

## **Accessing On-Line Reporting Tools**

### **PURPOSE**

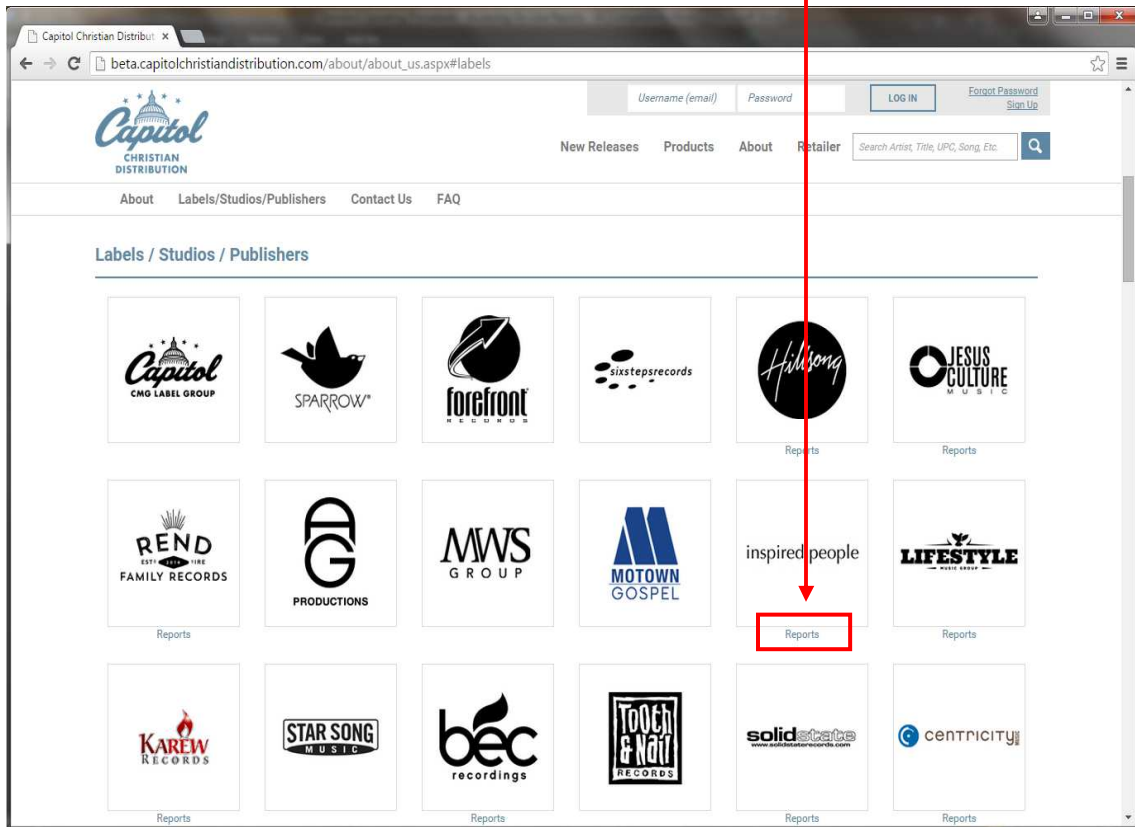
To provide 3<sup>rd</sup> party Labels/Studios/Publishers an on-line reporting suite containing inventory & sales detail and on-line delivery of the monthly accounting statement.

### **PROCEDURE**

- 1) Go to <http://www.capitolchristiandistribution.com/>
- 2) At the top of the page, click on "About" and the "Labels/Studios/Publishers" link will appear right below it.

The screenshot shows the website interface for Capitol Christian Distribution. At the top left is the Capitol Christian Distribution logo. To the right is a login section with fields for 'Username (email)' and 'Password', and buttons for 'LOG IN' and 'Forgot Password / Sign Up'. Below the login section is a navigation menu with links for 'New Releases', 'Products', 'About', and 'Retailer'. A red box highlights the 'About' link, and a red arrow points to it from above. Below the navigation menu, another red box highlights the 'Labels/Studios/Publishers' link under the 'About' category. The main content area features a large banner for 'REND COLLECTIVE AS FAMILY WE GO' with a yellow and white van and the text 'AVAILABLE AUGUST 21'. Below the banner is a section titled 'ALL NEW RELEASES' with five album covers: Owl City - Mobile Orchestra, Josh Wilson - That Was Then, This Is Now, Mighty, TobyMac - Deluxe Edition (Backseat Driver), and Rend Collective - As Family We Go. Below the album covers is a 'Videos' section featuring a video player for 'Backseat Driver (Lyric Video) by TobyMac ft. Hollyn and TRU' on the Vevo platform. The video player shows a thumbnail of TobyMac and the text 'BACKSEAT DRIVER TOBYMAC'. Below the video player are four small thumbnail images of other content.

- 3) This will bring up a page with different label names on it. Please find your name or logo and click on the "Reports" link.



- 4) A box will pop up to enter a username and password to access the reports.



5) Enter your username and password. They are case sensitive, so make sure to enter correctly. (Also, you may have to enter this information twice to access the reports. This should only occur initially, and then you should only have to enter the info once after the initial access.)

6) Once you're inside the reporting landing page it will look as follows:

**Capitol Christian Distribution - File System Manager**

**NAVIGATION BAR:** [HOME](#) > [2013](#) > [03](#)

Name	Creation Time	Last Write Time	Size
Daily Sales Reports	2013-02-28 11:03 AM	2013-03-15 11:05 AM	
Monthly Statement	2013-02-28 11:03 AM	2013-02-28 11:03 AM	
Sales & Inventory Detail	2013-02-28 11:03 AM	2013-03-15 11:05 AM	

3 object/s found.

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The navigation bar contains active links to help you navigate through year and month so you can get to the information you're looking for easier.

The landing page contains 3 different folders as follows (shown on illustration above):

- Daily Sales Reports
- Monthly Statement
- Sales & Inventory Detail

a) **Daily Sales Reports:** This folder contains a set of PDF reports designed to view the sales from different vantage points (top customers, top titles, by market, etc). For a brief description of what is included on these reports please refer to appendix A (Daily Sales Reports) at the end of this document. These reports are designed to be used as management reporting tools. There are a total of 6 different daily sales reports produced per day and those remain on that folder for 90 days. After 90 days all the daily sales reports will be purged except for the very last report produced for the month (representing the last day of the fiscal month).

b) **Monthly Statement:** This folder contains the monthly statement (all in one convenient downloadable PDF file) that goes into detail on how the monthly net proceeds were calculated. Note that this pdf also includes all the invoice level detail of any applicable expenses incurred during the period.

*Please note that Capitol Christian Music Group is committed to reduce the utilization of paper and we employ an electronic delivery method for the monthly statement, as such no paper monthly statement will be physically mailed.*

c) **Sales & Inventory Detail:** This folder contains 4 different files for every day of the month. These files contain all the sales and inventory detail that is used to build the monthly statements sales lines. The CSV files have a large amount of data and they are not management reports, but rather transactional level reports that are designed to be

ingested into other reporting systems (i.e.: ERPs, MS Access, MS Excel, etc). There are 3 different CSV files and 1 excel file as follows:

- a. **YYYY\_MM\_DD\_Inventory\_Master\_Detail\_:** This file provides a real time look at key inventory fields on all products/SKUs on the label. For a brief description of the field included on this report refer to appendix B (Inventory Master Detail File Field Descriptions) at the end of this document. Please note when importing the CSV file into another system use "comma" as a delimiter and "quotations" as text qualifier. Also it is recommended that all fields be imported as text except for the "Release Date" and "Street Date" which should be imported as dates.
- b. **YYYY\_MM\_DD\_Sales\_Detail\_CBA\_:** This file includes all the sales detail for the CBA market sales. The objective of this file is to provide further drill down capabilities of the information already presented on the current sales reports (i.e.: daily sales reports). The most significant reporting enhancement included in this file is the ability to drill down to customer level sales data by UPC by market. Additionally, this file includes the sales types and returns types giving the user the ability to build reports at the gross sales or net sales level. For a brief description of the field included on this report refer to appendix C (Sales Detail File Field Descriptions) at the end of this document.
- c. **YYYY\_MM\_DD\_Sales\_Detail\_EMD\_:** This file includes all the sales detail for the EMD market sales. The objective of this file is to provide further drill down capabilities of the information already presented on the current sales reports (i.e.: daily sales reports). The most significant reporting enhancement included in this file is the ability to drill down to customer level sales data by UPC by market. Additionally, this file includes the sales types and returns types giving the user the ability to build reports at the gross sales or net sales level. For a brief description of the field included on this report refer to appendix C (Sales Detail File Field Descriptions) at the end of this document.
- d. **YYYY\_MM\_DD\_labelcode:** This file includes an overview of the net sales, returns and inventory levels by SKU by market. This report is designed to be a drill down management report alternative to the Daily Sales Report. A brief description of the tabs and fields included on this reports is included under appendix D at the end of this document.

If you have any questions or problems accessing the information, please contact Shandra Booker at Capitol Christian Music Group at 615-371-6918 or via e-mail at [shandra.booker@umusic.com](mailto:shandra.booker@umusic.com)

**APPENDIX A** Daily Sales Reports (DSRs)

- 1) **Sales Summary** - Shows sales in total and by market (CBA, General Market Physical, & Digital) analyzed by sales category (Initial Order, New Release, and Catalog)
- 2) **Telesales** - Shows sales grouped by Telesales representative and salesman ID for the CBA market only.
- 3) **Territory & Key Accounts** - Shows sales by market with which is analyzed differently within each market.
  - Page 1 – CBA Market – Sales grouped by Salesman ID
  - Page 2 – CBA Market – Sales is reported by account type listing the key accounts for each type (music / video only)
  - Page 3 – CBA Market – Sales is reported by account type listing the key accounts for each type (books only)
  - Page 4 – CBA Market – Sales is reported by account type listing the key accounts for each type (Total)
  - Page 5 – General Market Physical – Sales is reported by account
  - Page 6 – Digital – Sales is reported by account
- 4) **Key Titles - IO** - Shows all new releases forecasted in the current fiscal month by market (sorted descending by total forecast dollars) and their respective actual, forecast, and pending orders.
- 5) **Key Titles - Top40** - Shows Top 40 forecasted releases in the current fiscal month by market (sorted descending order by total forecasted dollars) and their respective actual, forecast, and pending orders.
- 6) **Open Order Summary** – Reports both units and dollars at the UPC-level (physical only) for titles with a ship date in the prior month, current month, or next 2 months. The intent is to be able to track how new titles are being sold into the market and to which group of key accounts.

Notes on Column Definitions:

- Returns show Overstock, Scrap, Defective, and Error in Shipments.
- Discounts show only normal trade discounts (dollars over normal every day discount% given)
- Memo: Adjustments - this is the net effect of the "credit / rebills," plus any other "X-type" return credits
- Memo: Open Orders - valid data if order available to ship (excludes backorder and on-hold as well as excluding future ship and release dates)

## **APPENDIX B** Inventory Master Detail File Field Descriptions

**ItemID:** This is the same itemid that is already displayed throughout the inventory and sales on-line reports (in most cases the itemid is based on the UPC).

**UPC:** Unique product code that is specifically tied to one piece of product (in most cases the itemid is based on the UPC).

**ICPN:** Used to track/group the master that the track came from.

**ISRC:** Used to group the different uses of a digital track (i.e.: DTIs with suffix M, L & S will all have the same ISRC)

**ReleaseID:** This is a grouping field that seeks to join different versions of the same product together. Please note that this field is only displayed if the product is sold on the general markets (this means that if Capitol Christian Music Group only holds rights to distribute product on the CBA market only, this field would be blank).

**ProjectID:** This is a grouping field. In most cases this field is extracted from the ItemID integers 7 through 11.

**Label:** This field displays the 3 letter label code assigned by Capitol Christian Music Group.

**LabelDesc:** This field displays the label name.

**Artist:** This field displays the full artist name related to the itemId.

**ItemDesc:** This field displays the full release name related to the itemId.

**VersionTitle:** This field provides an additional description for the ItemDesc. In most cases this field is, except when there is a need to specifically differentiate two releases with the same name. For example, if there are two releases with the name "Studio Album" but one is a Wal-Mart exclusive, then this field will display "Wal-Mart Exclusive".

**ReleaseDate:** This field displays the ship date to retail customers (i.e.: Lifeway, Wal-Mart, etc).

**StreetDate:** This field displays the date that the product is available to end consumers (usually 15 days after release date).

**ProdClassCode:** This is a grouping field that displays the product class related to the itemId. For example, all recorded music product released physically will be grouped under product class "R". Meanwhile, all video product released physically will be grouped under product class "V"

**ProdClassDesc:** This field displays the full description of the "ProdClassCode" field.

**PartTypeCode:** This is an identifier field which would display the part type related to that itemId. For example, if the release is a compact disc this field will display "CD".

**PartTypeDesc:** This field displays the full description of the "PartTypeCode" field.

**ProdStatusCode:** This field displays the life cycle status of the itemId. When the field displays "!None" is refers to a product that is currently active.

**ProdStatusDesc:** This field displays the full description of the "ProdStatusDesc" field.

**CatalogFlag:** This field displays a "Y" or "N" value indicating if this release is considered a catalog release or not. Generally, Capitol Christian Music Group considers a release to be catalog when its masters were released prior to the last fiscal year. This includes releases that have just been released but most or all of the masters included have been previously released (for example: Best Of, Ultimate Collections, etc.). Conversely, Capitol Christian Music Group considers a new release as any release within the current and prior fiscal year.

## APPENDIX C Sales Detail File Field Descriptions

**Label:** This field displays the 3 letter label code assigned by Capitol Christian Music Group.

**LabelDesc:** This field displays the label name.

**Market:** This field displays the market under which the sale occurred. There are 2 possible values on this field, CBA or EMM. CBA is defined as Christian Booksellers Association and denotes retail customers such as Lifeway, Family Christian Stores, etc. On the other hand, EMM is defined as Capitol Music Group (General Markets) and denotes retail customers such as Wal-Mart, Best Buy, Apple, etc.

**BillId:** This field displays the retail customer's bill-to Id.

**CustId:** This field displays the unique customer Id.

**CustName:** This field displays the retail customer's name as stored in Capitol Christian Music Group's customer master.

**CustAddress:** This field displays the retail customer's street address as stored in Capitol Christian Music Group's customer master.

**CustCity:** This field displays the retail customer's city as stored in Capitol Christian Music Group's customer master.

**CustState:** This field displays the retail customer's state as stored in Capitol Christian Music Group's customer master.

**CustZip:** This field displays the retail customer's zip code as stored in Capitol Christian Music Group's customer master.

**AccountTypeCode:** Represents a classification of an account type and size of the particular account/customer. It also classifies what service program those customers belong to (internal to EMICMG).

**AccountTypeDesc:** This field displays the extended description of the account type code field.

**ItemID:** This is the same itemid that is already displayed throughout the inventory and sales on-line reports (in most cases the itemid is based on the UPC – except for digital tracks where a DTI is used).

**Artist:** This field displays the full artist name related to the itemId.

**ItemDesc:** This field displays the full release name related to the itemId.

**OrderTypeCode:** Represents a classification of the invoice/order type for that particular transaction.

**OrderTypeDesc:** This field displays the extended description of the order type code field above.

**SalesTypeCode:** Represents what type of sales that transaction was. These sales types correlate directly to the ones found on the excel based sales reports.

**SalesTypeDesc:** This field displays the extended description of the sales type code field above.

**ReturnCode:** Represents a generic description of why the product was returned. These return types correlate directly to the ones found on the excel based sales reports.

**ReturnDesc:** This field displays the extended description of the return type code field above.

**CreditRebillFlag:** Represents a transaction that necessitated a credit and rebill process due to a pre-approved sales deal (i.e.: consignment, \$5 sales on existing inventory, etc).

**SpIPgmCode:** Represent a sales program code which determines if the product was sold under specific or different commercial terms. For example: "NR" represents products that were sold under I/O terms. One exception is "EO" which signifies orders received electronic but no special commercial terms or considerations were given.

**APPENDIX C** Sales Detail File Field Descriptions (cont'd)

**SplPgmDesc:** This field displays the extended description of the Sales Program code field above.

**ShipQuantity:** The number of units shipped/sold to a customer for a particular product/SKU.

**Price:** Net realized price per unit shipped/sold.

**TotalSaleAmt:** The extended dollars amount derived from multiplying quantity and net realized price.

**DiscountAmt:** Amount of discount given on the units shipped/sold.



**APPENDIX D** Excel Based Report

<b>On-Line Reports</b>	
Tab Name	Content Description
POS_	Purchase orders for current month to date
RCPT_CBA_	Receipts in the CBA market for the month to date
RCPT_EMD_	Receipts in the EMD market for the month to date
RECON_	Inventory Roll forward report by SKU by market
STS_	Inventory order point - gives min./max. SKU to hold on to
PSR_NET_CBA_MTD_	Product Net Sales - CBA Market - Month to Date - Dollars & Units
PSR_NET_EMD_MTD_	Product Net Sales - EMD Market - Month to Date - Dollars & Units
PSR_NET_CBA_LTD_	Product Net Sales - CBA Market - Life to Date - Dollars & Units
PSR_NET_EMD_LTD_	Product Net Sales - EMD Market - Life to Date - Dollars & Units
RTN_CBA_MTD_	Returns - CBA Market - Month to Date - Dollars & Units
RTN_EMD_MTD_	Returns - EMD Market - Month to Date - Dollars & Units
RTN_CBA_LTD_	Returns - CBA Market - Life to Date - Dollars & Units
RTN_EMD_LTD_	Returns - EMD Market - Life to Date - Dollars & Units

<b>Sales Type Definitions</b>	
Sales Type	Description
Commissionable	Sales to CBA bookstores or retail
Giveaway	Free goods intended to ultimately be in the consumers hand
Coupon	Ex: Buy 4 get 1 free product (not typically used any longer)
Artist	Product sold directly to the artist for touring purposes
Special	Record club sales, non-traditional stores. Ex: Focus on the Family & Avon
Direct	Sold directly to the customer. Here is where sales for the digital channel are reported.
Promo	Free goods for promotion only. The intent is to promote to bookstores.
Demo	Product given or sold to retail for low dollar value for demo purposes only.
Foreign	Sales to foreign countries.

<b>Return Type Definitions</b>	
Return Type	Description
Overstock	Product returned because too much stock was available at retail
Coop	A service, such as advertising, is exchanged by retail in return for credits for product on their EMI CMG customer account.
Exchange	Product exchanged for different product
Defective	Returns due to damage upon receipt of shipment (goods are repackaged/resold)
Error	Incorrect shipment
Scrap	Retail has returned damaged goods and the goods are destroyed
Coupon	Credit and rebill process where a credit is given, but product is not physically returned