

SAP Ariba 

PunchOut Strategy Guide for **Buyers** and **Suppliers**

CONFIDENTIAL

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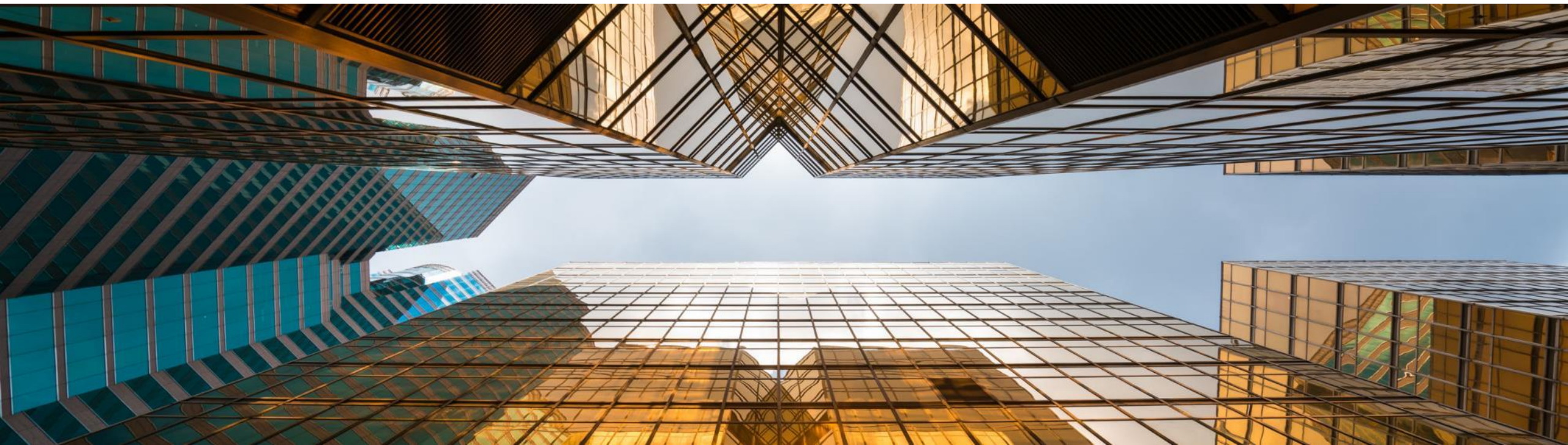
How to use this guide:

This presentation is **interactive** and contains **process simulations**.

When you see **text like this** or **buttons surrounded this** then it is **interactive**.

Use the **red buttons** [   ] at the top right of your screen to be sent back here

Introduction



Some Definitions



Lets Categories the catalogs in 2 Macro Categories, **Static** and **PunchOut** Catalogs:

PunchOut (Web-shop Required)

A PunchOut catalog is a type of catalogue that gives Buyers access a Supplier's web-shop from their SAP Ariba Application.

When referred to a “**level 1**”, this means the **buyer** searches for the desired supplier/punchout and then enters at the **store level**, i.e. they are sent to the web-shop's landing page. on entering, the **buyer** will **search for the items on the supplier's web-shop**, then add all desired items to the web-shop's basket and return back to the sap ariba application with the basket containing the selected items to generate purchase requisition.

When referred to a “**level 2**”, this means the **buyer** is entering at the **aisle, shelf** or **product level**, i.e. they are sent to a specific part of a web-shop. on entering, the buyer will be **sent directly to the aisle/shelf/product that he clicked on when browsing his sap ariba application's ui**.

Static (Web-shop Not required)

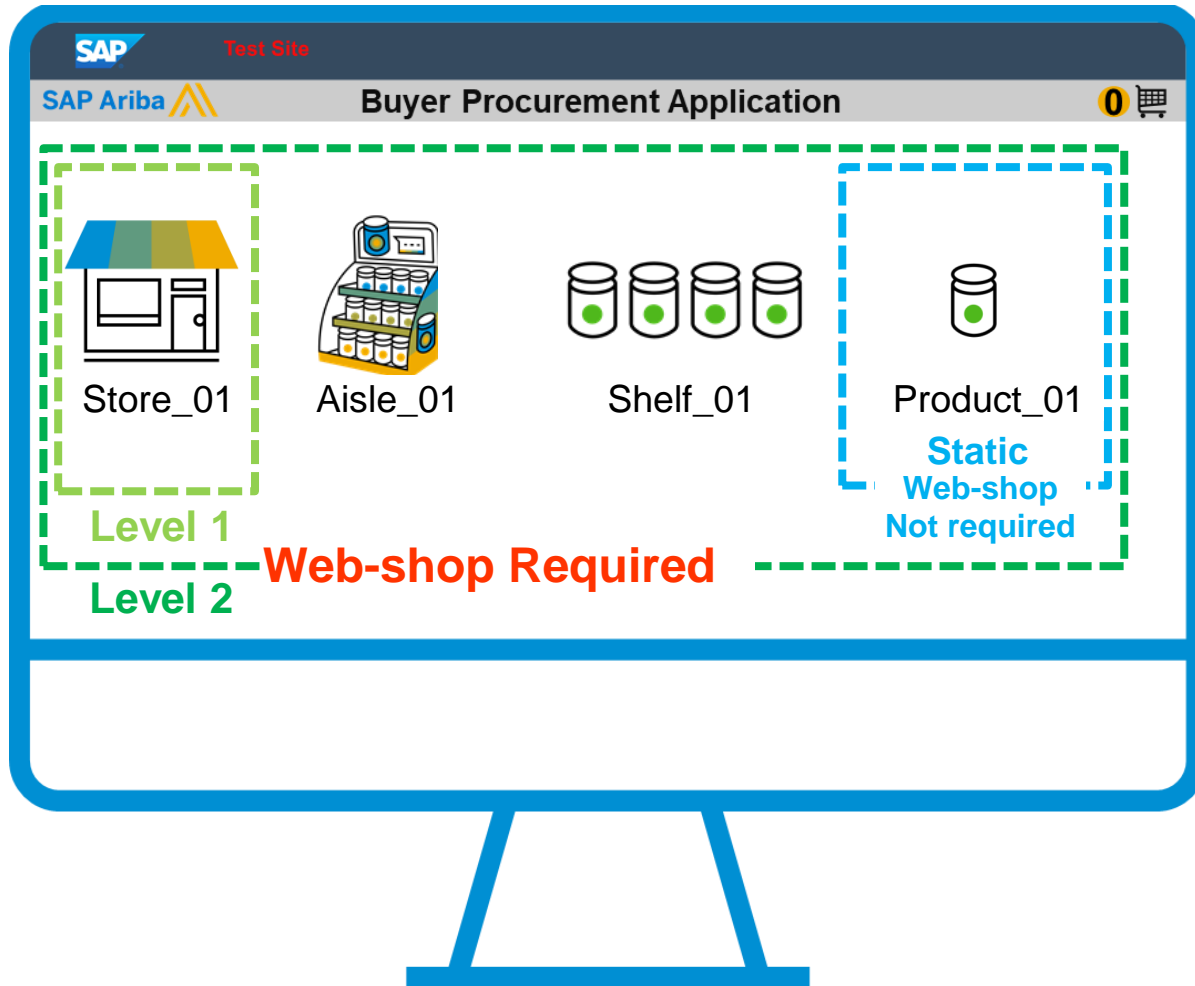
Static Catalog is a simple Text File (Can have different formats as per CIF, xlsx, etc).

Catalog content will be visible on buyer sap ariba application via uploading a **catalog template** (previously created by **ariba catalog enablement team** and shared with **suppliers**) which contains the description and information of the items or services that are supplied by **suppliers**. template upload can be externally by suppliers on ariba network (or internally by buyer, directly on the sap ariba application).once the catalog is approved and activated by buyer the items will be visible purchasable on the **end user's ui**.

Item Level Definition Webshop-UI:

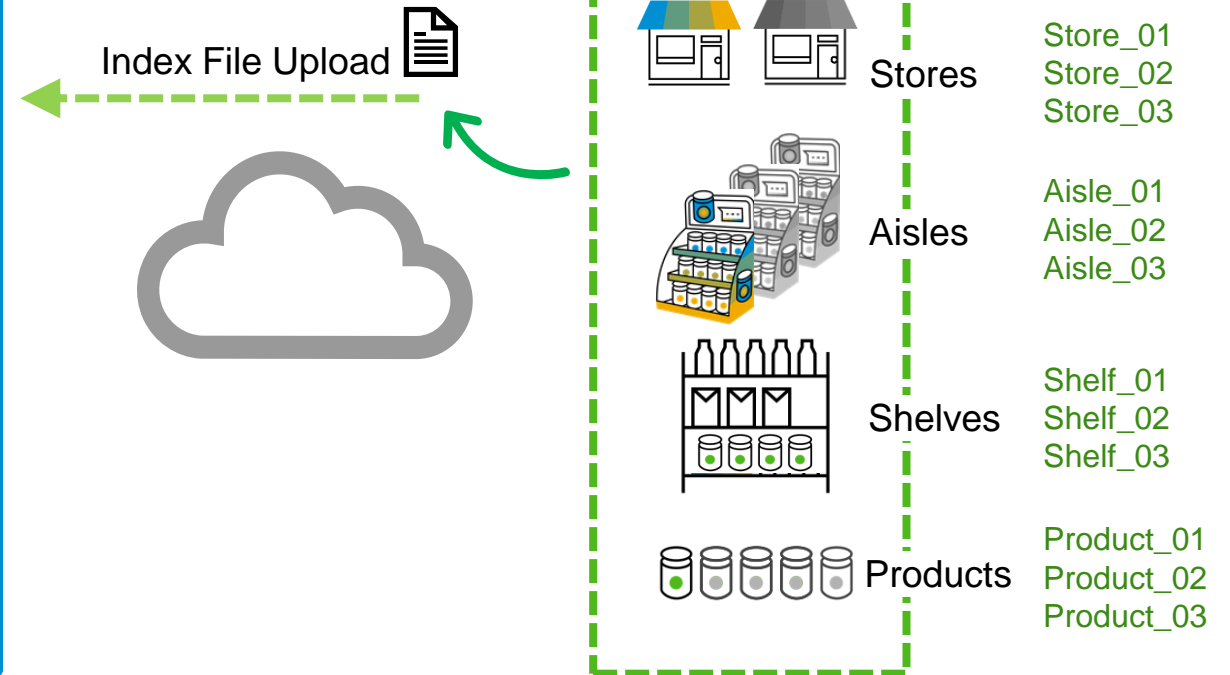


BUYER



ARIBA NETWORK

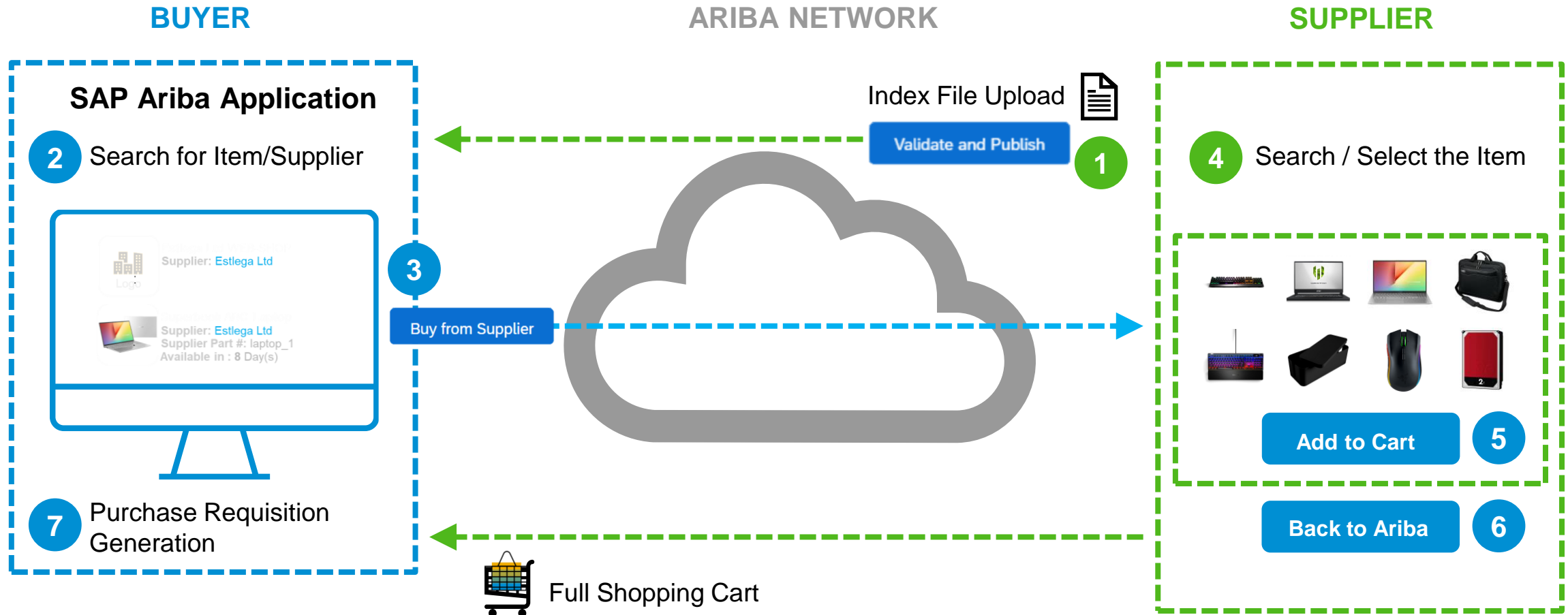
SUPPLIER



System **Architecture**

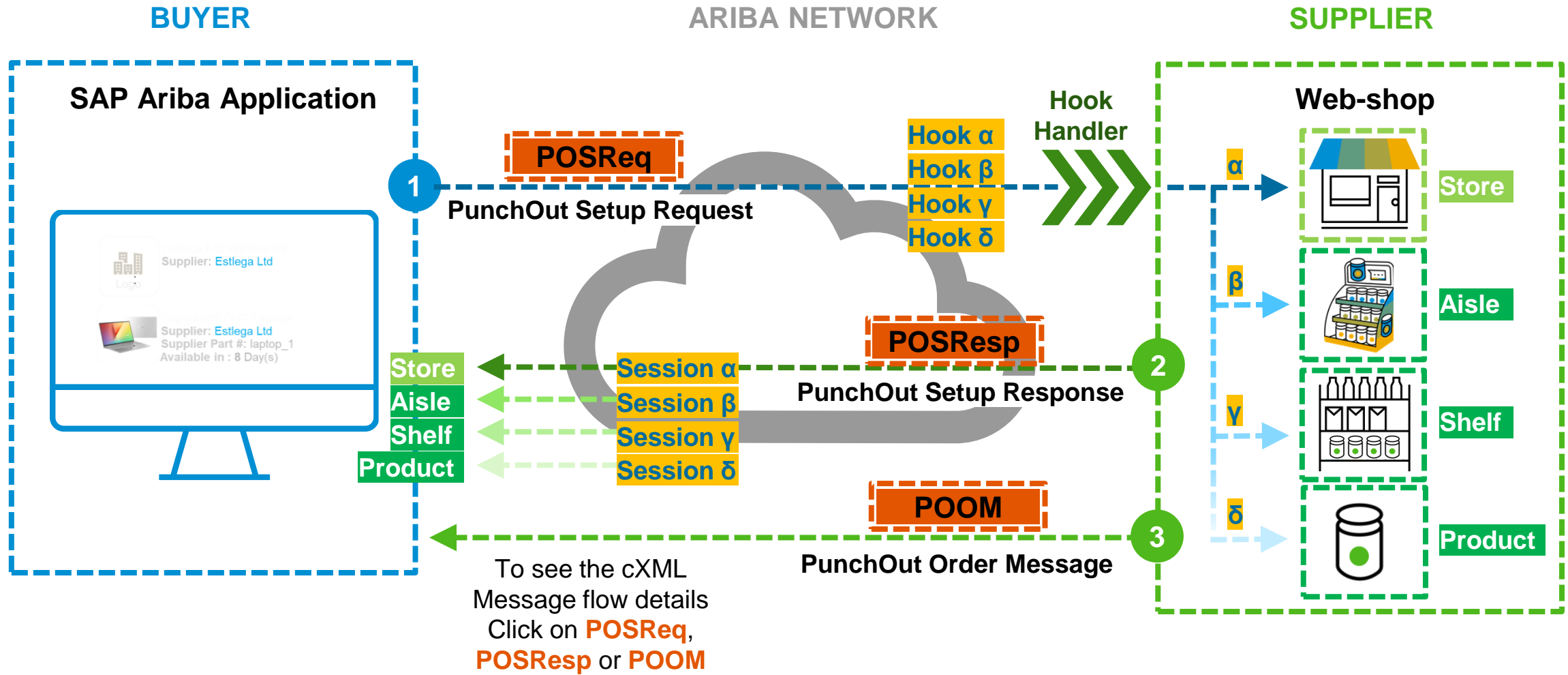


Process Architecture: Functional and Purchase Operations





cXML Message Flow



Index **File**



Overview of what the supplier has to upload on the AN :



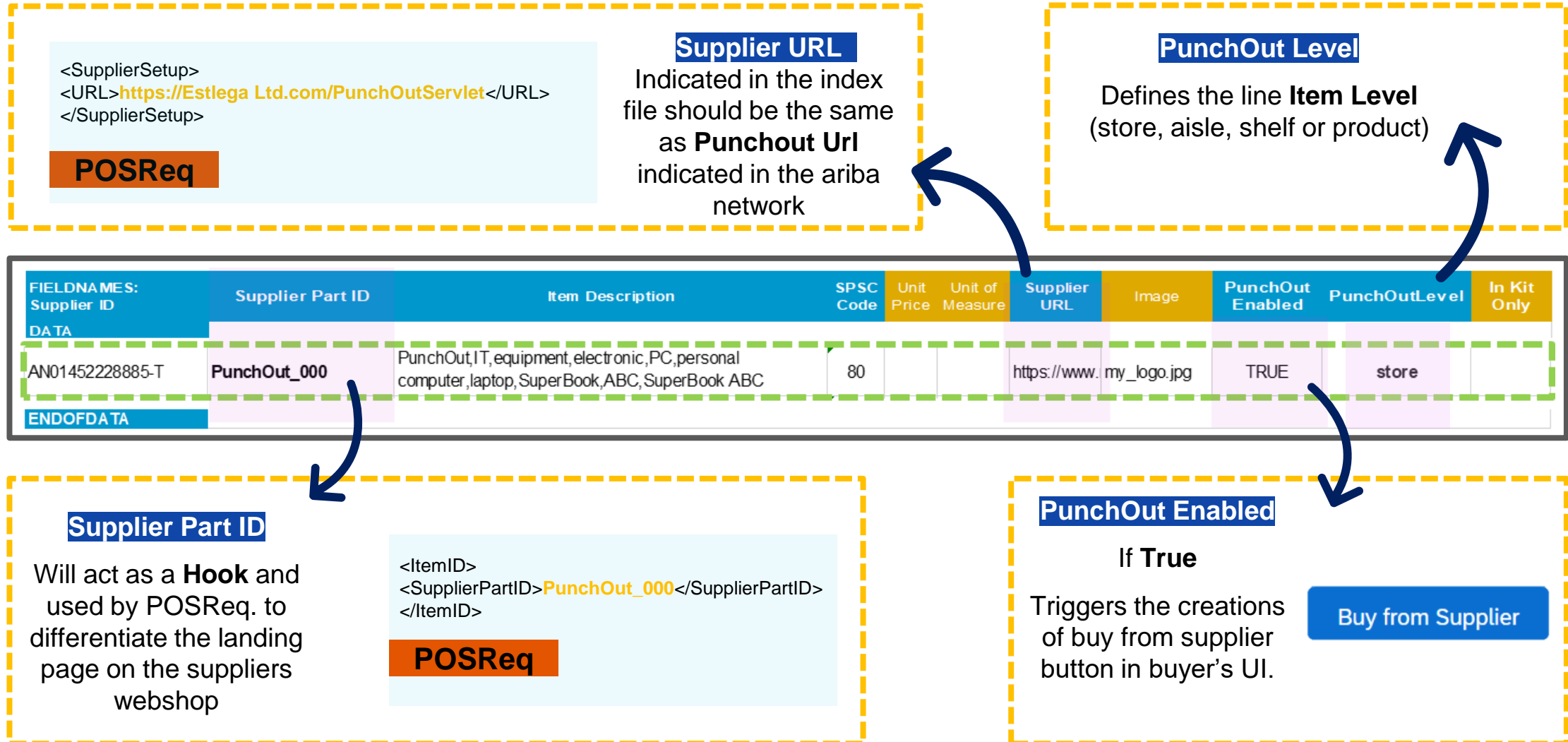
CIF_I_V3.0	
CHARSET:	UTF-8
LOADMODE:	F
CODEFORMAT:	UNSPSC
CURRENCY:	USD
SUPPLIERID_DOMAIN:	BuyerSystemID
ITEMCOUNT:	9
TIMESTAMP:	15-07-20
UNUOM:	TRUE
COMMENTS:	
FIELDNAMES:	
Supplier ID	Supplier Part ID
	Item Description
	SPSC Code
	Unit Price
	Unit of Measure
	Supplier URL
	Image
	PunchOut Enabled
	PunchOutLevel
	In Kit Only
DATA	



Index File

AN01452228885-T	PunchOut_000	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC	80			https://www.my_logo.jpg	TRUE	store			Level 1
AN01452228885-T	PunchOut_001	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC	80			https://www.my_logo.jpg	TRUE	store			
AN01452228885-T	PunchOut_Aisle_001	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC Laptop	80			https://www.aisle_pcs_and	TRUE	aisle			Level 2
AN01452228885-T	PunchOut_Aisle_002	PunchOut,IT,equipment,electronic,keyboard,PianoTouche, mouse,mice,MusMouse,Bag DobryDobry	80			https://www.aisle_it_access	TRUE	aisle			
AN01452228885-T	PunchOut_Shelf_001	PunchOut,IT,equipment,electronic,keyboard,PianoTouche, Bag DobryDobry	80			https://www.shelf_keyboard	TRUE	shelf			
AN01452228885-T	PunchOut_Shelf_002	PunchOut,IT,equipment,electronic,mouse,mice,MusMouse	80			https://www.shelf_mice_log	TRUE	shelf			
AN01452228885-T	laptop_1	The new SuperBook ABC Laptop PC combines finesse, lightness and elegance in a chassis with edge-to-edge	80			https://fourn portable_1.jpg	TRUE	product			Static
AN01452228885-T	laptop_bag	To transport your 14 or 15.6 inch laptop and your personal belongings safely, the DobryDobry bag is ideal. Discreet,	80	25.00	EA	https://fourn sacoch_1.jpg	TRUE	product			
AN01452228885-T	keyboard_1	The PianoTouche mechanical gaming keyboard integrates PianoTouche linear stroke switches adjustable in height	80	150	EA	https://fourn clavier_1.jpg	FALSE		TRUE		
AN01452228885-T	mouse_1	The new generation of MusMouse mice has arrived! MusMouse strikes extremely hard and appears as a true	80	25	EA	https://fourn mouse_1.png	FALSE		TRUE		
ENDOFDATA											

Field Value effect :



Catalog Strategy **Decision**



Outline of the level: Level 1, Level 2, and Static:

Each business scenario requires a customized study in order to find the best fitting solution for the involved parties, nevertheless the aim here is to outline some simple schema of basic and proven catalog strategies that can be implemented by buyers and suppliers, in order to ease the decision on which catalog level to use:



“**Level 1**”, Or **Store Level**, is the simplest of the punchout family, the technical configuration of the website is way easier than level 2, but this will compromise the detail in the ui. we recommend to use this level as departure point for the more complex level 2 catalogs.

“**Level 2**”, Which can be **aisle level**, **shelf level** or **product level**, will lead the end user to land on a specific section of the website and guarantee a precise navigation on the supplier’s web-shop.

“**Level 2**” index file can contain the product as a **web-shop based item** and / or as a **static item** line, which can be used as a part of a **KIT** defined in the sap ariba application.



Set-Up
Complexity



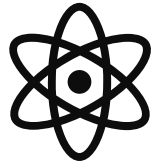
UI
Detail Level



Set-Up
Complexity




UI
Detail Level



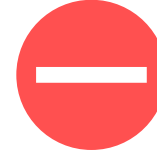
Supplier and Buyer point of view per level :



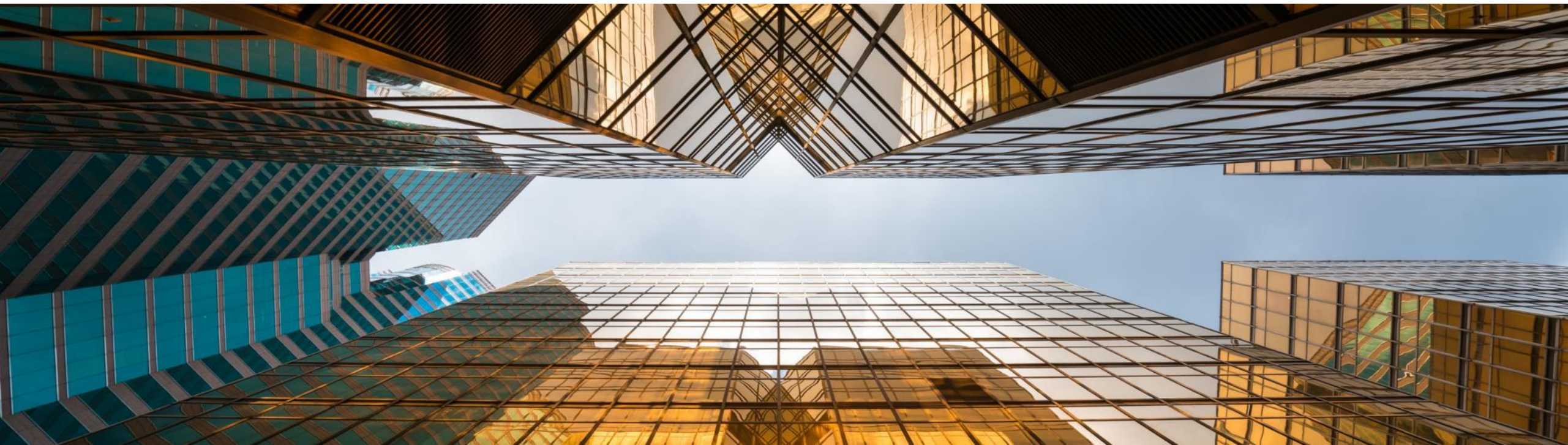
In this section we try to figure some of the combinations that are currently used by various buyers and suppliers in order to land the best fitting solution: (Click on  button for more details, Green for supplier and Blue for buyer **POV**)

	Supplier	Buyer
 Store Level – Single Store (Store_01)		
 Store Level – Multiple Stores (Store_01 + Store_02)		
 Aisle Level – Single Aisle (Aisle_01)		
 Aisle Level – Multiple Aisles (Aisle_01 + Aisle_02)		
 Shelf Level – Single Shelf (Shelf_01)		
 Shelf Level – Multiple Shelves (Shelf_01 + Shelf_02)		
 Product Level – Single Product (Product_01)		
 Product Level – Multiple Products (Product_01 + Product_02)		
	<div>Product Level – Static </div>	

Auxiliary Slides



we recommend you Access the following slides by using the **Interactive buttons** found in the slides above.



Store Level - Supplier View – Index File



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FIELDNAMES: Supplier ID	Supplier Part ID	Item Description	SPSC Code	Unit Price	Unit of Measure	Supplier URL	Image	PunchOut Enabled	PunchOutLevel	In Kit Only
DATA										

Store Level – Single Store (Store_01)

AN01452228885-T	PunchOut_000	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC	80			https://www.my_logo.jpg		TRUE	store		Level 1
-----------------	--------------	--	----	--	--	-------------------------	---	------	-------	--	---------

Store Level – Multiple Stores (Store_01 + Store_02)

AN01452228885-T	PunchOut_000	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC	80			https://www.my_logo.jpg		TRUE	store		Level 1
AN01452228885-T	PunchOut_001	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC	80			https://www.my_logo.jpg		TRUE	store		

Example: **punchout_000** for basic IT equipment and a **punchout_001** for advanced IT equipment.

Store Level - Buyer View – Index UI

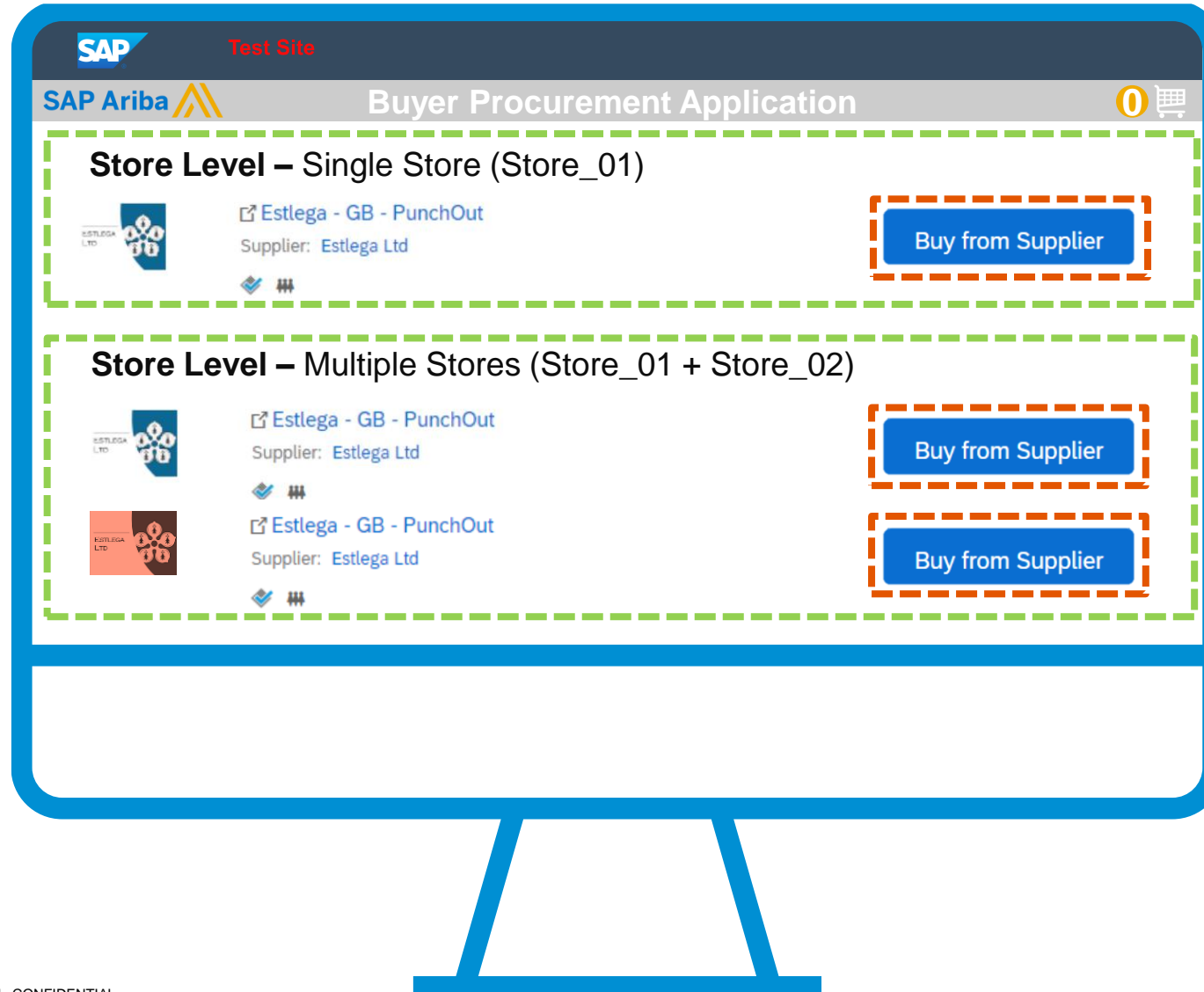


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Click on **Buy from Supplier**

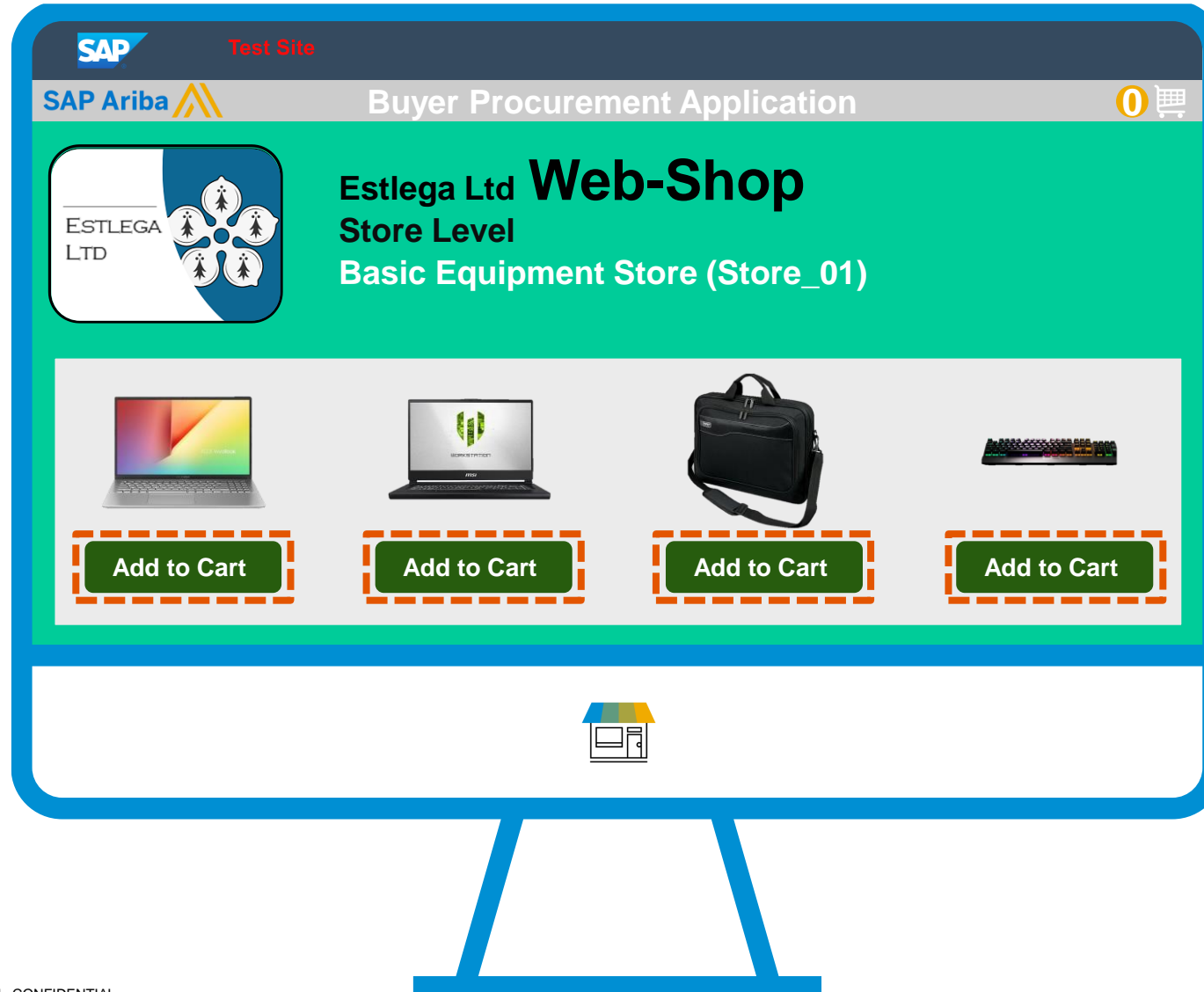


Store Level - Buyer View – Store_01

You selected the PunchOut Level 1 (store level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POReq** or **POResp**.

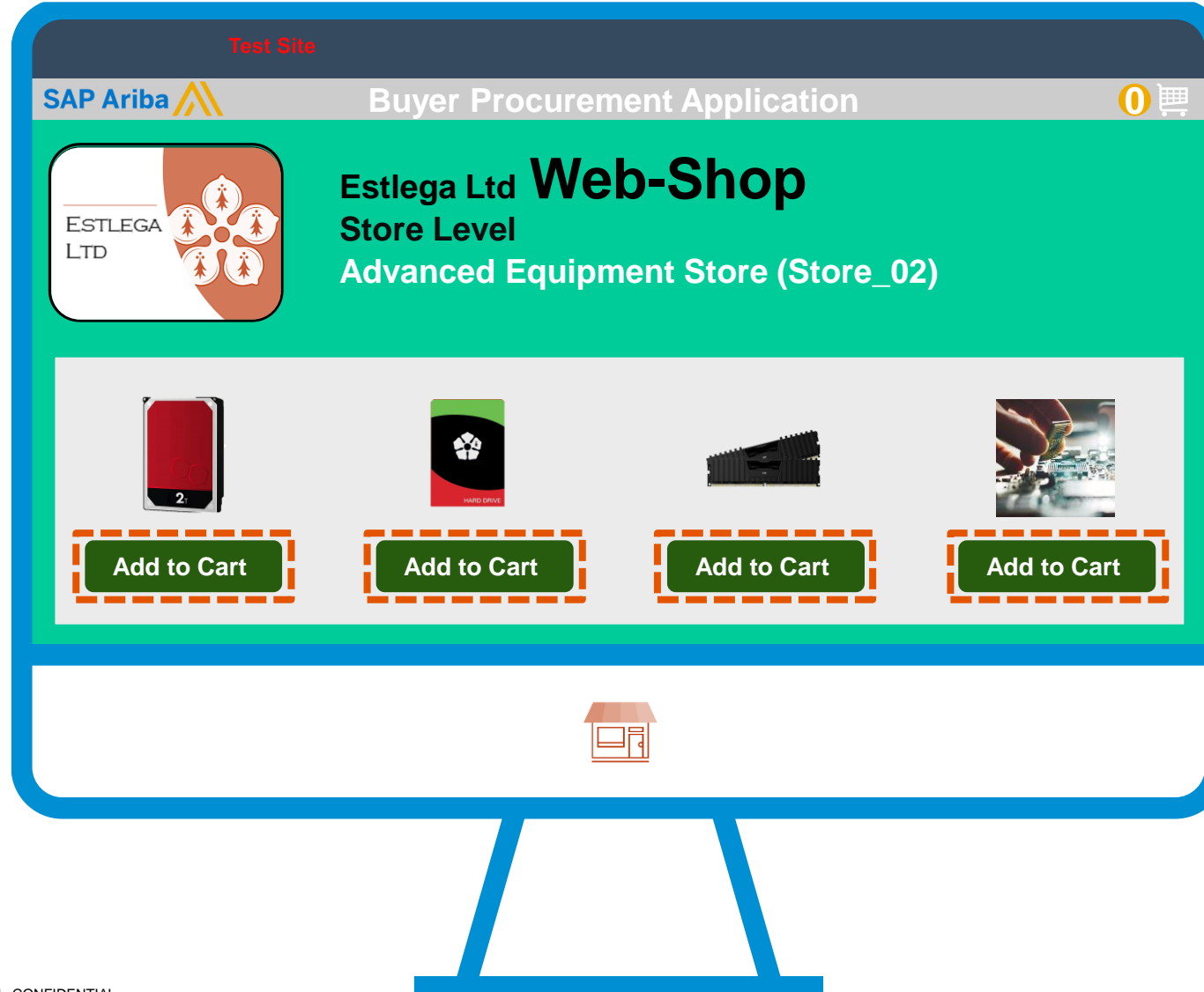


Store Level - Buyer View – Store_02

You selected the PunchOut Level 1 (store level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POReq** or **POResp**.



Aisle Level - Supplier View – Index File





FIELDNAMES: Supplier ID	Supplier Part ID	Item Description	SPSC Code	Unit Price	Unit of Measure	Supplier URL	Image	PunchOut Enabled	PunchOutLevel	In Kit Only
DATA										

Aisle Level – Single Aisle (Aisle_01)

AN01452228885-T	PunchOut_Aisle_001	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC Laptop	80			https://www.aisle_pcs_and		TRUE	aisle		Level 2
-----------------	--------------------	---	----	--	--	---------------------------	---	------	-------	--	---------

Aisle Level – Multiple Aisles (Aisle_01 + Aisle_02)

AN01452228885-T	PunchOut_Aisle_001	PunchOut,IT,equipment,electronic,PC,personal computer,laptop,SuperBook,ABC,SuperBook ABC Laptop	80			https://www.aisle_pcs_and		TRUE	aisle		Level 2
AN01452228885-T	PunchOut_Aisle_002	PunchOut,IT,equipment,electronic,keyboard,PianoTouche, mouse,mice,MusMouse,Bag DobryDobry	80			https://www.aisle_it_access		TRUE	aisle		

Example: **PunchOut_Aisle001** for PC & Laptops and a **PunchOut_Aisle002** for IT Accessories.

Aisle Level - Buyer View – Index UI



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Click on **Buy from Supplier**

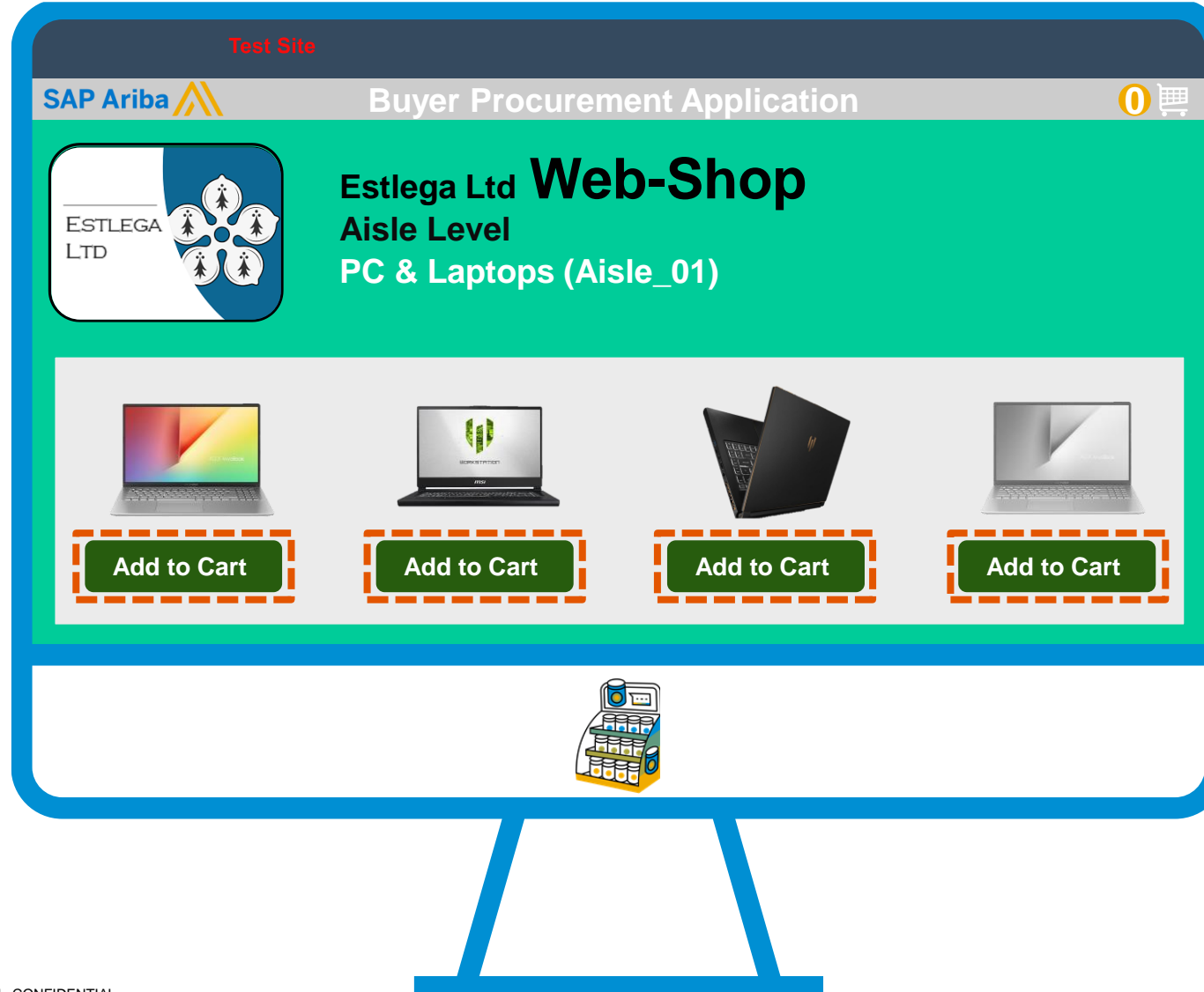


Aisle Level - Buyer View – Aisle_01

You selected the PunchOut Level 2 (Aisle level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POSReq** or **POResp**.

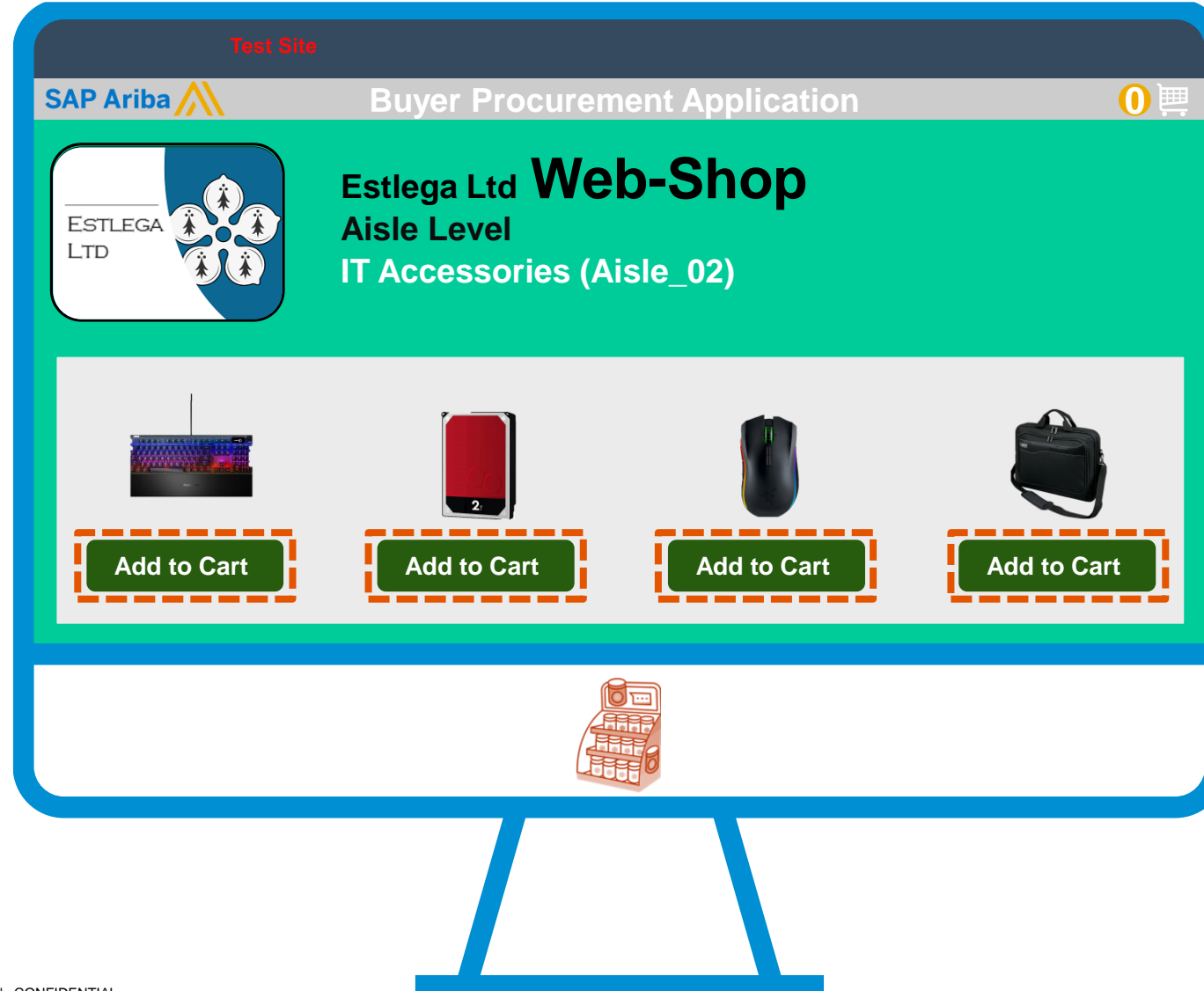


Aisle Level - Buyer View – Aisle_02

You selected the PunchOut Level 2 (Aisle level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details Click on **POSReq** or **POResp**.



Shelf Level - Supplier View – Index File





FIELDNAMES: Supplier ID	Supplier Part ID	Item Description	SPSC Code	Unit Price	Unit of Measure	Supplier URL	Image	PunchOut Enabled	PunchOutLevel	In Kit Only
DATA										

Shelf Level – Single Shelf (Shelf_01)

AN01452228885-T	PunchOut_Shelf_001	PunchOut,IT,equipment,electronic,keyboard,PianoTouche, Bag DobryDobry	80			https://www.shelf_keyboard		TRUE	shelf			Level 2
-----------------	--------------------	--	----	--	--	----------------------------	--	------	-------	--	---	---------

Shelf Level – Multiple Shelves (Shelf_01 + Shelf_02)

AN01452228885-T	PunchOut_Shelf_001	PunchOut,IT,equipment,electronic,keyboard,PianoTouche, Bag DobryDobry	80			https://www.shelf_keyboard		TRUE	shelf			Level 2
AN01452228885-T	PunchOut_Shelf_002	PunchOut,IT,equipment,electronic,mouse,mice,MusMouse	80			https://www.shelf_mice_log		TRUE	shelf			

Example: PunchOut_Shelf001 for Keyboards and a PunchOut_Shelf002 for Mice.

Shelf Level - Buyer View – Index UI



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Test Site

Shelf Level – Single Shelf (Shelf_01)



🔗 Keyboards - PunchOut Shelf

Supplier: Estlega Ltd

Buy from Supplier



Shelf Level – Multiple Shelves (Shelf_01 + Shelf_02)



🔗 Keyboards - PunchOut Shelf

Supplier: Estlega Ltd

Buy from Supplier



🔗 Mice - PunchOut Shelf

Supplier: Estlega Ltd

Buy from Supplier



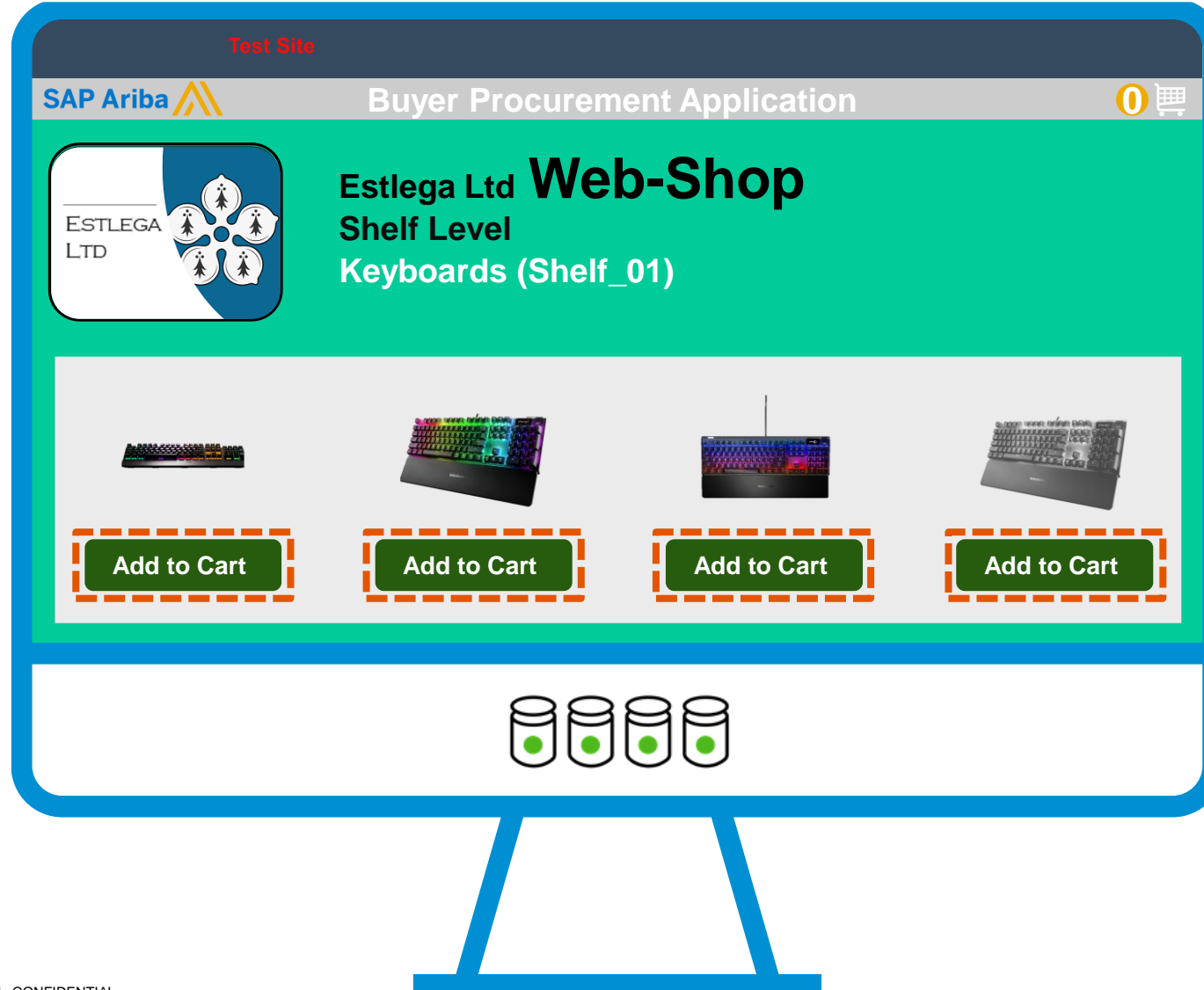
Click on **Buy from Supplier**

Shelf Level - Buyer View – Shelf_01

You selected the PunchOut Level 2 (Shelf level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details Click on **POSReq** or **POResp**.

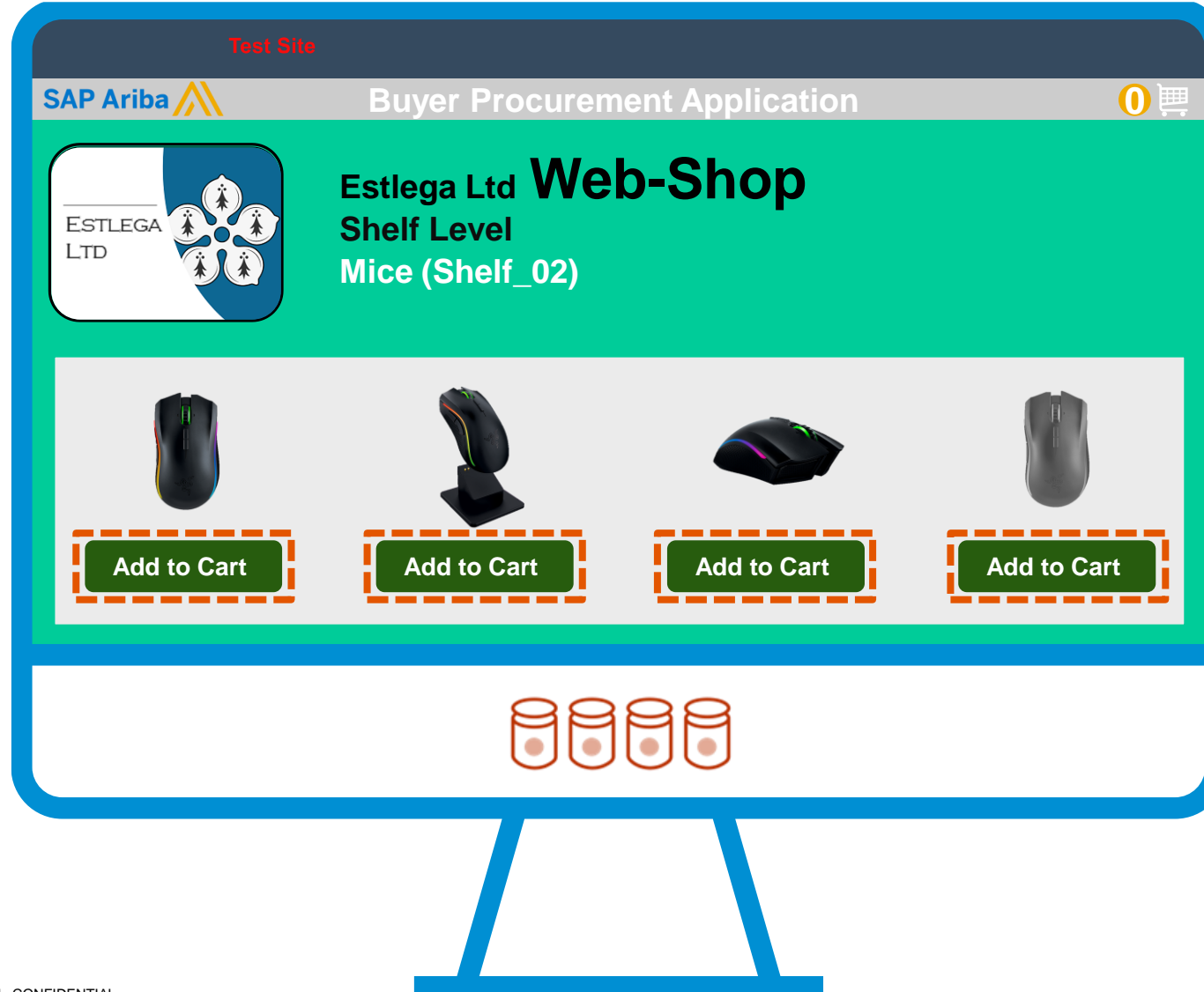


Shelf Level - Buyer View – Shelf_02

You selected the PunchOut Level 2 (Shelf level). The landing page of **the Supplier's web-shop** is now displayed in **the Buyer's UI**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POSReq** or **POResp**.



Product Level - Supplier View – Index File



FIELDNAMES: Supplier ID	Supplier Part ID	Item Description	SPSC Code	Unit Price	Unit of Measure	Supplier URL	Image	PunchOut Enabled	PunchOutLevel	In Kit Only
DATA										

Product Level – Single Product (Product_01)

AN01452228885-T	laptop_1	The new SuperBook ABC Laptop PC combines finesse, lightness and elegance in a chassis with edge-to-edge	80			https://fourn	portable_1.jpg	TRUE	product	
-----------------	----------	---	----	--	--	---------------	----------------	------	---------	--



Level 2

Product Level – Multiple Products (Product_01 + Product_02)

AN01452228885-T	laptop_1	The new SuperBook ABC Laptop PC combines finesse, lightness and elegance in a chassis with edge-to-edge	80			https://fourn	portable_1.jpg	TRUE	product	
AN01452228885-T	laptop_bag	To transport your 14 or 15.6 inch laptop and your personal belongings safely, the DobryDobry bag is ideal. Discreet,	80	25.00	EA	https://fourn	sacoch_1.jpg	TRUE	product	



Level 2



Product Level – Static

AN01452228885-T	keyboard_1	The PianoTouche mechanical gaming keyboard integrates PianoTouche linear stroke switches adjustable in height	80	150	EA	https://fourn	clavier_1.jpg	FALSE		TRUE
AN01452228885-T	mouse_1	The new generation of MusMouse mice has arrived! MusMouse strikes extremely hard and appears as a true	80	25	EA	https://fourn	mouse_1.png	FALSE		TRUE



Level 2

Product items loaded as **static** item can be used to set up **KITs** in the **buyer's** Ariba application.

NB: KIT Only items will only appear in the **Buyer's UI** as part of a **KIT** and **not** as individual items

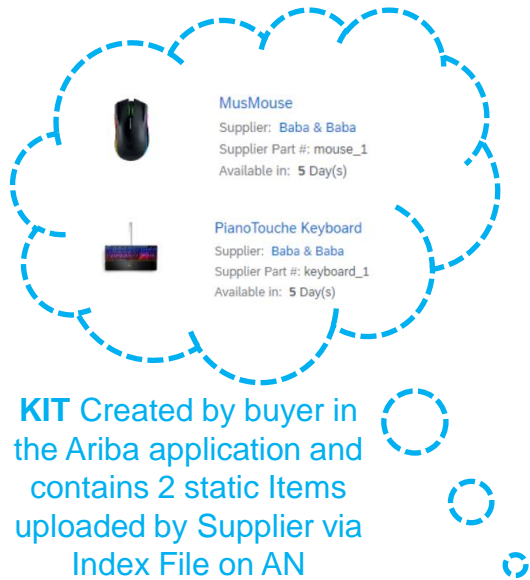
Product Level - Buyer View – Index UI



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Click on **Buy from Supplier**

Test Site

Product Level – Single Product (Product_01)
 [SuperBook ABC Laptop](#)
Supplier: [Estlega Ltd](#)
Supplier Part #: laptop_1
Available in: 8 Day(s)
[Buy from Supplier](#)

Product Level – Multiple Products (Product_01 + Product_02)
 [SuperBook ABC Laptop](#)
Supplier: [Estlega Ltd](#)
Supplier Part #: laptop_1
Available in: 8 Day(s)
 [Bag DobryDobry](#)
Supplier: [Estlega Ltd](#)
Supplier Part #: laptop_bag
Available in: 5 Day(s)
[Buy from Supplier](#)
[Buy from Supplier](#)

Product Level – Static
 [Kit Name: Kit: Keyboard & Mouse](#)
Supplier: [Estlega Ltd](#)
Kit including keyboard and mouse for new joiners
[Add to Cart](#)



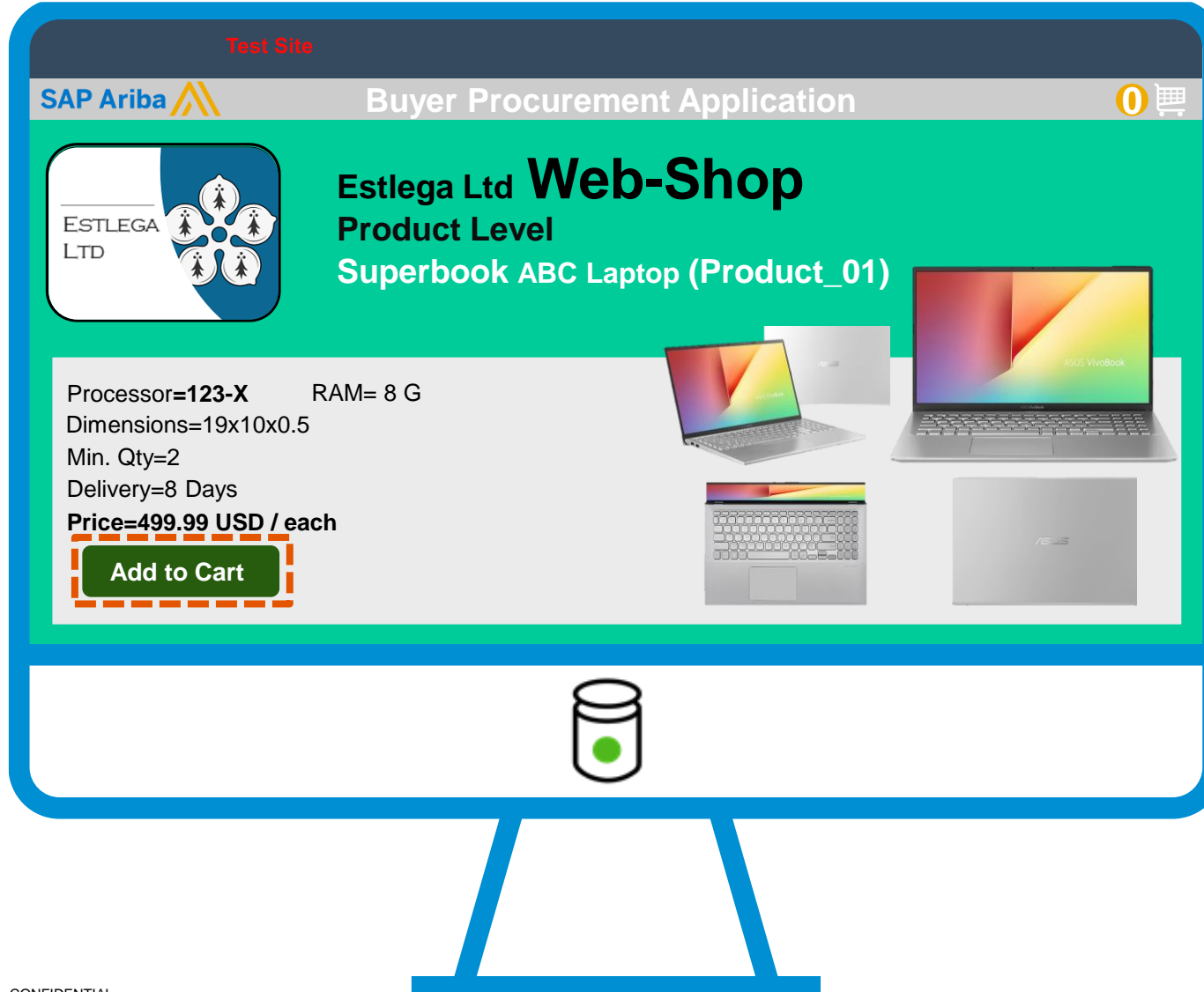


Product Level - Buyer View – Product_01

You selected the PunchOut Level 2 (product level). The **Buyer** is sent directly to the item on **the Supplier's web-shop**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POSReq** or **POResp**.

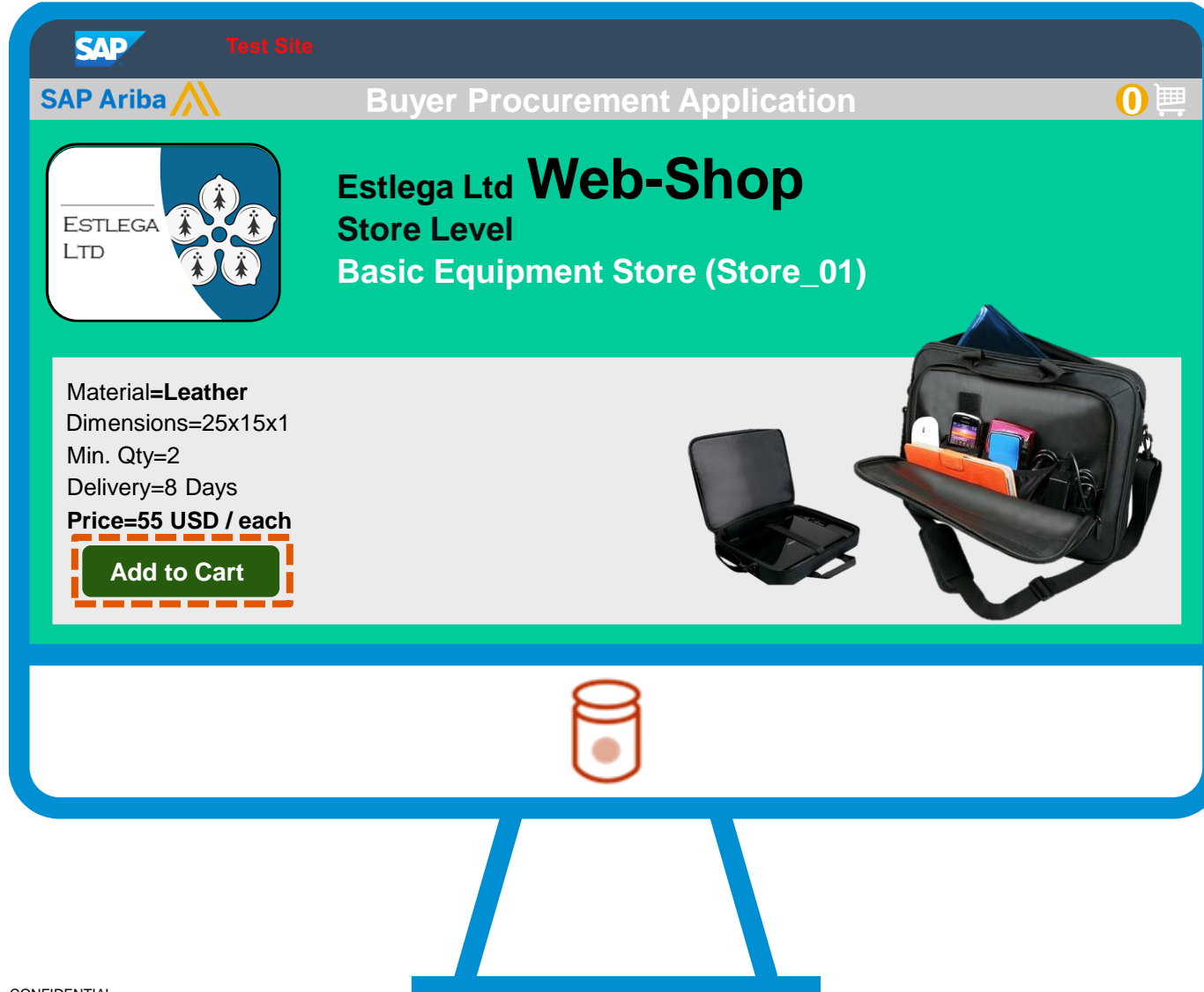


Product Level - Buyer View – Product_02

You selected the PunchOut Level 2 (product level). The **Buyer** is sent directly to the item on **the Supplier's web-shop**

Click on **Add to Cart**

To see the cXML Message flow details
Click on **POSReq** or **POSResp**.

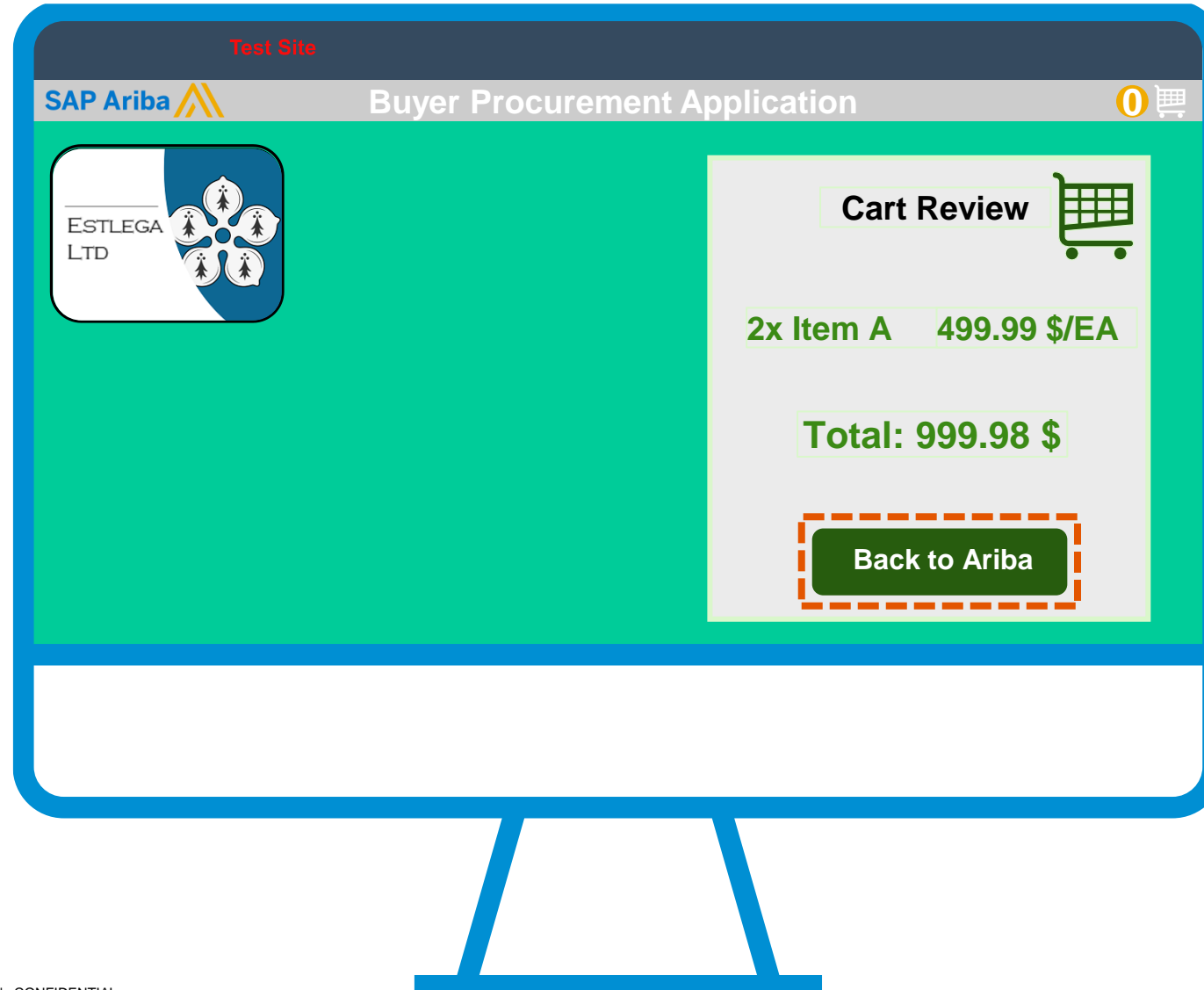


Webshop Basket

You can now review your **Basket** on the **Supplier's Webshop** and send the Basket back to the **Buyer's Ariba Procurement Application**

4

Click on **Back to Ariba**



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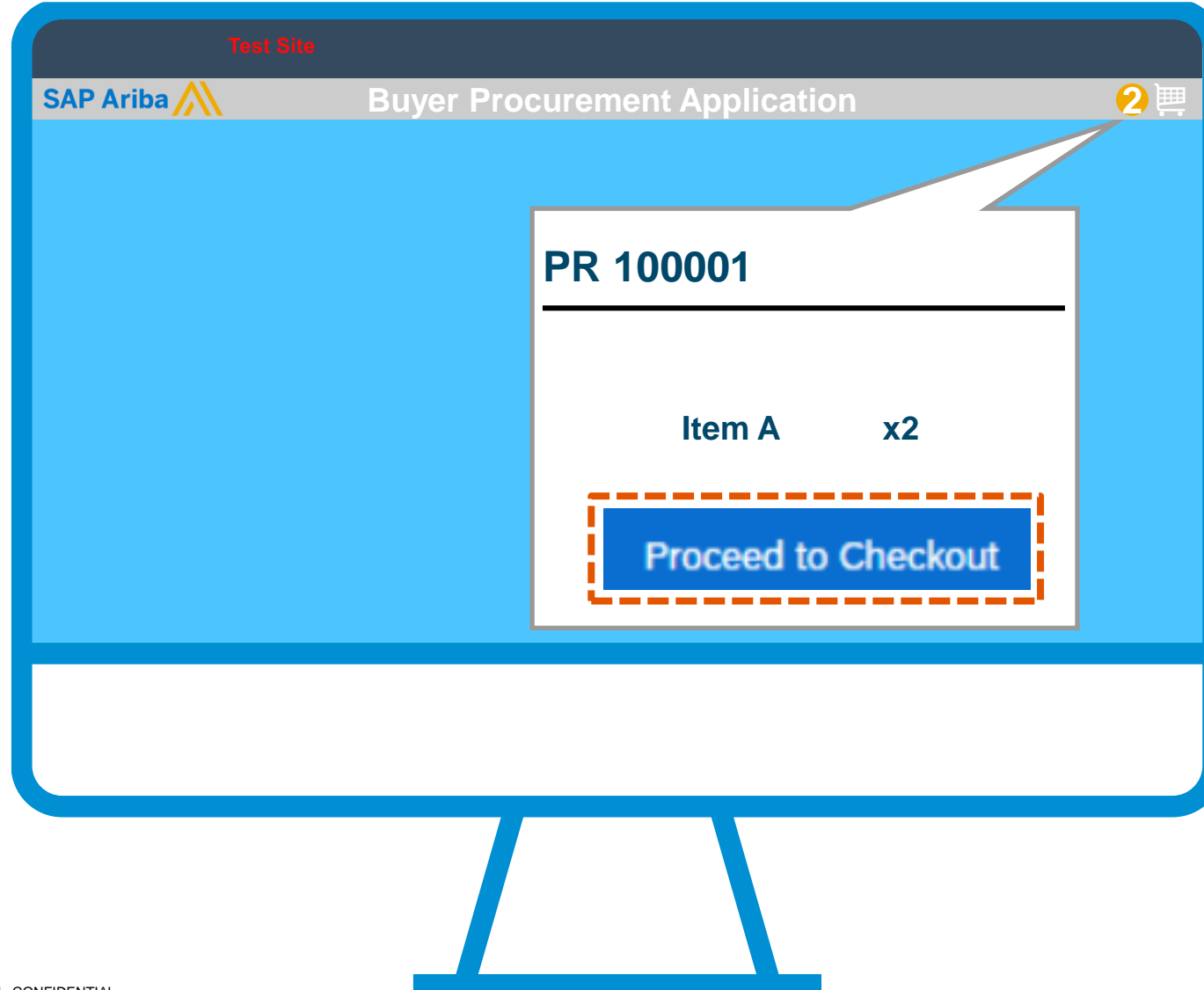


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SAP Ariba Checkout - PunchOut

We can now see the items we selected in the **Basket** of the **Buyer's Ariba Procurement Application**. Let's proceed to the Checkout

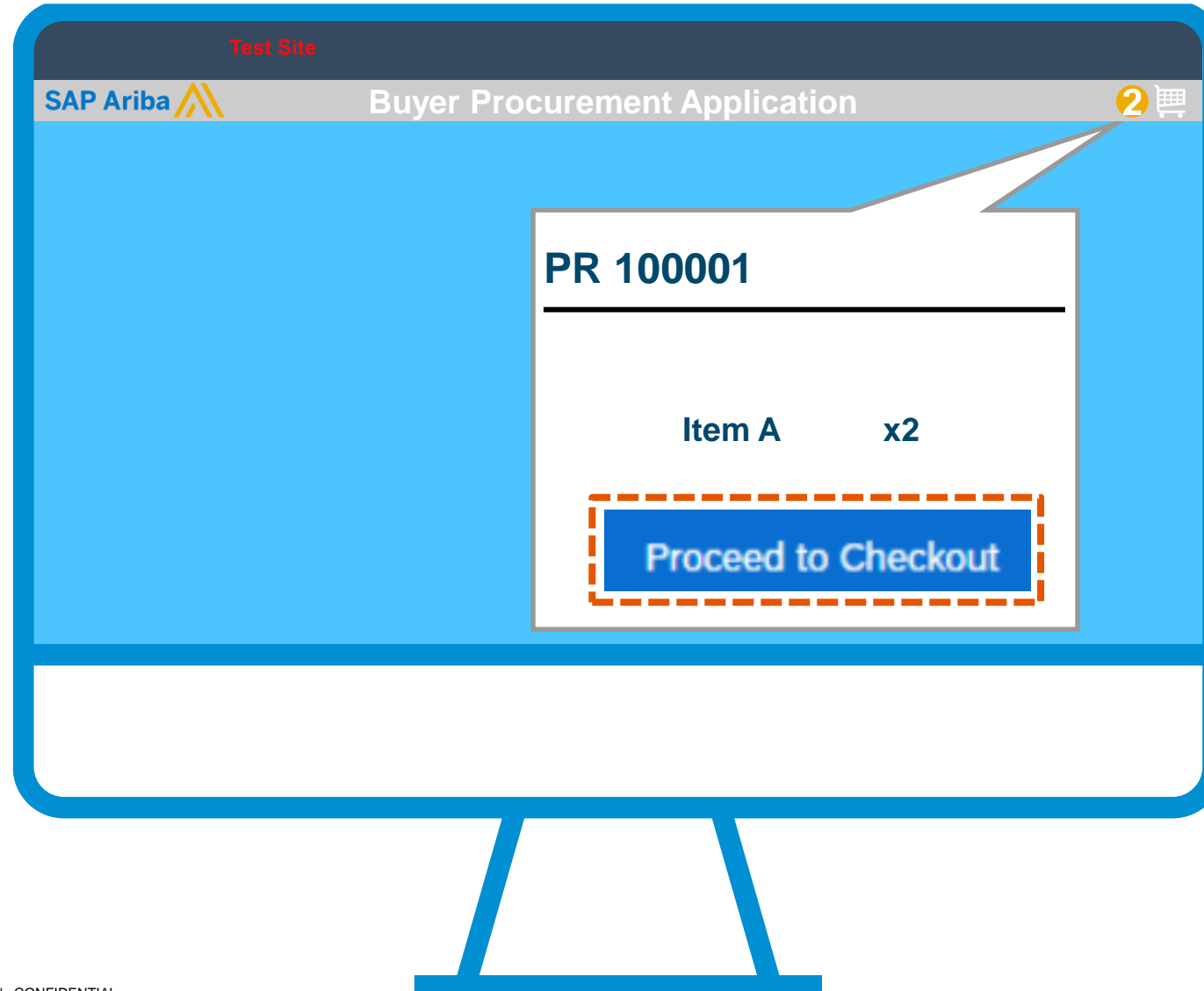
Click on **Proceed to Checkout**



SAP Ariba Checkout - Static

We can now see the items we selected in the **Basket** of the **Buyer's Ariba Procurement Application**. Let's proceed to the Checkout

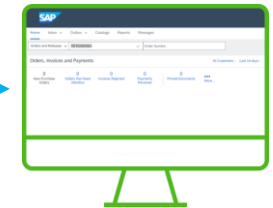
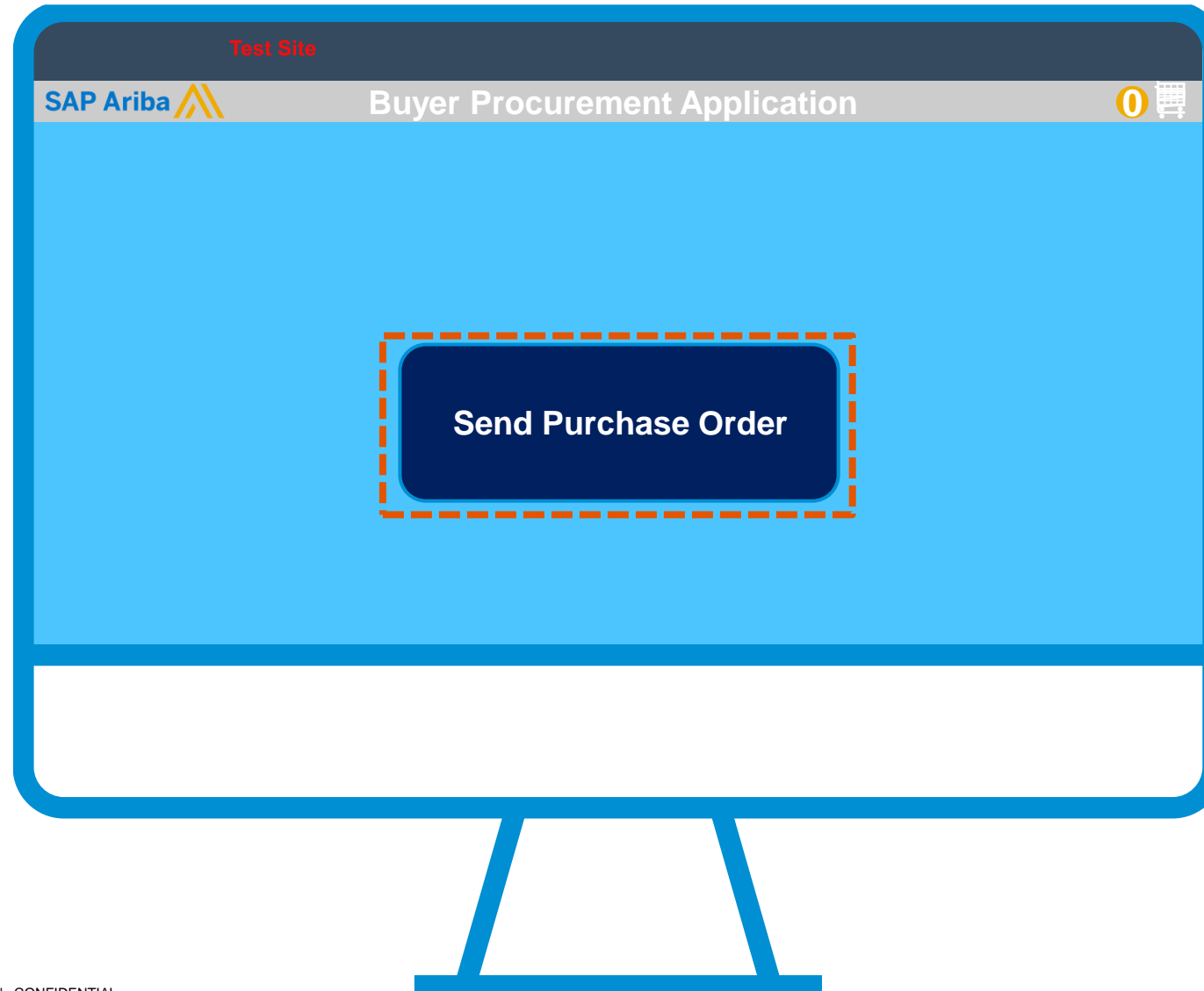
Click on **Proceed to Checkout**



Purchase Order

Now, all that the **Buyer** needs to do is send out the Purchase Order

Click on **Send Purchase Order**

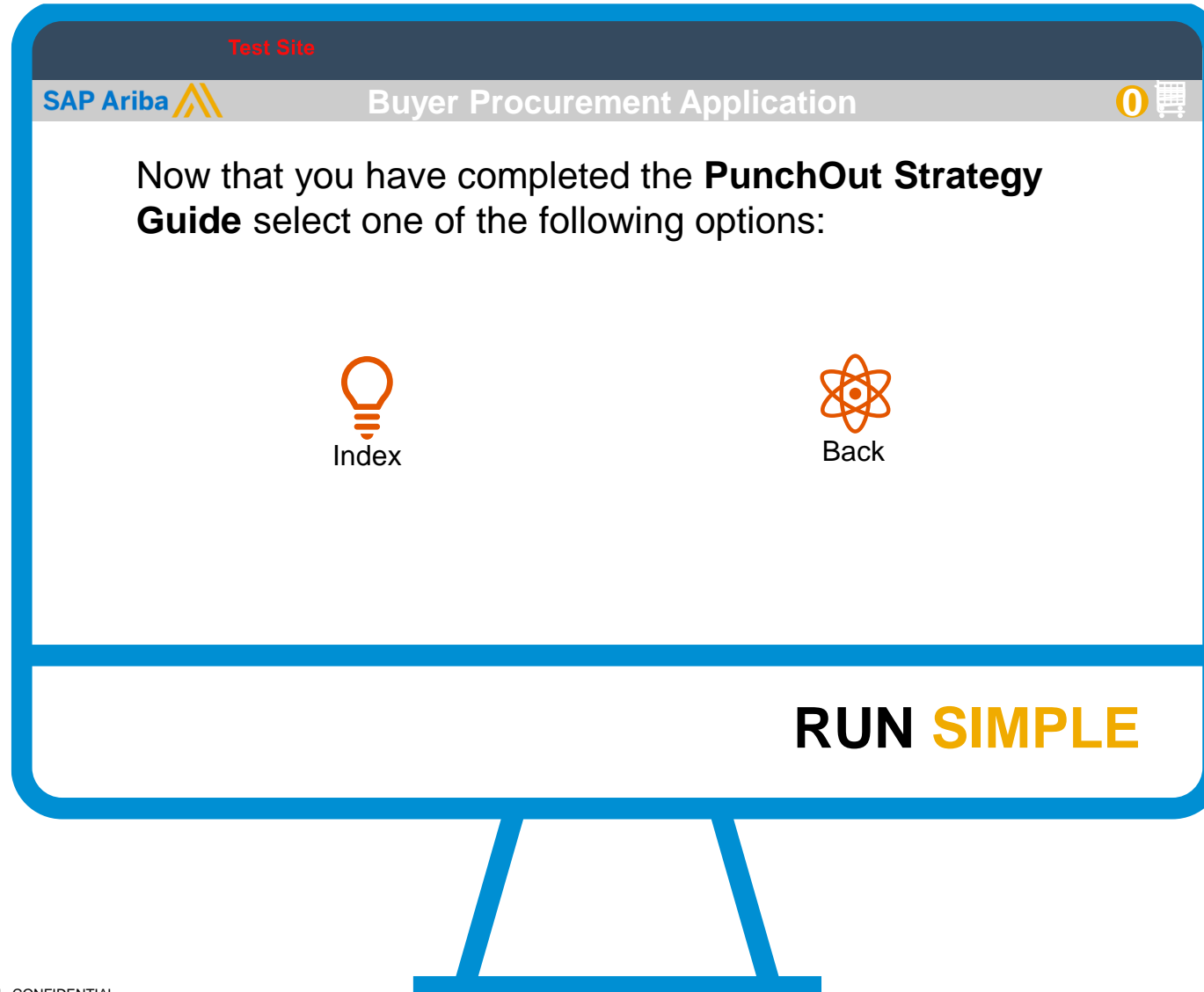


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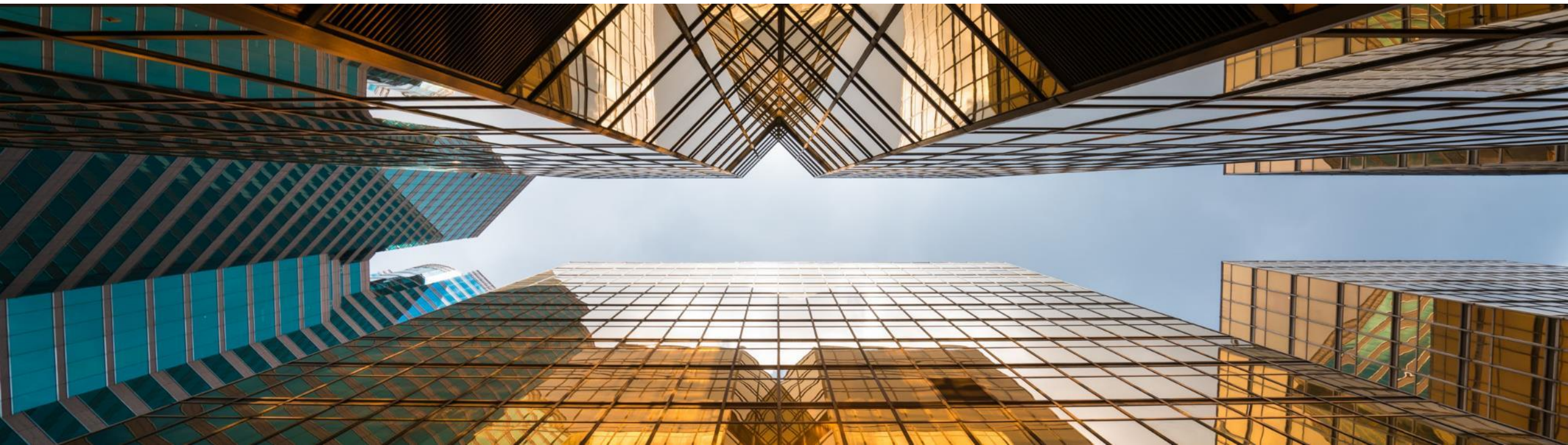


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End



Annex



POSReq PunchOut Setup Request



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```
<!DOCTYPE cXML SYSTEM
"http://xml.cxml.org/schemas/cXML/1.2.048/cXML.dtd">
```

Document type and version of cXML

```
<cXML payloadID="958075346970@www.bigbuyer.com"
timestamp="2020-06-09T07:23:19-07:00">
```

Payloadid - is an identifier of the sent document.

```
<Header>
<From>
<Credential domain="NetworkID">
<Identity>AN1111111111</Identity>
</Credential>
</From>
```

FROM Credential Identifies the Originator of the POSReq. Always shows the **Buyer's ANID**

```
<To>
<Credential domain="NetworkID">
<Identity>AN2222222222</Identity>
</Credential>
</To>
<To>
<Credential domain="buyersystemid">
<Identity>22222222</Identity>
</Credential>
</To>
```

TO Credential Identifies the Destination of the POSReq. Contains all **Supplier's Domain + IDs**, taken from the **Buyer's Supplier Master Data**

```
<Sender>
<Credential domain="AribaNetworkUserId">
<Identity>sysadmin@ariba.com</Identity>
<SharedSecret>abracadabra</SharedSecret>
</Credential>
<UserAgent>Ariba Buyer 8.2</UserAgent>
</Sender>
</Header>
```

SENDER credential specifies the identity and shared secret (you will receive the **Shared Secret set up on you're an Account**).

```
<Request>
<PunchOutSetupRequest operation="create">
<BuyerCookie>1J3YVWU9QWMTB</BuyerCookie>
<Extrinsic name="CostCenter">610</Extrinsic>
<Extrinsic name="User">jsmith</Extrinsic>
<BrowserFormPost>
<URL>http://bigbuyer.com:3377/punchout</URL>
</BrowserFormPost>
```

Data that is taken from the **Buyer's User Master Data**

```
<SupplierSetup>
<URL>https://Estlega Ltd.com/PunchOutServlet</URL>
</SupplierSetup>
```

The Supplier URL, taken from the **Supplier's Index File's 'SUPPLIER URL' field**

```
<ShipTo>
<Address addressID="001">
<Name xml:lang="en">BigBuyer Headquarters</Name>
<PostalAddress>
<DeliverTo>John Smith</DeliverTo>
<Street>1565 Pine, MS A.2</Street>
<City>New York</City>
<State>NY</State>
<PostalCode>01043</PostalCode>
<Country isoCountryCode="US">United States</Country>
</PostalAddress>
</Address>
</ShipTo>
```

Data that is taken from the **Buyer's User Master Data**

```
<Contact><Name>jsmith</Name>
</Contact>
<SelectedItem>
```

```
<ItemID>
<SupplierPartID>PunchOut_000</SupplierPartID>
</ItemID>
```

The Supplier URL, taken from the **Supplier's Index File's 'SUPPLIER PART ID' field**

```
</SelectedItem>
</PunchOutSetupRequest>
</Request>
</cXML>
```


POSResp PunchOut Setup Response



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```
<cXML payloadID="958075346970@www.bigbuyer.com" timestamp="2020-06-09T07:23:19-07:00">
```

Payloadid - is an identifier of the sent document.

```
<Response>
<Status code="200" text="success">
<PunchOutSetupResponse>
<StartPage>
<URL>https://Estlega Ltd.com/PunchOutServlet/sessionid=7006</URL>
</StartPage>
</PunchOutSetupResponse>
</Response>
</cXML>
```

Web-shop server shall send this message to Ariba server.

When connectivity works this message does not appear in Ariba log files.

POOM PunchOut Order Message

```
<!DOCTYPE cXML SYSTEM
"http://xml.cxml.org/schemas/cXML/1.2.048/cXML.dtd">
```

Document type and version of cXML.

```
<cXML payloadID="958074737352&www.Estlega Ltd.com"
timestamp="2020-06-09T07:23:19-07:00">
```

Payloadid - is an identifier of the sent document.

```
<Header>
<From>
<Credential domain="NetworkID">
<Identity>AN2222222222</Identity>
</Credential>
</From>
<From>
<Credential domain="buyersystemid">
<Identity>22222222</Identity>
</Credential>
</From>
```

FROM Credential identifies the originator of the POOM using the **Supplier's** Domain(s) and ID(s).

```
<To>
<Credential domain="NetworkID">
<Identity>AN1111111111</Identity>
</Credential>
</To>
```

TO Credential identifies the destination of the POOM using the **Buyer's** Domain and ID.

```
<Sender>
<Credential domain="www.Estlega Ltd.com">
<Identity>PunchoutResponse</Identity>
<SharedSecret>abracadabra</SharedSecret>
</Credential>
<UserAgent>Our PunchOut Site V4.2</UserAgent>
</Sender>
</Header>
```

SENDER Credential specifies the identity and shared secret of the Supplier.

```
<Message>
<PunchOutOrderMessage>
<BuyerCookie>1J3YVWU9QWMTB</BuyerCookie>
<PunchOutOrderMessageHeader operationAllowed="edit">
<Total>
<Money currency="USD">999.98</Money>
</Total>
</PunchOutOrderMessageHeader>
<ItemIn quantity="2">
<ItemID>
<SupplierPartID>laptop_1</SupplierPartID>
<SupplierPartAuxiliaryID>white</SupplierPartAuxiliaryID>
</ItemID>
<ItemDetail>
<UnitPrice>
<Money currency="USD">499.99</Money>
</UnitPrice>
<Description xml:lang="en">SuperBook ABC Laptop</Description>
<UnitOfMeasure>EA</UnitOfMeasure>
<Classification domain="UNSPSC">43211503</Classification>
<ManufacturerPartID>Manufacturer_ID_1</ManufacturerPartID>
<ManufacturerName>Tricolore</ManufacturerName>
<LeadTime>8</LeadTime>

<Extrinsic name="cust1_contract_number">88845611</Extrinsic>
<Extrinsic name="cust2_contract_item_number">55565</Extrinsic>
<Extrinsic name="cust3_automatic_po">TRUE</Extrinsic>

</ItemDetail>
</ItemIn>
</PunchOutOrderMessage>
</Message>
</cXML>
```



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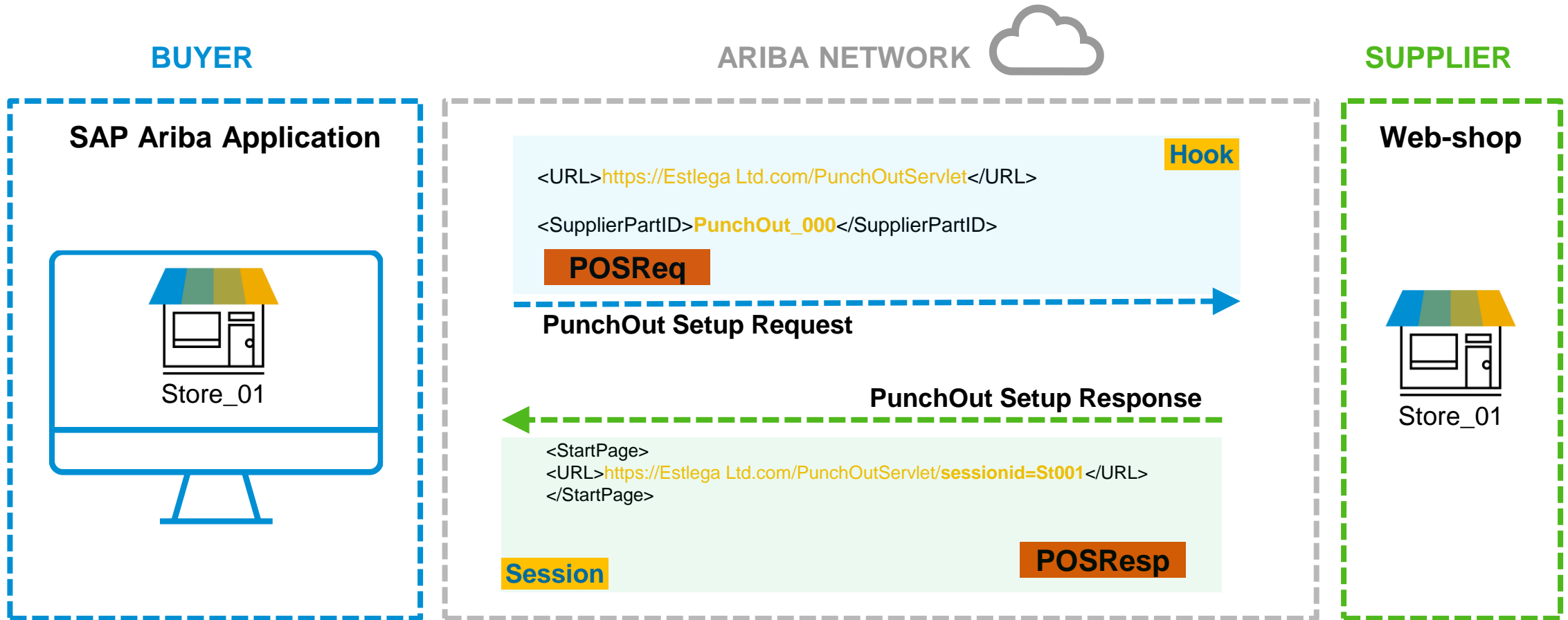
POOM contains and transfers the Information of the Items added to the Cart in the Web-shop to **SAP Ariba Application**.

Some Projects might require **Customized Extrinsic** by your **Buyer**, In this case the Extrinsic will appear in this Section of the POOM.

Store Level – Code View - Landing page variables



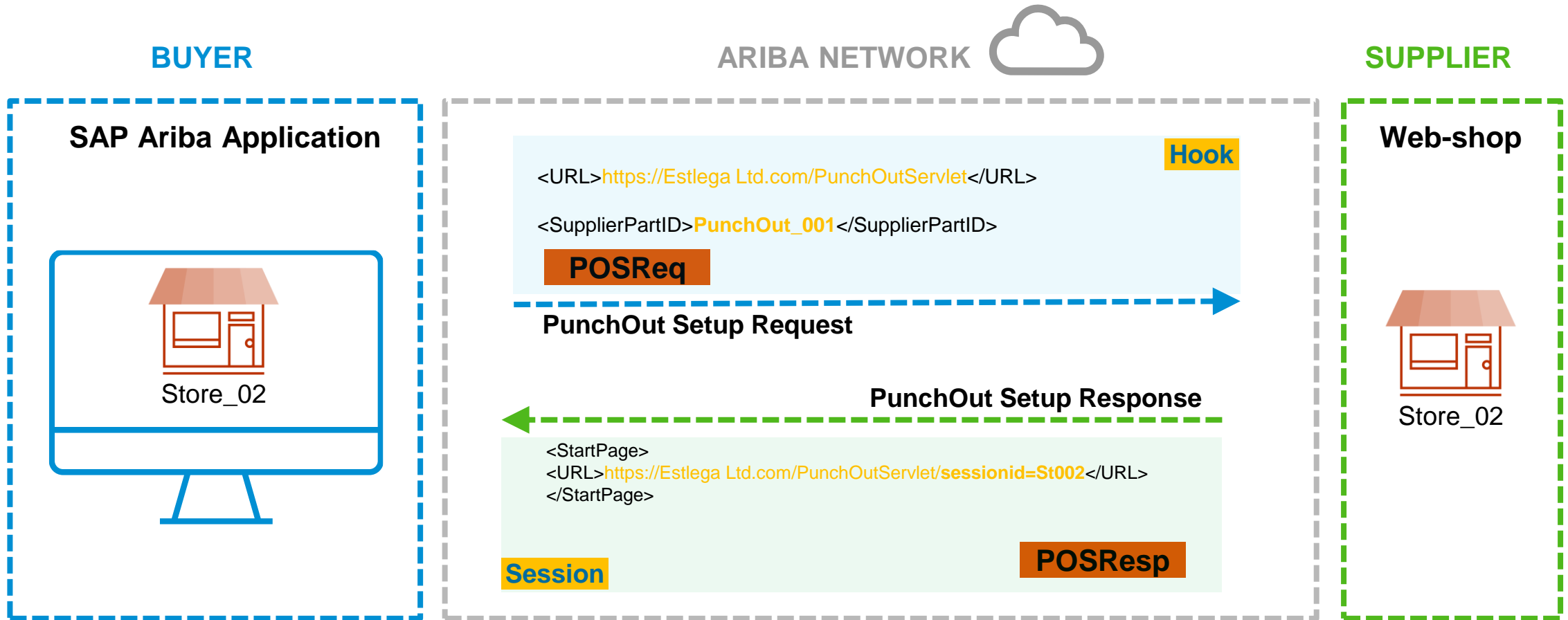
Single Store (Store_01)



Store Level – Code View - Landing page variables



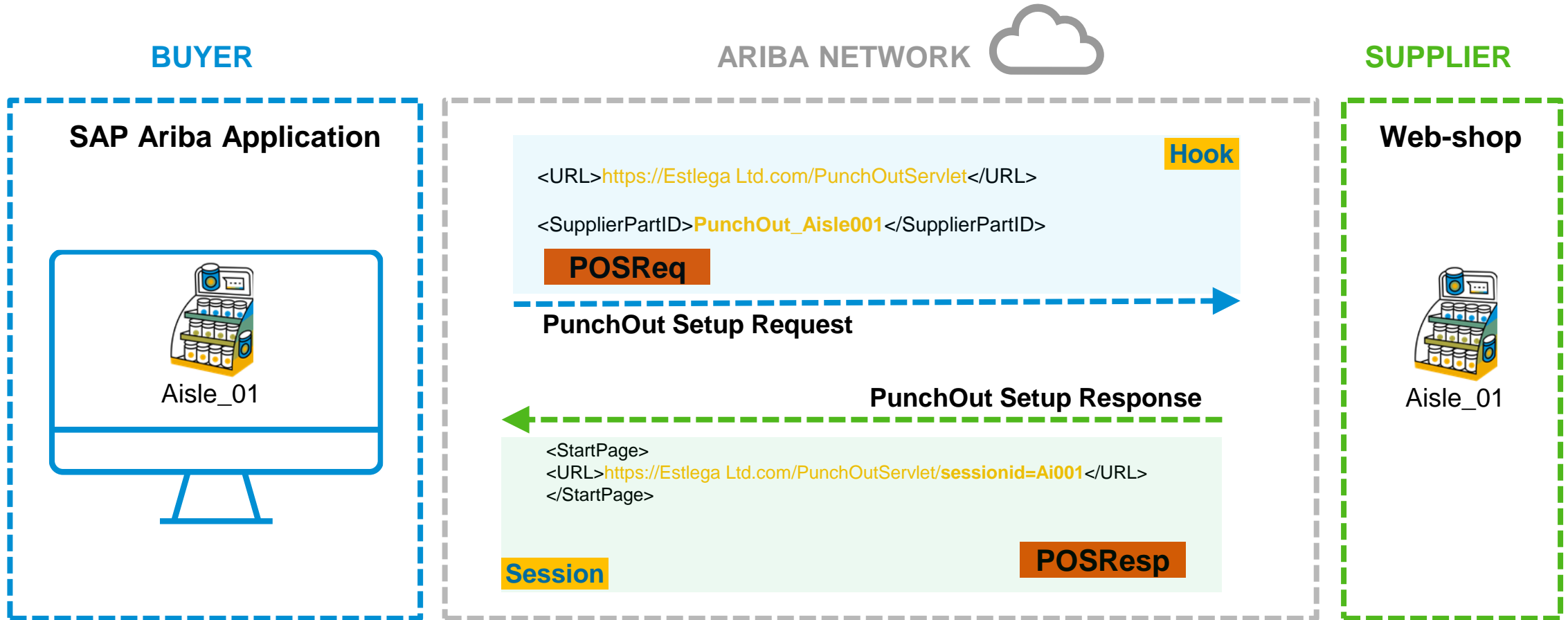
Multiple Stores (Store_01 + Store_02)



Aisle Level – Code View - Landing page variables



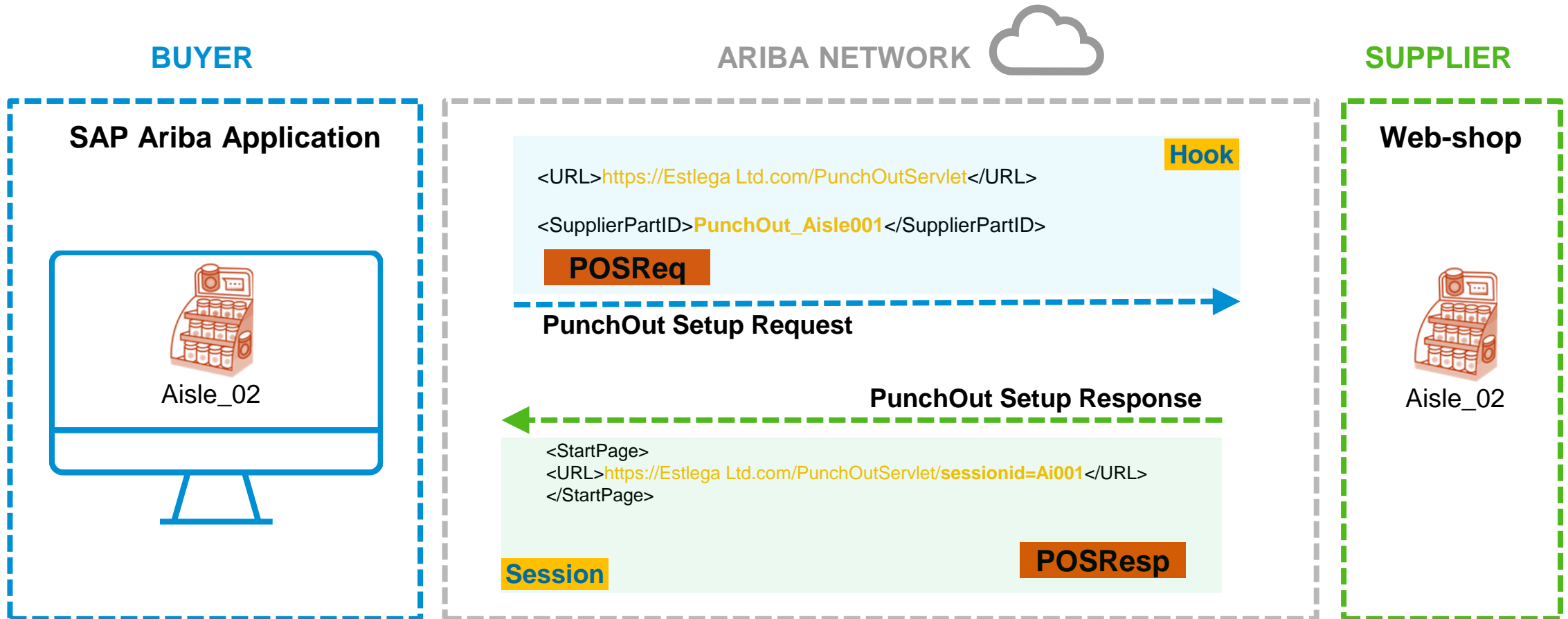
Single Aisle (Aisle_01)



Aisle Level – Code View - Landing page variables



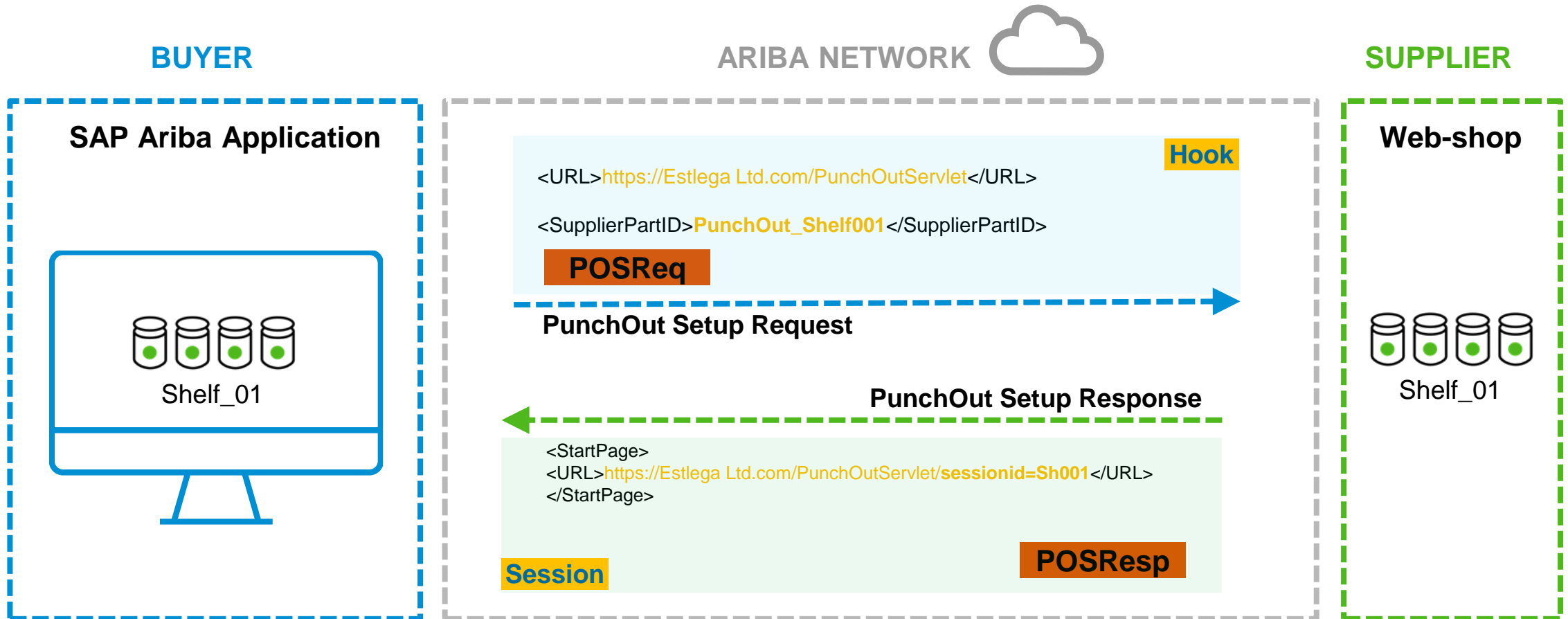
Multiple Aisles (Aisle_01 + Aisle_02)



Shelf Level – Code View - Landing page variables



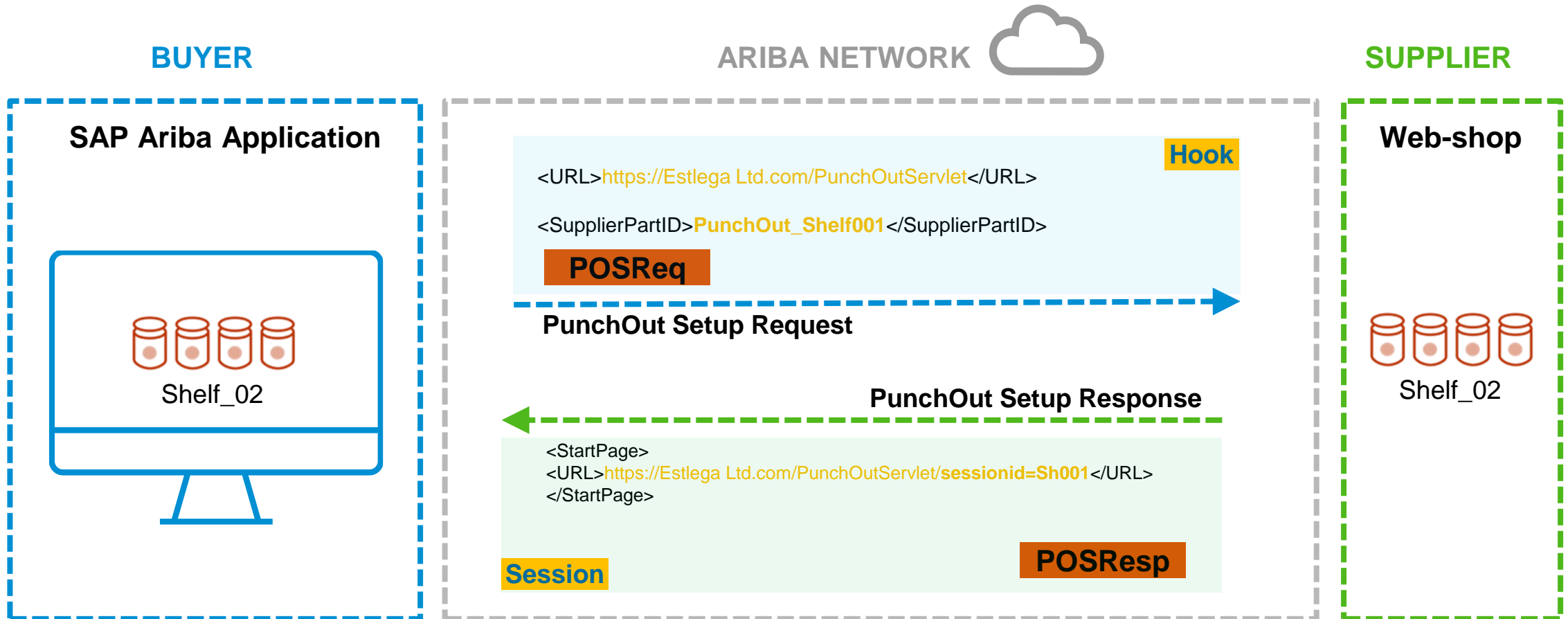
Single Shelf (Shelf_01)



Shelf Level – Code View - Landing page variables

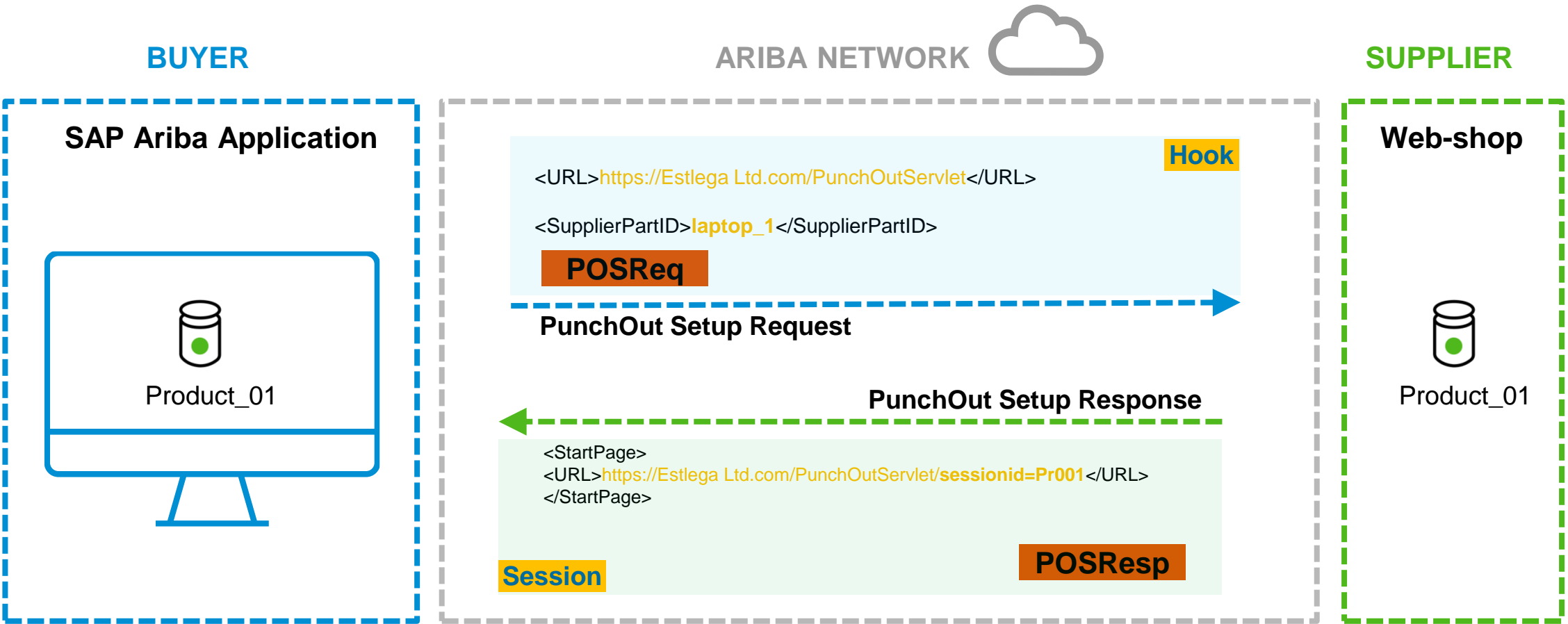


Multiple Shelves (Shelf_01 + Shelf_02)



Product Level – Code View - Landing page variables

Single Product (Product_01)



Product Level – Code View - Landing page variables



Multiple Products (Product_01 + Product_02)

