

Brand Owners can nominate more Partner IDs for content ownership and WMC (brand hierarchy) in order to increase CQ/conversion and ad spend

Initiative/ Epic Name	EXECUTION Brand Owners can nominate more Partner IDs for content ownership and WMC (brand hierarchy) in order to increase CQ/conversion and ad spend					
Jira	 OPIF-75977 - Brand Owners can nominate more Partner IDs for content ownership (brand hierarchy) in order to increase CQ /conversion DONE					
PRD Status	Development					
Sign-off from Stakeholders	☒ Product ☒ Business ☒ Engineering ☒ Design ☒ Analytics ☒ GTM / Product adoption					
Strategic Pillar	Help me win					
Problem Statement (Why?)	Rights owners of brands have no way to nominate sub brands, understand there is a request to onboard to their brand hierarchy, and gauge holistic performance across their portfolio. Brands and their sub brands often operate as independent businesses with different internal Sellers (and Seller IDs) per brand. Without joining the brand hierarchy, brands cannot ensure their representatives are maintaining their content or have the features needed to grow their business.					
Hypothesis (What?)	Expand brand portal to allow Brand Owners to choose which of their Seller IDs receive brand ownership benefits, in order to increase CQ/conversion through content ownership. This applies to Seller IDs internal to the brand who identify as the brand owner, or as authorized resellers (ARs) external to the brand who are trusted with more benefits for this brand. Child brands or ARs requesting addition to brand ownership benefits includes net new documents, structured data, communication between brand owner and sub brand, and support. In the future, this hierarchy + the ability to relate brands (or RO accounts) will also enable reporting across different brands for one brand business/family Allow brands to choose which seller (internal to brand business) gets brand ownership benefits, like content ranking of 1 Allow brands to choose which sellers to authorize (external to brand business) for brand ownership benefits like content ranking of 3					
Target audience (Who?)	<table><tr><td>Brand owner</td><td> ☒ Active ☐ Suspended ☐ Terminated UI only </td></tr><tr><td>Child brand</td><td> ☒ Active ☐ Suspended ☐ Terminated UI only </td></tr></table>		Brand owner	☒ Active ☐ Suspended ☐ Terminated UI only	Child brand	☒ Active ☐ Suspended ☐ Terminated UI only
Brand owner	☒ Active ☐ Suspended ☐ Terminated UI only					
Child brand	☒ Active ☐ Suspended ☐ Terminated UI only					

Est. Impact or opportunity	- Incremental GMV of 50M (inclusive of authorized resellers) - Improve content quality goal of 77% - Enablement of Hierarchy based reporting - Comprehensive brand benefits in WMC, across a brand family
Target Timeline (When?)	FY25 Q1
External Dependent Teams	BrandHub, Ranking merge
MP Dependent Teams	T&S
MP Business Lead	Alex Parastaev
MP Product Lead	Aakash Mehta
Dependent PMs (Brand Hub, Ranking, MP CQ)	Yashika Agarwalla Jae Kim Arjun Krishna
MP Analytics Lead	Sundaram Singikulam
MP Design Lead	Amanda Schmutzler
MP Engineering Lead	Abhishek Roy Sindhu Mohana
QA Lead (COEE)	<i>If applicable, else remove it</i>
MP Program Lead	Alap Kumar Sinha
GTM Lead	Marta Liberti-Morrison
Global /International experience	<i>Global at launch vs. launches which are sequenced by marketplace</i> <i>(Also call out if there are marketplace exceptions)</i>

Background and strategic fit

The large businesses Walmart receives supply from often represent a family of brands, which often have their own P&L and seller accounts. Today Walmart has one user account with a flat structure/collection of brands in brand portal and has no way to connect the entire brand family as each brand owner is currently silo'ed by who owns the IP of that specific brand according to the USPTO. Similar to Amazon, there is a need to able to provide brands a way to relate of their different brands and businesses in one structure to unlock content ranking, WMC ad benefits, and business reporting/insights across sellers/brands within the same hierarchy. This ensures all brand sellers, despite not directly owning IP, are enjoying the same content listing ownership of their parent brand has while setting up the data structure to support authorized reseller content and WMC benefits.

Phases

1. brand owners can add to brand portfolio (this PRD's scope)
2. sellers can request to join brand portfolio
3. WMC now can leverage ARs and new acting brand owners
4. item level controls in hierarchy for ARs
5. licensees + royalties

Opportunity or Problem statements

A few notes about how to formulate your thinking:

- Incremental GMV of 50M (inclusive of authorized resellers)
- Improve content quality goal of 77%
- Enablement of Hierarchy based reporting
- Comprehensive brand benefits in WMC, across a brand family
- Enablement of authorized resellers to represent specific brands, also manageable by parent brand

Estimated Business Impact & Success criteria

Authorized Reseller Stats

- ~550 brands have an authorized reseller who submitted a letter of authorization to get content rights (Source: MP CX Team)

Content Quality Score (CQ)

- CQ V2 of Brand Owners as of December 2023 - 76.52% (Source: [CQ V2 Dashboard](#))
- CQ V2 of Authorized Resellers as of December 2023 - 75.99% (Source: [CQ V2 Dashboard](#))
- CQ V2 of Non-Brand Owner/Non-Authorized Resellers as of December 2023 - 71.17% (Source: [CQ V2 Dashboard](#))

CQ Impact on OLQ (Offer Listing Quality)

- CQ Increase of 10% brings a 2.5% increase in OLQ (Source: MP Analytics Team)
- CQ of Brand Owners and Authorized Resellers is ~7% higher than regular sellers, therefore the their OLQ is 1.75% higher than regular sellers.]

OLQ Impact on GMV per SKU

- GMV per SKU changes based on the OLQ, with higher OLQ leading to higher GMV per SKU (source: MP Analytics Team)

OLQ Cohort	Count of Items	GMV	GMV per SKU
Above 80	392,853	\$263,810,640	\$671.53
Between 70 and 80	4,415,992	\$82,742,672	\$18.74
Between 60 and 70	22,565,328	\$142,496,745	\$6.31
Between 50 and 60	41,684,512	\$84,638,973	\$2.03
Below 50	271,270,384	\$231,599,426	\$0.85
No olq	159,670,931	\$144,940,068	\$0.91

Assumptions

- Increase coverage of items with a registered brand owner or an authorized reseller from 4.245M to 10M items
- Increase GMV per SKU of such items from \$18.74 to \$27.43 thanks to CQ increase

Medium-High case

- 5,755,00 New Items with higher GMV per SKU (10M-4.245M)
- \$8.69 Incremental GMV per SKU
- **\$50M in Incremental GMV (8.69*5,755,000)**

Assumptions

- Assumptions assuming growth to 10M Branded Items
- Increase coverage of items with a registered brand owner from 3.76M to 10M items
- Increase OLQ by 1.75%

Low-Medium case

- 6.24M New Items with higher GMV per SKU (10M-3.76M)
- \$2.17 incremental GMV per SKU ((18.74-6.31)*0.175)
- \$13.5M in Incremental GMV (2.17*6,240,000)

Personas

Persona	Description	Relevant to this PRD	Can be a registered brand owner?
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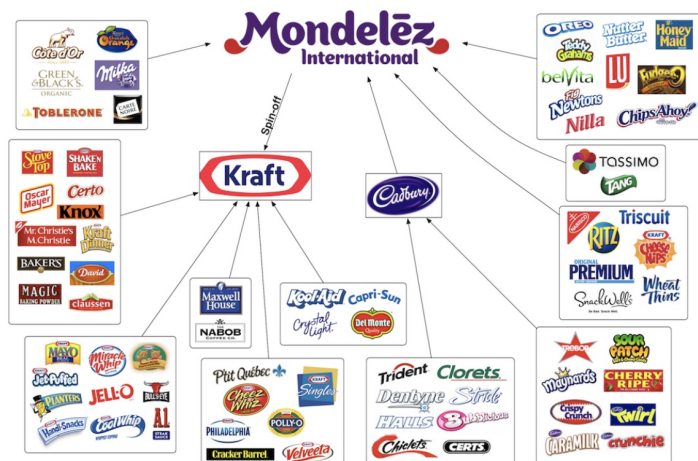
Brand Owner	- The entity or company that legally owns an intellectual property and controls a particular brand. - Responsible for developing, maintaining, and promoting the brand's identity, values, and products.	Y	YES
Shell Company	- A business entity that lacks significant operations, assets, or employees. - Typically formed for non-operational purposes, such as holding assets, facilitating financial transactions, or reducing tax liabilities. - May not have a substantial presence in the market or actively engage in assortment management.	Y	YES
Parent Brand Company	- The larger organization or corporation that owns and operates multiple brands within its portfolio. - Exercises control over various brands by providing resources, support, and strategic guidance to ensure their success in the market.	Y	YES
Child Brand	- A sub-brand under a Shell Company or Brand Parent Company - Exercises control over their brand by providing resources, support, and strategic guidance to ensure its success in the market.	Y	YES
Brand Licensee	- A legal agreement between the brand owner and another company (the licensee) that grants the licensee the right to use the brand's intellectual property, such as trademarks, logos, or brand names, in exchange for royalty payments or other financial considerations. - This allows the licensee to produce and sell products or services under the licensed brand.	N	NO for the duration of contract, they receive brand benefits
Authorized Reseller	- A company or individual authorized by the brand owner to sell their products. - They have an official agreement or authorization to represent and sell the brand's products, ensuring compliance with brand standards and guidelines.	N	NO

User Research

Current stats of authorized resellers

708 total brands with an authorized reseller
201 brands are registered (28.4%)
148 registered brands have a 3P owner/Partner ID across 117 sellers
103 out of 117 sellers are currently live

Mondelez, a large brand family with nested ownership

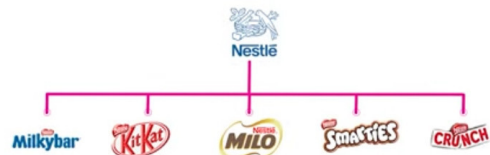


Proctor & Gamble, a shell company that does not sell "P&G" labeled products



Brands think of their brands their own hierarchy in a few ways

1. Apple - Monolithic Brand hierarchy, everything marketed under the same "Apple" Brand
2. Nestle - endorsed brand hierarchy. Nestle sponsors sub brand Kit Kat. Allowing validation of Brand with room for specific brand look/feel
3. Fedex or Virgin - Brand House
4. P&G - House of Brands, independent brand presence and businesses
5. Marriott - Hybrid of House of brands and endorsed brands



Levels Of Brand Hierarchy

Corporate Brand (Master Brand)



Family Brand



Individual Brand



Product Brand



Amazon brand registry user mgmt (**distinct from Brand hierarchy**):

Amazon brand registry and hierarchy building (both internal brands and 3rd parties):

Brand hierarchies are created for the following reason (rather one Brand for all products)

1. **Brand Differentiation:** Each brand within the portfolio has the opportunity to differentiate itself from competitors and establish a unique identity and value proposition. This approach allows for precise targeting of specific consumer segments with tailored branding and marketing strategies.
2. **Brand Autonomy:** Each brand operates independently, with its own distinct management and marketing teams. This autonomy fosters a sense of entrepreneurship and accountability, allowing for flexibility and responsiveness to market trends and consumer demands.
3. **Consumer Trust:** The individual brands are built on their own merits and reputations, rather than relying on the reputation of the corporate brand. This approach can enhance consumer trust and confidence in the individual brands, as they are perceived as specialized and focused entities.
4. **Market Segmentation:** The House of Brands strategy allows for market segmentation, as each brand can target different consumer segments or address specific needs within a broader market. This enables the company to capture a larger share of the market by catering to diverse consumer preferences and creating products that resonate with different target audiences.
5. **M&A Flexibility:** The House of Brands strategy provides flexibility in acquiring and integrating new brands into the corporate portfolio. Acquired brands can be retained as standalone entities, maintaining their existing brand equity and consumer loyalty. This approach allows for the preservation of the acquired brand's identity and market position.
6. **Risk Management:** In the House of Brands strategy, risks associated with one brand's performance do not significantly impact the overall corporate brand. If one brand faces challenges or failures, it does not directly affect the perception and reputation of other brands within the portfolio.
7. **Brand Portfolio Diversity:** By having a diverse portfolio of independent brands, the company is less reliant on the success or failure of a single brand. The revenue streams generated by multiple brands provide a level of stability and resilience to the overall business.

Out of 443 authorized resellers that have requested elevated content ranking 118 or 26% are brand owners. So we should expect a certain number of overlap between accounts and therefore it will be ideal to avoid having sellers have 2 Brand Portal accounts (one as a brand owner and one as an authorized reseller).



2024-01-10 Auth...and Owners.xlsx

Assumptions

- Brand registration serves as the main filter for which brands are available for a Brand Owner to build a hierarchy from - Registered Brands
- All registered brand owners will receive brand content ranking, without any hierarchy work.
- Brand benefits = The benefits a brand would get downstream of BP after registering a brand. e.g. Brand ranking (1) for content ownership on items, and in future WMC benefits.
- ~~Seller ID in UI/PRD = Partner ID in DB (external facing, Seller ID)~~
 - Our UI expects Partner ID. Legal requirement is to replace "partner support" with "seller support", in separate effort
- Child brand seller = the partner ID who takes brand benefits for sub brand in RO account

Not Doing in this phase1

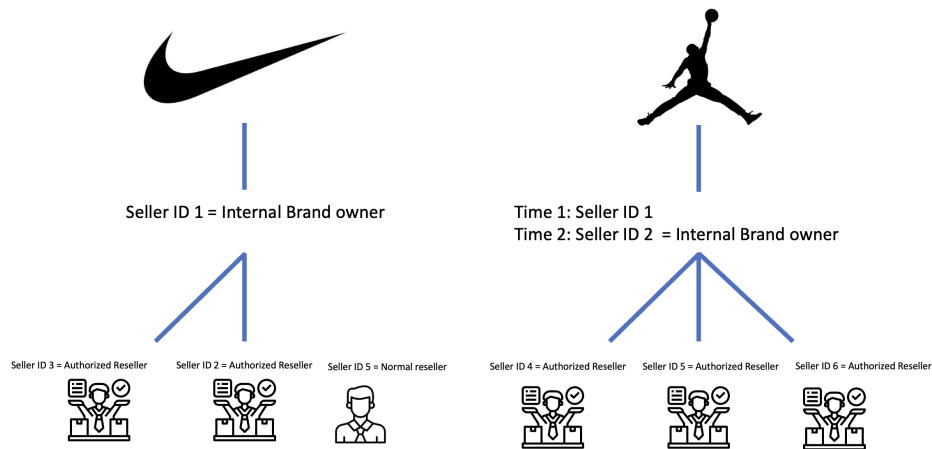
- Authorized Reseller onboarding and hierarchy UI management
- This doesn't include replicating hierarchy for other markets; each market has its own IP ownership which is required for brands to be added to the hierarchy
- ~~T&S will vet any documentation~~ Proving child brand and parent brand relationship when they are separate brand owners - Related Brands
 - These approvals should be communicated to and reviewed by parent or child brand
- Child brand Seller or AR requesting brand ownership benefits will be phase 2 for BP
- Modernizing WMC API to provide authorized resellers for increased ad spend

User Stories and Product Requirements

#	Title	Persona	User Story	Acceptance Criteria
1	Core use case: Child brands	Brand Owner (Child brand) Seller internal to brand		1. Brand is defined by Br USPTO document and deduplicated from san names via Brand Own Brand value but differe scope would be separ different brand owner 2. Relationship between of its trademarks is still 3. Trademarks ownership transferred across the any way, trademarks r to a brand under the F 4. Logo trademarks are t the UI with 1. Brand Owner who logs credentials Seller ID1: a. Login Seller ID all registered b brand benefits b. BP Super admi admins can chi add, replace) S identify as chilc

As a brand owner I have 1+ Seller IDs internal to my brand business and I would like to be able to designate which Seller ID receives from brand owner benefits per brand, from my internal Seller IDs

RO account 1, logs in with Seller ID 1

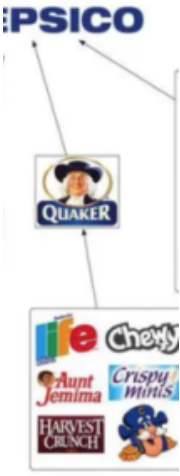


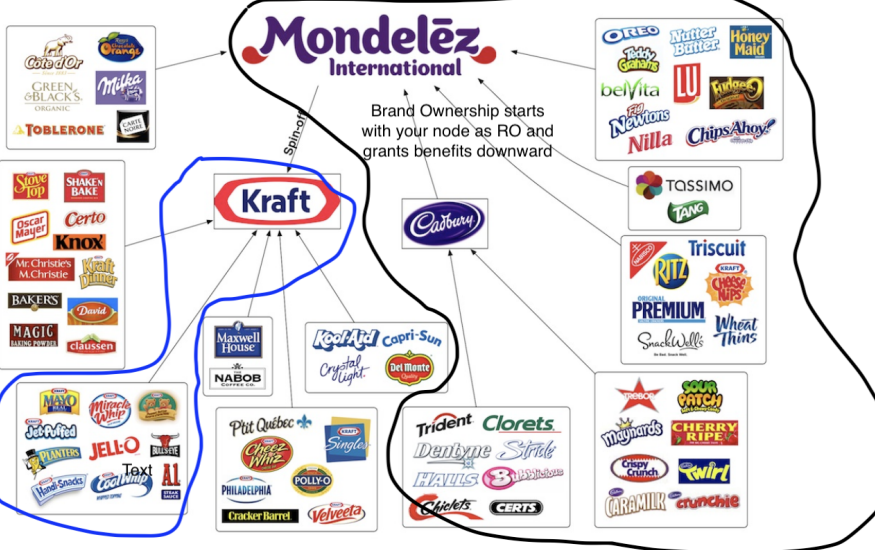
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				2. Default brand owner = started the BP account admin. This Seller would be defaulted as acting brand owner across all brand portfolio a. admin can assign brand owner to default brand owner b. admin can remove brand owner and brand owner is placed back c. admin can remove brand owner, and no brand owner
2	Non Seller Brand owner /Shell company	Brand Owner	As a brand owner I don't distribute items myself but I have 1+ Seller IDs internal to my brand business and I would like to be able to designate which Seller ID receives from brand owner per brand benefits from my internal Seller IDs	1. All brands start with no hierarchy/list of brands a. Only brands within portfolio via I add seller function blank UX with " b. Any portfolio within via login by seller added seller function, will not screen with "brand 2. Brand owner can characterize following logic of user use case)
3	Brand portal user management vs hierarchy user management	Brand Owner	As a brand owner I expect to manage each brand's set of users and roles independently to ensure appropriate associates are limited to their brand scope (eg IP cases)	1. Super admins can provide management rights (control ID of brand) through a other users but all of the benefits are provided to admin/RO's seller account admin has a seller account a. Authorized reseller requires AA role b. A user can be I and AA role at 2. Removing an admin from account removes that admin's ability to manage 3. When Super admins to new email and user to admin2 account, Super receives all hierarchy rights a. Current admins unaffected and 4. Reporters cannot characterize Seller IDs own which I change for reporters a. Reporters cannot brand sellers or resellers per brand b. Reporters cannot brands they are make claims or 5. Super admins and admin understand their new capabilities in a help a
4	Multiple brands registered but none entered into a hierarchy	Brand Owner	As a brand owner, I might not have any use for the hierarchy and I do not want to be required to change Seller IDs in order to enjoy the benefits of brand registration	1. Similar to BP prior to I management, maintain structure of all registered trademarks, to a users (super admin, a reporters) a. RO is not required or add Seller ID

5	Parent brand or child brand, also authorized reseller	Brand Owner /Authorized Reseller	As a seller I can both own IP and be an authorized distributor for brand items I don't own, in order to maximize my revenue/assortment possibility	1. the same Seller ID can be an Authorized Seller in hierarchy 1 or be a child brand OR parent brand in hierarchy 2 2. The same Seller ID can be an Authorized Reseller as a brand owner in the same hierarchy 1 3. Brand 1 cannot be in hierarchy 1 and Hierarchy 2 a. Only registered RO account can be in hierarchy, if same brand in accounts due to trademarks registered same brand, in accounts
6	Child brand not curated in brand hub when added to hierarchy	New Child brand	As a brand owner, I expect to be able to add brands to my hierarchy after proving IP ownership in order to organize all my owned brands into the same hierarchy and unlock benefits across	Assuming Omni Brand PRD is launched 1. Brand owner can curate brands not yet curated in Hub 2. Child Brand Seller has content ownership until needing curation If not Omni Brand PRD launched, brand owner should still be able to update content. Email communication must exist: has been newly registered, but needs to happen first and 4-7 weeks needed to curate, similar to trademarks (TBD if brand hub can send emails) @ami There is no communication from brandhub today
7	Logs	External and Internal	As a brand owner with multiple users added to my account I'd like to understand a history of Seller brand ownership changes in order to ensure correct ownership or communicate with the changer As a Walmart support member I would like to be able to view the history of changes to hierarchy in order to provide insight to brand owner and audit any changes that may have resulted in poor performance/T&S issues	1. RO account admins should have history of hierarchy changes a. Brand to Seller when, change in ownership, and performed actions b. Display a summary of changes in UI for account admin

8	Brand Owners add authorized resellers	Brand Owner Authorized reseller	As a brand owner, I'd like to authorize Resellers not internal to my brand business for more benefits that allow these Resellers to maintain my brand presence, in order to maximize by brand sku GMV from my best/trusted sellers	1. Super admin can add seller IDs as authorize all items of brand A (a or of Brand A and B) a. Expect the sell brand changing but for all chan saved in one a) b. Admin should this is all item c. Brand owner ci of expiration fo benefits expire date i. Context owners from the authoriz brand sl long ber expecta these di phase 1 ii. Expirati requirec 2. Super admin can add Sellers as authorized i a brand and a specific IDs (P3 - Soma thinks 3. Super admins can ass Authorized Approvers a. Each AA can a resellers for 1 c as designated l b. Each AA that c resellers for br add more AA u A c. AA is a net nev d. An AA can alsc 2 separate role 4. Authorized resellers d other sellers selling th I expect after adding an auth to a brand, this gives the autl content ranking 3 (authorized content ranking today, "3" cai content updates on items, wit brand + items, they have bee for		
9	Internal admin /support ability to change hierarchy	Internal admins of BP	As a Walmart admin, I want to be available to view and any RO accounts and brands and be able to change Seller IDs associated to a brand node in order to close on support topics or operationally support a brand	1. Walmart admin receiv abilities to change Sel brand as user story 1/ 2. Include internal admin history 3. Admin should choose (current UX) in order t brands for that RO acc brands tab, then admin brands a. Allow Walmart /internal admin a brand portal : brand name or (email)/Partner account login a to access that l account as inte portal super ad Changes from ' associate admin as Walmart As: history		
10	Same brand multiple RO accounts	Brand Owners	As a brand business, I have different companies who have registered different trademarks for the same brand based on who filed the trademark paperwork with USPTO, I'd like both RO account sellers to receive brand owner benefits for their same registered brand	1. Case a. RO1 Seller 1 re A b. RO2 Seller 2 re A i. Expecta and Sell brand b Brand A		
11	Brand hub /ranking batch job	Brand Owners	As an AR, i have proved my relationship to a brand in support tickets and have been added operationally to content ranking via my org ID in order to increase CQ through item updates	1. A one time activity to r Ranking to brands in t this would result in AR brand owners in BP, w owner exists. The BO manage (add or remov afterward and flow to r requirements above		
	#	Title	Persona	User Story	Acceptance Criteria	Importance

1	CRUD of Hierarchy	Parent brand	As a Parent brand owner, I expect to be able to view, add, and delete brands from my brand hierarchy in order to unlock brand owner benefits across child brands and allow brand specific authorized reseller assignment	1. Brand is defined by Brand Name on USPTO document and is deduplicated from same Brand names via Brand Owner (ie same Brand value but different trademark scope would be separated by different brand owner accounts) 2. Relationship between 1 Brand and X of its trademarks is still maintained. 3. Trademarks are not transferred across the hierarchy, trademarks remain specific to a brand 4. Logo trademarks are used to paint the UI with Addition of brand 1. Registered Brands are available to Brand Owner to add to hierarchy 2. Brands related to Parent brand via brand review of are available to Brand Owner a. Child brands can be registered as a brand owner unrelated to parent brand, however they are in the same brand family and should be in the same brand hierarchy. Therefore child or parent brand will submit documentation to prove relationship between both BOs i. This approval is to be done by child or parent ii. Child or Parent brand can cancel application to Hierarchy 1 and apply to either hierarchy 1 or hierarchy 2 iii. Child can only apply to one hierarchy and brand at a time 3. Brands can only be added as child brand to a brand that exists in hierarchy 4. Parent brand can update Seller ID of any child brand on its hierarchy. When parent brand is not a shell company (no Seller ID), completing this action replaces Parent brand's Seller ID with new Seller ID a. Only parent brand can change parent brand Seller ID Deleting brand 1. Parent Brands will prove relation to Child Brands by submitting documentation to T&S in brand portal. This is a valuable association/agent decision we do not want to lose. Therefore if a brand is deleted anywhere in the hierarchy, remove all child brands in the UI, however there will be a way for a parent brand owner to rebuild the their hierarchy for all of the brands removed. This parent to all of its possible child relationships must be maintained. in the image below, if quaker was removed, quaker and all brands under would still be available for Pepsi to re-add back into hierarchy based on parent brand choosing.  2. Walmart Admin Parent can completely remove a child brand from hierarchy in a separate 'delete from hierarchy' function. All registered or related brands are still available to be added back after deletion from hierarchy, in a staging area 3. Even if child brands are removed in this way maintain ALL child brand to Authorized reseller/licensee relationships. Removing authorized reseller from a child brand must be done as specific operation by child brand or parent brand who owns authorized reseller. Updates 1. All changes to a brand's hierarchy should be sent to a brand hub after user finishes session (user will click 'save changes') 2. Those changes should instantly reflect in UI and not be delayed longer than 5 seconds by backend sync a. Any delay time greater than 1 second, introduce spinner/loader History 1. Changes to hierarchy should be logged in user history as it affects the authorize reseller's business 2. Requests, additions, removals from hierarchy, Seller ID changes, seller ids added (ARs) a. This should include parent brand in RO account 1 changing things for a child brand's hierarchy RO account 2	P1
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2	Crud of hierarchy for child brand and its children	Child brands	As a child brand owner, I expect to be an acting 'parent brand' for anything below my hierarchy in order to unlock brand owner benefits across child brands and allow brand specific authorized reseller assignment	1. All same addition and delete functions for parent brand except only for brands nested under the child brand a. in this case, Quaker is acting parent brand for Chewy although both are considered child brands of parent brand  b. c. Child brands can read access all other brands of the hierarchy (including authorized resellers) but only have control over whats below their brand d. If Child brand 1 exists under Child Brand 2, Child brand 1 cannot exist under Child brand 3	P1
3	Brand portal user management vs hierarchy user management	Brand Owner	As a brand owner I expect to manage each brand's set of users and roles independently to ensure appropriate associations are limited to their brand scope (eg IP cases)	1. In this example: Mondelez can change Kraft's hierarchy, Kraft CANNOT change Cadbury's hierarchy, Kraft can change anything under itself in hierarchy a. Kraft requests to related to Mondelez, Mondelez approves. When Mondelez adds Kraft to it's hierarchy, all of Kraft's children and sellers are maintained 	P1

4	Multiple brands registered but none entered into a hierarchy	Brand Owner	As a brand owner, I might not have any use for the hierarchy and I do not want to be required to build a hierarchy in order to enjoy the benefits of brand registration	Similar to BP prior to hierarchy management, maintain a flat structure of all registered brands, their trademarks, to a brand's BP users (super admin, admin, reporters)	P1 (could LOE)
5	Multiple Brands register from one RO, none of registered brands are the parent brand	Brand Owner /Child brands	As a brand owner, I would like to register the IP I own despite being under a different parent brand company in order to enjoy all of Walmart's brand owner benefits	- Child Brands can request to be added to hierarchy under placeholder parent brand (similar to shell company) - This hierarchy has to be a 2 level hierarchy (only 1 parents and its many children) until the brand owners change the hierarchy - Child Brand should provide documentation to prove relation to parent brand and designate the brand that is parent - Child Brand gets parent brands rights for Brands that have been registered under RO account - case: RO account 1 registered CB1 and CB2, RO account 2 registered CB3 and CB4... CB1-CB4 should be under PB1 but PB1 has not registered - Expectation: RO account 1 have parent brand rights over CB1 and CB2, RO account 2 has parent brand rights CB3 and CB4 - Each Child brand is acting parent brand for anything under it in hierarchy (similar to user story 2)	P3 (Desc from Q1)
6	Search for Brands and seller ids to add to hierarchy	Brand Owner /Child brands	As a brand owner, I expect to be able to search for brand and seller ids in order to easily build my hierarchy from potential users	- Registered brands by BO are visible to be added hierarchy - Brands not registered to BO but have proven relationship to parent brand via Brand review will remain visible, even if removed from hierarchy - PB1 removes CB1 from hierarchy, CB1 is still available for PB1 to add back to hierarchy without needing approval process - User can find seller ids associated to brands on hierarchy - User can find brands related to seller id in brand's hierarchy (and Supplier IDs after omni brand PRD) - Pending legal: Brand Owner user can search for Brand name (Mark Literal Elements on USPTO) or Owner name (Owner name) - Should not require exact match from user	P1 P2 (search with brand name)
7	Parent brand or child brand, also authorized reseller	Brand Owner /Authorized Reseller	As a seller I can both own IP and be an authorized distributor for brand items I don't own, in order to maximize my revenue /assortment possibility	- the same Seller ID can be Authorized Seller in hierarchy 1 and be a child brand OR parent brand in hierarchy 2 - the same Seller ID can NOT be Authorized Seller in hierarchy 1 and be a child brand OR parent brand in hierarchy 1 - Brand 1 cannot be in Hierarchy 1 and Hierarchy 2	P1
8	Child brand not curated in brand hub when added to hierarchy	New Child brand	As a brand owner, I expect to be able to add brands to my hierarchy after proving IP ownership in order to organize all my owned brands into the same hierarchy and unlock benefits across	Assuming Omni Brand PRD is launched - Parent Brand is able to add/remove non BH curated child brand from hierarchy - Child Brand has WMC and content ownership unlocked without needing curation - Child brand is added to curation queue for Brand Hub normalizations If not Omni Brand PRD launched, Brand should wait for curation in brand hub so benefits are unlocked after hierarchy additions are straightforward	P2

9	Visualizing each Brand in UI	Brand owner	As a brand owner I expect to be able to visualize my brand hierarchy with my trademark logos of each brand	1. Brand registration stores illustration on USPTO document as brand logos 2. Brand owner can choose logo image from trademark registration, if it exists a. Logos can be changed based on which have been uploaded 3. Nudge user to set up logo trademark if none exists 4. if no logo exists, display brand name in text 5. Logos are available to brand hub for downstream consumption, like brand shops which currently asks for logo upload Batch job all USPTO documents previously registered to scrape logos and illustrations from accepted documents https://tsdr.uspto.gov/#caseNumber=77860262&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch T&S will continue to not accept logos with image only like this https://tsdr.uspto.gov/#caseNumber=4885301&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch	P2
10	Parent brand changes seller ID representing child brand	Brand Owner /Child Brand	As a brand I may have IP ownership over many child brands with their own P&L acting as independent businesses, with their own Seller IDs, so id like to be able to change Seller ID of Child brands to reflect Seller ID managing that brand business	1. Parent brand can search seller id or Seller name and find both seller id and Seller name 2. Parent brand can replace Brand Node with new seller id 3. Brand nodes with Seller ID can only have replacements or hierarchy must have at least 1 seller id (either brand owner or child brand in this case)	P1
11	Non Seller users managing hierarchy	Brand Owner	As a parent brand that represents a shell company (P&G) I expect to be able to build a hierarchy and assign seller ids across	1. Non Seller brand owners receive all the same functionality described in user story 1 on this page 2. The parent brand has no Seller ID and serves as a placeholder 3. Parent brand can assign different Seller IDs and child brand owners, those child brand owners receive functionality in user story 2	P1

12	Logs	External and Internal	As a Walmart support member I would like to be able to view the history of changes to hierarchy in order to provide insight to brand owner and audit any changes that may have resulted in poor performance/T&S issues	1. CRUD function changes of hierarchy saved in logs for 3 months 2. Display a summary of changes in UI exp for brand users	P3
13	Child brand requests to be added to current parent brand hierarchy	Brand owner /child brand	As a brand owner, I may be under a large company umbrella /parent brand that I don't regularly interact, therefore I'd like an easy way to prove I am the child brand owner under my parent brand in order to be added to the parent brand hierarchy	1. Child brand requesting addition must be a registered brand owner 2. Child brand can request to be added to current hierarchy by searching for brand or seller id, with no specific hierarchy position. (backlog of registered or related brands available for hierarchy) 3. Child brand can upload documentation for brand owner to review 4. If brand owner has not logged into Brand Portal for 1 year, route to T&S and follow user story 5 5. Brand owner receives email communication and notification in BP app to review request 6. Brand owner can add Child brand to hierarchy backlog through approval a. Nudge Brand owner to add child brand to hierarchy to complete ask from Child brand 7. Child brand now receives user story 2 functionality	P2
14	Brand desired in hierarchy is not registered or related	Brand owner	As a brand owner, I want to be able to add more brands that I don't see available in my list of brands for hierarchy management in order to create a comprehensive brand hierarchy for benefits across brands /Sellers	1. Nudge BO to register new brand if brand is not available for hierarchy 2. Nudge BO to provide relation documents to be able to add new related Brand to hierarchy. Relationship documents to be reviewed and possibly accepted by T&S include Articles of incorporation: The articles of incorporation or similar foundational documents of the subsidiary which explicitly state the parent company's ownership or control over the subsidiary Shareholding documents: Documents showing records of the ownership of shares in the subsidiary Tax documents: Documents showing both entities and the relationship between them Mergers and acquisitions documentation: Documents related to the merger or acquisition which establish the subsidiary relationship Regulatory filings: Business licenses, permits, or tax filings which establish the subsidiary relationship Contracts and agreements: Contracts, agreements, or legal documents explicitly outlining the relationship between the parent and subsidiary, such as management agreements or intercompany service agreements Doing Business As (DBA) filings: Filings indicating that the trade name of the company is different from the business name Fictitious business name (FBN) statements: Statements indicating that the trade name of the company is different from the business name	P2

Brand Portal Persona	View Portfolio tab	view portfolio history	Brand Owner	Authorised Re-seller	
			Added Partner	remove partner	Change role
Super Admin					
Admin(for assigned brands only)					Now you may question why is admin and AA so similar? the future of brand protection (from swati) will only be under admin... also all the insights and data we will show brand owners will only be available for admins. At these examples of future points, AA and Admin become much different. AA is really meant to focus on Authorized reseller mgmt, and GS1 GTIN item controls

AA(for assigned brands only)									
Admin + AA (for assigned brands only)									Redundant
Reporter (for assigned brands only)									Not in scope: AA + Reporter rights Remove multi select, single select for roles

User journey flows/experience

Add milestones for design - discovery LoFI Iterations HiFi

This includes high level flows (internal and competitive UX)

Technical System Design

- 1. Brand Portal Contract- [Brand hierarchy](#)
- 2. Brand Hub Contract- [Brand Ownership Contract \(Brand Hub\)](#)
- 3. Pending UX and FE eng designs
- 4. [Brand Portal: Brand hierarchy\(Phase-1\)#Authrization](#)

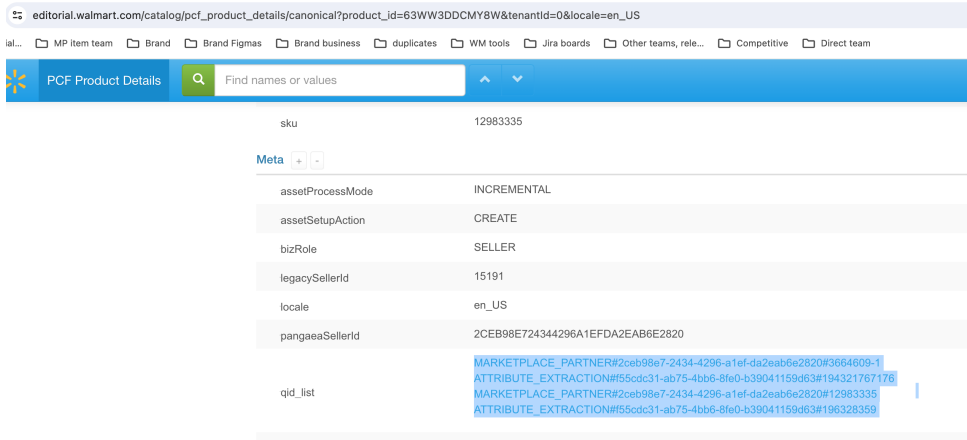
Functional Test Plan

[Brand hierarchy- Auth Reseller E2E](#)

Post Launch Analysis

Level metric	Metric definition	Notes from BP Eng	Data Elements from BP	Notes from DCA and analytics
Business Metrics (L2)	Lagging & Leading indicators - Leading: Increase coverage of items with a registered brand owner or an authorized reseller - KPI from 4.245M to 10M items - Lagging: Increase GMV per SKU of such items from - KPI from \$18.74 to \$27.43 thanks to CQ increase	- Item data would not be possible from BP - CQ also measured outside of BP	N/A	
Product Metrics (L3 L4)	Controllable input metrics L3 - Brand NPS - Brand Retention (return rate) - Brand engagement (MAU) L4 (analytics DCA) Goal: With increased content ranking, how are acting brand owners and ARs affecting item CQ? Filterable by brand, by which partner IDs, over time. How many brand shops are being created by acting brand owners?	This all possible from future BP code	Brand Hierarchy - SC Impacts (and some downstream understanding) Somasekhar Rudrakhula 1 of the architects here will help support the e2e data design: Sundarasetty Venkatesh Ram Prabhur Murugesan	

1. CQ for items with brands now owned by Authorized Reseller or Acting Brand Owner and it was not before (child brand seller or authorized reseller) ***this progress should be viewable over time**



- a.
- A suggestion is using QID from Meta bag on Product level which will have the ORG ID of the seller if the seller's content has been merged to the item.
 - How many items from registered brands have an item catalog update from acting brand owner or AR?
 - Ability to differentiate items that have been updated or not after assignment of AR and/or acting brand owner (high content ranking only matters if there is an item data update)
 - Framework is complete: What is CQ across all MP items, what is CQ for acting brand owners, and what is CQ for ARs.. over time. This would allow the measurement of CQ over time, across all MP or by each specific persona we've added. Ideally we can also filter by specific partner ID.
 - This already exists, this needs to be enhanced by using AR's and ABOs from the BP DB and not a static list of ARs <https://gist.wal-mart.com/#/views/ContentQualityScoreCard/CQScoreNewItemsWithFlags?iid=1>
 - FROM BRAND PORTAL DCA: How many ARs have been assigned? Each brand can have multiple ARs. in MVP that means, all items in a brand can also have multiple ARs
 - What % and count of items OR brands have 1 AR, 2 ARs, 3 ARs etc
 - How many acting brand owners are creating Brand shops? how many brand shops and for which brands?

2. Mixpanel

- a. Clicks on Brand Portfolio tab
- Clicks on Add seller (no specific brand)
 - Clicks Add Seller (through ellipse at brand level)
 - Clicks on Change role
 - Confirm of change role
 - Clicks on Remove seller
 - Acting brand owner vs Authorized seller
 - Clicks on cancel vs confirm
 - Clicks on Change expiration date
 - Acting brand owner vs Authorized seller
 - Change expiration date
 - Add Seller clicks (when no sellers exist on brand portfolio page)
 - Clicks on start date filter (showing interest in this attribute)
 - Clicks on Brand Portfolio history
 - Clicks on changes filter
 - Selections of each change interest in, after "done"
 - Clicks on date
 - Selections of each range (7, 30, 60, 90, custom range)
 - Custom range does not need specific date, product wants to understand what's selected by users from this option
 - Hover over Role tooltip (explaining AR and ABO)
- b. Add Seller page
- Times a partner ID is checked for its name by user
 - Selections of AR vs Selections of ABO
 - Number of brands chosen
 - Not applicable when brand was pre selected from ellipse menu
 - Expiration dates chosen
 - For AR only
 - Clicks on submit
 - "No Partner ID found" times shown to user
- c. Invite user
- Count of AA role selection before submission
 - count of brands selected per AA user
 - clicks on "Submit" to complete AA invite flow
- d. Emails
- Clicks on Brand Portal from email (stretch goal)
 - Emails sent to brand owners
 - Number of line items. Each email line has uniqueness from: Partner ID + Brand + Change (when applicable)

Seller	Changes	Brand	Role
Allison Watson 10001112145	Added as acting brand owner	Adidas	Acting brand owner

- a. example
- iii. Emails sent to Sellers
- For ARs
 - Number of line items. Each email line has uniqueness from: Partner ID + Brand + Change (when applicable)
 - For ABOs
 - Number of line items. Each email line has uniqueness from: Partner ID + Brand + Change (when applicable)
- e. Notifications
- Clicks on Brand Portfolio notifications
 - for ABO
 - By Removals
 - By Additions
 - For AR
 - By Removals
 - By Additions
 - Brand Help and Brand Portal landing page
 - Clicks on expand info under "what is a brand portfolio" ?
3. Ad spend of new Partner IDs for WMC
- Time1: Partner ID1 may be unlocked in WMC for brand 1-10
 - Time2: RO account adds Partner ID2 to brand 1
 - The ability to track Partner ID2's ad spend as new acting brand owner, including segmentation by brand. Brand 1 in this case

1. Mapping of what brand to what AR or Acting Brand Owner by partner ID and partner name is possible from BP
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Schedule a call with Ami Bhushan Jha and San tosh Korrapati to understand other systems

12/28 - Ramprabu and Soma

Mixpanel - BP user data Hive table - for Seller and Offer IDs

Item tables - needs a double click and discovery (from eng mgrs Ami Bhushan Jha or somewhere in catalog) S omasekhar Rudrakshula will clarify which eng mgr with Ami can be included for CQ and item data

Question: Would DCA be stitching the 3 systems together? or would it be one DB DCA can read from?

Answer: De pends on how computation is done via A /B test or historical analysis. Next step who will be creating the insights from the data

Next action @ashish: DCA to take some time and complete discovery, sync with eng and architects, and schedule call with product and analytics to close out

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mixpanel | |
| 3. Ad-
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		Seller data - mixpanel		
Operational Metrics	Support tickets	Reduction in Authorized Reseller support tickets (Tammy's team)	Don't need DCA	
Engineering Metrics	FCP LCP within 'green zone' after aurora migration	Self sufficient in BP	Self sufficient in BP	

Questions

Below is a list of questions to be addressed as a result of this requirements document:

Sr No	Question	Tech Query Owner	Product PM	Status	Due Date	Action Items	Outcome
1	At what level content ownership be defined for Brand Hierarchy in Brand Portal	Somasekhar Rudrakshula	Forum Gandhi	RESOLVED	11/23	Consulted: Alex Parastaev and Aakash Mehta	Content ownership and Authorized reseller assignment should happen on brand level, not on single trademark level.
2	At what level parent child relationship and authorized reseller be defined in hierarchy	Somasekhar Rudrakshula	Forum Gandhi	RESOLVED	11/26		- At brand level for parent and child relationship only, - At Brand level, product level and item level for authorized resellers only
3	How do we identify different product lines and items for authorized resellers. Somasekhar Rudrakshula - Kindly update the question if you need further clarification followup: whats the source for this product and item data to allow user to add ARS? have we done any product discovery on this aspect?	Somasekhar Rudrakshula	Forum Gandhi	OPEN	12/1	Somasekhar Rudrakshula kindly resolve in weekly syncs with Brand Hub and Raghavendra since we do have a mechanism to identify it. cc Arjun Krishna (Please help resolve this query if it's still an open question)	11/30- Clarification given by Raghavendra Sarangapurkar to identify product lines and items 12/1-
4	Single source of truth to find available product lines under a brand? Also to find Item groups and items under that group?	Somasekhar Rudrakshula	Ashkan Mofidi	RESOLVED			Aakash Mehta @raghavendra mentioned there is system to pull from to show product lines as curated by taxonomy team. We may consider changes to these product lines from brand owner side in a separate future phase.

5	who registers a brand first time in other words who constructs hierarchy for a new brand?		Aakash Mehta	RESOLVED			Aakash Mehta main use case would be a parent brand adding their child brands self serve. There is also the use case of a child brand requesting to be part of hierarchy. Finally a T&S agent confirming the relationship can have admin access to add once documentation is verified
6	whoever adding new child brand to a parent brand, becomes brand owner for this child brand? will we allow adding multiple brand owners and resellers during brand registration itself?	Somasekh ar Rudrakshu la	Aakash Mehta	RESOLVED			Aakash Mehta adding a child brand to hierarchy does not affect brand ownership /registration. The hierarchy should allow the Seller account associated to the child brand to get added benefits like content ownership and WMC. The child brand, and its Seller account, may not be tied to the USPTO documentation, and therefore can't get benefits without the hierarchy We will not allow multiple brand owners during registration for same Brand. Resellers additions will not be a part of initial brand registration because we need to verify the owner before allowing them to add resellers.
7	whenever a child brand added in hierarchy, should brand portal needs to send all parent users (Brand owners, Authorised resellers) to brand hub along with child brand information?	Somasekh ar Rudrakshu la	Aakash Mehta	RESOLVED			Aakash Mehta i think this is in the details of implementation... i would hope an update is needed rather than all information every time. Brand Hub /Catalog ranking needs to be aware of authorized resellers and their brands in order to unlock content benefits
8	Brand can have multiple trademark associated, how do we manage this association w.r.t ownership and resellers. Also in BrandHub we only accept single trademark per brand request, This need to be changed	Karthik S	Aakash Mehta	RESOLVED			Aakash Mehta ownership is given at brand level, and not individual trademarks. An item must come from the authorized reseller with the correct brand value, or an accepted brand variation, in order to get content benefits. Knowing this, does Brandhub still need to manage multiple trademarks per brand? With regard to this release.
9	is there any different between "Authorised Reseller" and "Marketplace seller"?		Aakash Mehta	RESOLVED			Aakash Mehta Brand Portal will create the difference between Seller and Authorized Reseller. Essentially the Seller will prove they have a relationship with brand through documentation and get authorized for more benefits like brand content ownership or WMC (in future). They both use the same Seller item setup tooling though.
10	SpecificUseCaseScenario in this section point 5&6 its mentioned that if Auth reseller or a brand-licencee not registered in BP and a brand owner tries to add them to a brand expectation: Auth reseller or licensee has to request to be part of hierarchy and vetting will happen. Question: how can seller request to be part of hierarchy if he is not a BP registered user? (should they be able to?)	Somasekh ar Rudrakshu la	Forum Gandhi				
11	How can we enable the same search criteria as Seller Center for Brand Portal?	Forum Gandhi	Aakash Mehta	RESOLVED			Aakash Mehta Forum confirmed this means being able to search by seller id. This is accounted for
12	How are we planning to capture the start date and end date for authorized resellers/brand licensee if they are not registered on BP?	Forum Gandhi	Aakash Mehta	Different PRD			Aakash Mehta defer to authorize reseller and licensee PRD, not relevant yet

13	Add a child brand: since we are providing the feature to add a child brand using seller orgId search, how can we map the sellerOrgId to a brand since SC partner data will not maintain the data of the brand associated with the registered seller. it has only Legal name which can be different from USPTO registered. how will Brand hub/content ranking can map a brand to seller using seller OrgId alone?	Somasekhar Rudrakshula	Aakash Mehta				
14	Do we have instrumentation available to rollout hierarchy to some sellers vs others? For example, a pilot of 20 RO accounts	Aakash Mehta	Somasekhar Rudrakshula	Open			
15	What are the exact data elements would be used to satisfy all the analytic requests? Ashish: confirm with eng on the data elements needed to clarify post launch analytics	Mayank Madhur	Aakash Mehta	Open			
16	We have option to add/delete Brand Owners in Brand Hub. Do we need to sync the change to Brand Portal when anyone add/delete a brand owner? Same question for Authorized Reseller.	Pranoy Dutta	Aakash Mehta	Open			

Go-To-Market Requirements: (*Product/GTM*)

1. Outreach to Brands with multiple Seller IDs
2. Outreach to large brands, with unknown amount of seller IDs that may have authorized sellers
3. Pilot launch with brands from 1. then 2., starting with 5 key brands then ramp to all
4. KB article update with functionality and value explained

This is a comprehensive walkthrough of important parts of the design - https://walmart.zoom.us/rec/share/Wr3oftILSVUwqiE_vp04SIhInYdaPhxsWmf3aOsYGFo6ILjCL1O8g3VPt_IdOK8Q.5iZqlGCuREzxbUTS?startTime=1712635720000

Passcode: 7XM!f&64

This is a quicker walkthrough, meant to be seen after the first recording, for pendo walkthrough
https://walmart.zoom.us/rec/share/Wr3oftILSVUwqiE_vp04SIhInYdaPhxsWmf3aOsYGFo6ILjCL1O8g3VPt_IdOK8Q.5iZqlGCuREzxbUTS?startTime=1712635635000

Passcode: 7XM!f&64