
eCommerce M2M (Outbound)

Frequently Asked Questions

What is eCommerce M2M?

eCommerce M2M (or eCommerce Machine-to-Machine) is a data extract option that allows retailers to extract content directly from The Vault – eCommerce by establishing an API (Application Program Interface).

Am I eligible for eCommerce M2M?

To use eCommerce M2M you must be a subscriber to [The Vault – eCommerce](#).

What are the benefits of using eCommerce M2M?

- Reach customers more quickly with the ability to populate eCommerce storefronts directly from The Vault – eCommerce.
- Save time and money. With M2M, you no longer need to depend on the availability of technical staff to extract content into a format your system can use before uploading it.
- Use of the API supports perpetual updates and enhances data accuracy by automating communication with your product management system, which reduces the chances for human error.
- Easily implement M2M regardless of your size.

How does the process work?

The process is straightforward. GS1 Canada provides your IT developer with the specifications for the API.

Your developer then maps your data model to ours, develops the necessary code and tests the extract. GS1 Canada works with your developer throughout the process to assist where necessary.

Once the connection is established, you can extract live data (XML feed) from The Vault – eCommerce and have it stream to your eCommerce platform automatically.

How long does it take to implement?

Different retailers and distributors may require varying amounts of time depending on the complexity of their needs and the availability of their development team.

In some cases though, the API can be set up and running in as little as two weeks.

What if I have problems setting up the API?

We're here to help. Contact GS1 Canada and we will consult with your IT developer or technical team to solve any issues you are experiencing.

Is the product content I extract certified?

Content streamed to your system through the M2M API will either be "validated" or "certified" depending on what actions have been taken by the manufacturer or brand owner.

All content within The Vault – eCommerce is, at minimum, "validated." This means it has been checked by a third party to ensure it accurately reflects the product and its on-pack data.

How much will it cost?

Setup and applicable fees are as follows:

Subscriber Revenue (\$CDN)	Setup Fee	Annual Fee*
<\$5 million	\$1,500.00 (one time)	\$4,500.00
>\$5 million	\$3,000.00 (one time)	\$9,000.00

*Additional fees may apply for any rangelist (an Excel file containing a list of your GTINs) provided to GS1 Canada that does not align with the specified format for the rangelist. These fees range from \$350-\$750 per occurrence and offset the cost of correcting the formatting.

Who can I contact for more information?

Please contact your account manager and they will be happy to assist.

