



To: HEB Vendors  
From: Wesley Snow  
Date: July 13, 2008 (*this memo was originally e-mailed to suppliers from their Buyer*)  
Re: **Please Read:** New Coupon Management System

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Business Partners,

**Beginning Monday July 20, 2009 all vendors will begin using Coupon Management System (CMS) to submit all coupon offers.** As an organization, H-E-B is always looking for opportunities to streamline processes and utilize technology to help us execute faster and more efficiently. CMS accomplishes this by:

- automating the coupon contract process from end-to-end,
- introducing workflow to the coupon approval process,
- eliminating manual errors resulting in greater scan validation percentage,
- enabling store specific tailoring, and
- serving as a single source for retrieving, printing, viewing coupon status and tracking coupons.

#### **What does this mean for you?**

- All coupon contracts will now be created in CMS beginning the afternoon of July 20, 2009.
- The existing coupon contract form will not be available beginning July 20.
- All products, included on a coupon contract, must have family codes.
- Coupons set up in the existing coupon system but not approved by the BMD before July 17 will need to be resubmitted in CMS.

**If you find that CMS is missing the family code for your coupon item:**

1. Contact your marketing department to identify the code.
2. Send the product description, UPC and family code to:

Ricardo Velasquez  
Phone: 210-938-8673  
Email: [velasquez.ricardo@heb.com](mailto:velasquez.ricardo@heb.com)

If you are unable to identify the code with your marketing department or your company has no family code hierarchy designated for its products, contact Jane Michels or Sara Howell at Coupons Inc.

Phone: 812-339-2251  
Email: [showell@couponsinc.com](mailto:showell@couponsinc.com)  
Email: [jmichels@couponsinc.com](mailto:jmichels@couponsinc.com)

**Training** *(this content has been modified from the original memo for this posting)*

To assist with the transition to this new web-based system, computer-based training is required. To obtain the password for the training, please be prepared to provide your Vendor AP Number and call the Ad and Coupon Team at 800-765-8335 or locally at 210-938-7800, option 3. After receiving the password, the training can be found at <http://www.hebforms.com/cms/default.htm>.

**Next Steps**

Once you have completed the training you can request application access via “Supplier ID Portal” found on the HEB Forms page. If you have any questions regarding the portal, contact [qualityteam@heb.com](mailto:qualityteam@heb.com) or call 210-938-3183.

Please refer to the web training to answer any questions you may have regarding CMS usage. If you still have outstanding questions/issues, email [qualityteam@heb.com](mailto:qualityteam@heb.com) or call 210-938-3183 for assistance.

**Meal Deals and Combo Locos**

- Meal Deal and Combo Loco coupons still require a separate contract for each item.
- For example, a Meal Deal “Buy a Brisket Get Free Salad, Charcoal, Potato Salad etc.” will still require an individual coupon for each offer-“Buy Brisket Get Free Salad”, “Buy Brisket get Free Charcoal” etc. as is the process today.

**What about coupons contracts that have already been submitted?**

Coupons that have been submitted in the current system and approved by BDMs by 7/17 will be moved into CMS by H-E-B. There is no further action to be taken on the part of our vendors.

The functionality and support provided by the tool will have a positive impact on the coupon management process for H-E-B and you, our Business Partners. As always, thank you for partnering with us.