (product name, description, properties)
- Media valid across all of a product's media (so-called product media)
- Category assignments (internal categories, primary and secondary channel categories, or the categories of a merchant's own shop)
- Product linking information (cross-selling, accessory ...)
- Brand information
- Logos (care instructions, warranty, ...)

"**Article**" (also called SKU or variant) refers to a specific variant of a product that is available for order. Each product has one article at the minimum but may contain multiple articles (variants).

ARTICLES GENERALLY CONTAIN THE FOLLOWING INFORMATION:

- Article number
- Additional numbers (EAN, manufacturer's article number)
- Pricing information (retail price, cross prices, VAT rate, net purchase price)
- Variant-specific media (so-called article media)
- Stock and delivery time
- Shipping information (shipping type, pack size, weight)

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 the product level, components always refer to properties that apply to all of the product's articles.

At the article level, components are either used to define variant dimensions (e.g. color and/or size) or to indicate other article properties that differ for each of the product's articles but are not variant-forming. Not all channels support non-variant-forming article components.

EXAMPLE:

A jacket comes in multiple colours and sizes. The outer fabric consists of Gore-Tex, and the inner lining is cotton.

- The distinguishing features here are size and colour. They are not product components but **variant dimensions**.
- The **product properties** are the **components** "Outer material" and "Lining".
- At the article level, additional **article components** such as arm length or shoulder width might exist.



All components are forwarded to the channels (unless they are explicitly blocked for a specific channel) and therefore affect sales. The more properties are indicated for products/articles the likelier customers will find them. Whether or not a component is displayed depends on the channel.

2.4 ATTRIBUTE

Attributes are also properties of a product or an article. However, they cannot form variants. Each attribute may take multiple values (i.e. the same attribute can be used multiple times for one product/article).



Attributes are not forwarded to channels directly. Instead they are assigned to channel-specific values using so-called value tables (if valid). Therefore, attributes are mainly used for internal organisation and to map information to channel-specific values (e.g. gender or season).

2.5 BULLET POINTS

In addition to continuous texts and components, key features of products can be transferred as bullet points. Bullet points are property values without a specific designation.

Bullet points:	waterproof	10
	organic materials	20
	manufactured in Europe	30

2.6 CHANNEL CATEGORIES

Channel categories are used to sort products from TB.One into the shop's navigation.

2.7 PRODUCT LINKS (CROSS-SELLING)

TB.One supports links between different products (so-called cross-selling). There are different types of these links that may be used in a shop:

TYPE	DESCRIPTION
cross	Combination option / further articles
accessory	Accessory for the device
device	Device for the accessory
family	Part of the same product family
upselling	Recommendation
alternative	Alternative offer

2.8 BASE PRICES

TB.One supports the export of base price groups and fill quantities for articles where base price information is legally required (e.g. according to the German law "PAngV"). The base prices are calculated during export to the channel.

2.9 ACTIVATION OF ARTICLES AND PRODUCTS

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

2.10 PRODUCT CATALOGUES

The exported product data (via TB.Cat) are referred to as a product catalog. The export can occur in two forms:

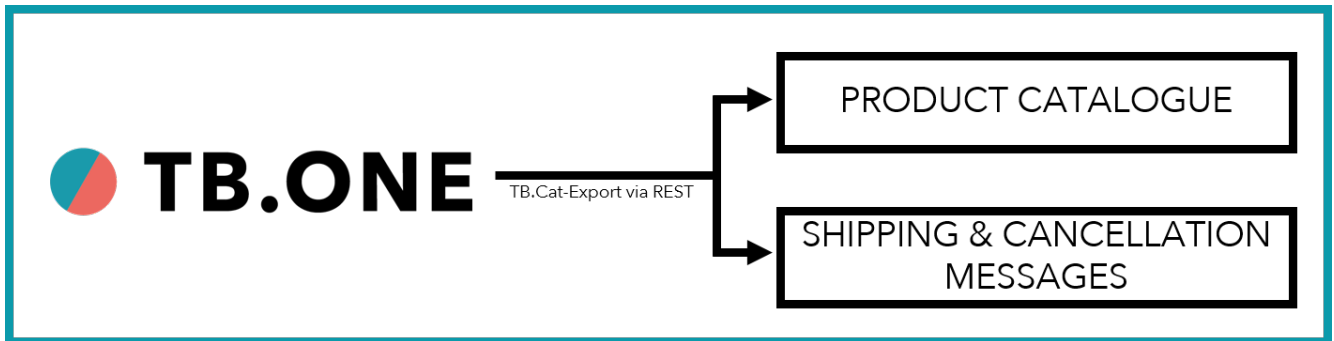
- Full-load: Contains all products and articles that should be sold via the webshop at the time of export, along with the respective information/properties.
- Delta load: A delta load only lists changes to existing product data. These changes can refer to content (deactivation of an article in a product, revised product description, etc.) or affect inventory changes and must be interpreted accordingly by the webshop.

For a more detailed description of full and delta loads as well as examples of the individual changes within a catalog, see "Part 2: Product Data Exchange via TB.Cat".

3. PROCESS OVERVIEW

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

PRODUCT DATA EXCHANGE:



ORDER DATA EXCHANGE:

