

# Hill's Core Products Database

Features - an easier way to share and manage product info

Benefits - saving time, effort, cost and errors

Ongoing - next steps

# A database for sharing product information and assets

PRODUCTS\_CHECK

image

summary Feline Prescription Diet™ r/d™ Regular Bag

species ☐ Canine ☐ Canine/Feline ☒ Feline

sub\_brand ☐ Nature's Best™ ☒ Prescription Diet™ ☐ Science Plan™

diet ☐ c/d™ Multicare ☐ d/d™ ☐ g/d™ ☐ i/d™ ☐ j/d™ ☐ k/d™ ☐ l/d™ ☐ m/d™ ☒ r/d™ ☐ s/d™ ☐ t/d™ ☐ w/d™ ☐ z/d™ Low Allergen ☐ z/d™ U

condition ☒ -

life\_stage ☒ -

breed\_size ☒ -

variant ☐ Minced with Liver ☒ Regular

pack\_form ☒ Bag ☐ Can ☐ Pouch

text view

got image? ☒ big pic

image filename product\_family\_name  
067\_Bag.jpg Feline Prescription Diet™ r/d™

image in use? 1 idProduct: 138 PID: 067 Bag  
(ie. family) (ie. variant / flavour)

SKU CODES

known sizes	Retail bundle quantity	Weight	Unit	SKU_code	query	pvguid
Hill's™ Prescription Diet™ Feline r/d™ Bag	1	5	kg	4318		A076A
Hill's™ Prescription Diet™ Feline r/d™ Bag	1	2	kg	8634		6A8FE
Hill's™ Prescription Diet™ Feline r/d™ Bag	1	300	g	5485		SEFAA

PRICES

ppprice	currency	pvguid	regid
36.50	Pounds	A076A	7
17.50	Pounds	6A8FE	7
	Pounds	SEFAA	7

choose a region and set it to see prices  
SE 10 set 7 mg\_id\_to\_check

PRODUCT\_FAMILY\_CHECK

Canine Prescription Diet™ d/d™ 127

kibble\_image\_filename  
127\_kib.jpg

remote kibble\_image\_filename  
127\_kib.jpg

got kibble image? ☒

General Description source code

Prescription Diet™ r/d™ Feline is a complete dietetic pet food for cats for the reduction of excessive body weight. This dietetic pet food has a low energy density. For the Nutritional Management of Obese or Overweight Cats Being overweight can cause your cat discomfort, reduce energy levels and even shorten her life. Just as in people, weight gain is usually associated with excessive calorie and fat intake combined with a lack of exercise. Obesity can lead to such serious conditions as diabetes, heart disease, and others. Prescription Diet™ r/d™ Feline was designed specifically for the management of weight problems in cats.

- ▶ product lists
  - brands
  - families
  - variants
  - pack forms
  - SKUs & sizes
- ▶ imagery
  - pack shots
  - kibble

# Localised for all countries

**PRODUCT\_FAMILY\_CHECK**

Canine Prescription Diet™ d/d™ 127 idProduct (family)

Cond_id	Condition_name	RER Factor	ACTIVE
190	Colitis	1.6	y
210	Colitis, food intolerant	1.6	y
230	Diarrhoea	1.6	y
250	Diarrhoea, food intolerant	1.6	y
290	Flatulence, food intolerant	1.6	y
300	Food allergy / Food intolerance	1.6	y
310	Gastroenteritis	1.6	y
320	Lymphangiectasia	1.6	y
330	Pancreatitis, non-hyperlipidaemic	1.6	y
590	All cases of skin disease initially	1.6	y
610	Allergies, food Novel protein products	1.6	y
630	Dermatitis, allergic Novel protein products	1.6	y
640	Non-allergic cases, long term	1.6	y

**Canine Prescription Diet™ j/d™ Reduced Calorie** 176 idProduct (family)

choose a region and set it to see prices: FR 6 set 6 reg\_id\_to\_check

unit price	hero	bundle	PID	idProduct	Variant
1	1	111	176	Regular	
1	111	176	Regular		

Elisa Comments:   
 James Comments:   
 Other Comments:

copy language id: 5 fr Total SKUs in this family: 2

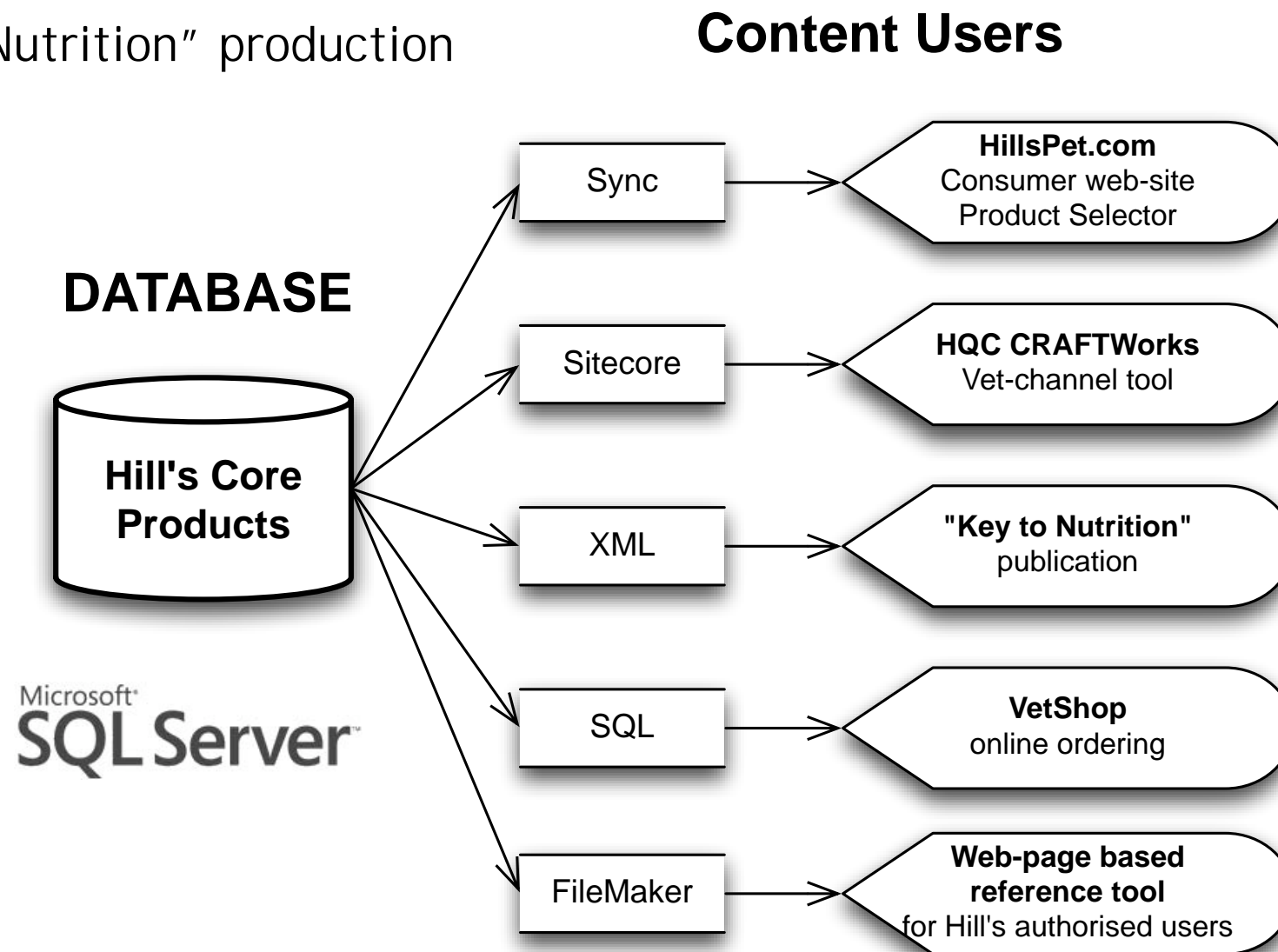
Indications source code: Soutien des articulations pour les chiens en excès de poids et ayant tendance à la prise de poids.

Additional Info source code: Contient la formule Hills™ Advanced Mobility Formula™. Formulé avec un taux d'EPA similaire à Prescription Diet™ Canine j/d™ pour aider les chiens à marcher, courir, jouer et monter les escaliers plus facilement. Il est cliniquement prouvé que l'EPA aide à préserver un cartilage sain. Un apport optimal d'EPA, un acide gras qui atténue l'effet destructeur des enzymes sur le cartilage et qui aide à préserver le cartilage sain des chiens. L'utilisation d'EPA démontre le savoir-faire de Hills dans la nutrition. Un nouveau système traicheur pour préserver les acides gras et assurer la fraîcheur des croquettes Canine j/d Reduced Calorie. Les quantités indiquées sont suggérées comme point de départ, car les besoins varient selon les animaux et sous l'effet de divers facteurs chez un même animal. Ajuster la ration de façon à maintenir le poids optimal.

- ▶ pricing and availability (RRP)
- ▶ marketing copy
  - Vet-channel facing
    - Indications & Contraindications
    - Metabolisable energy
    - Additional Info
  - Pet-owner facing
    - Ingredients
    - Benefits
    - Feeding amounts

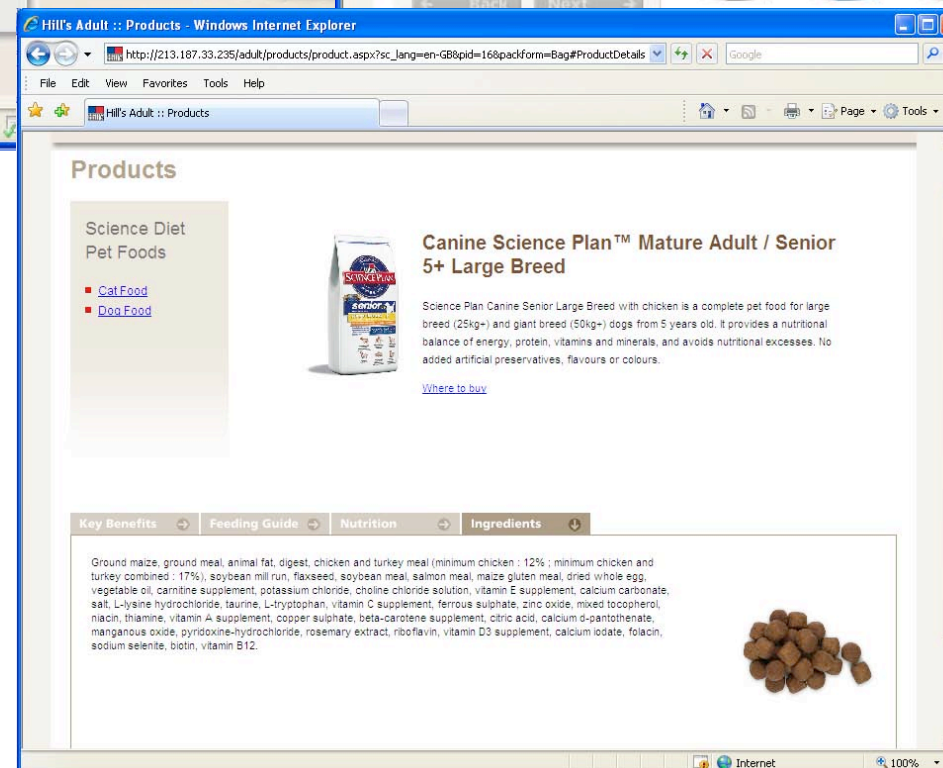
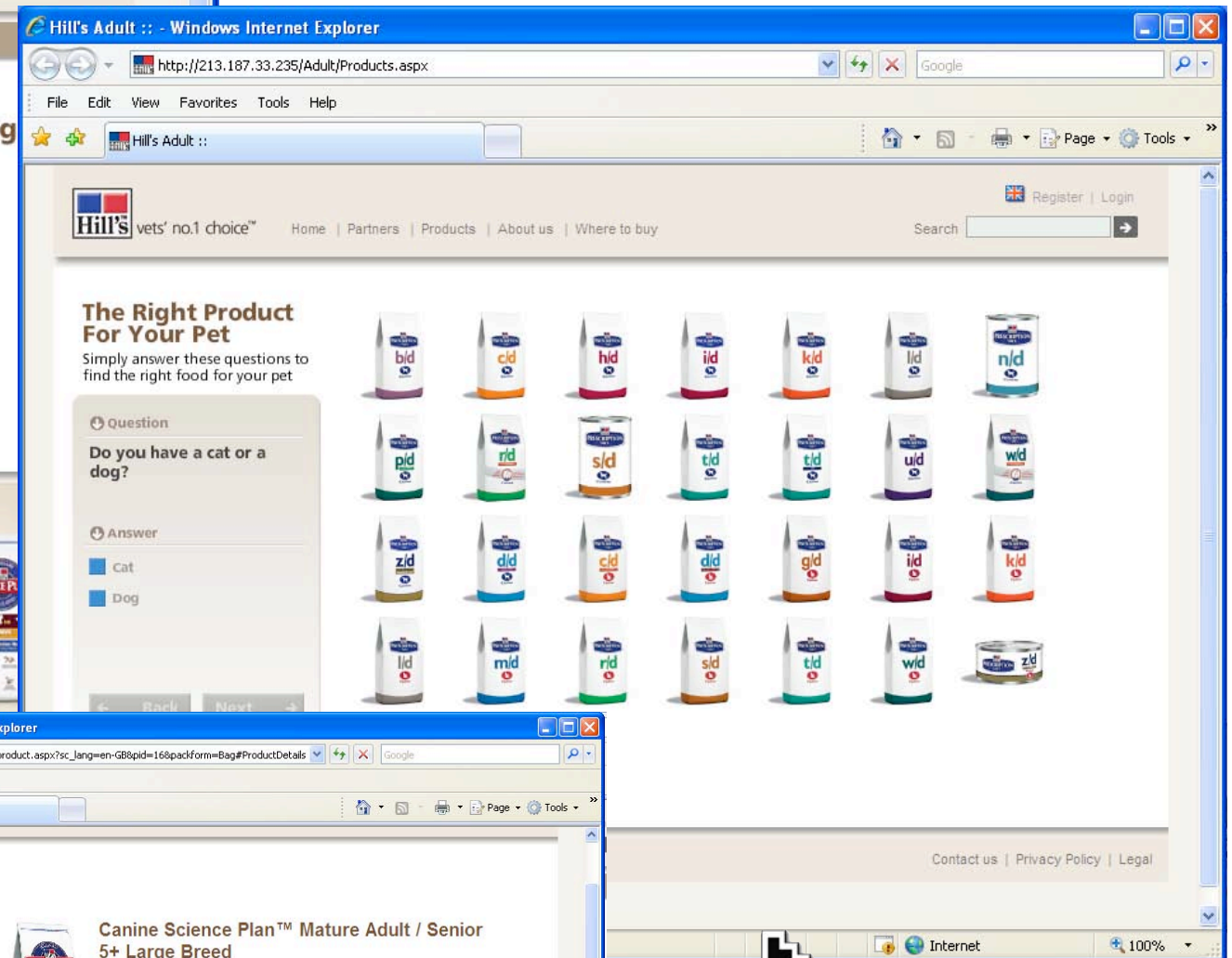
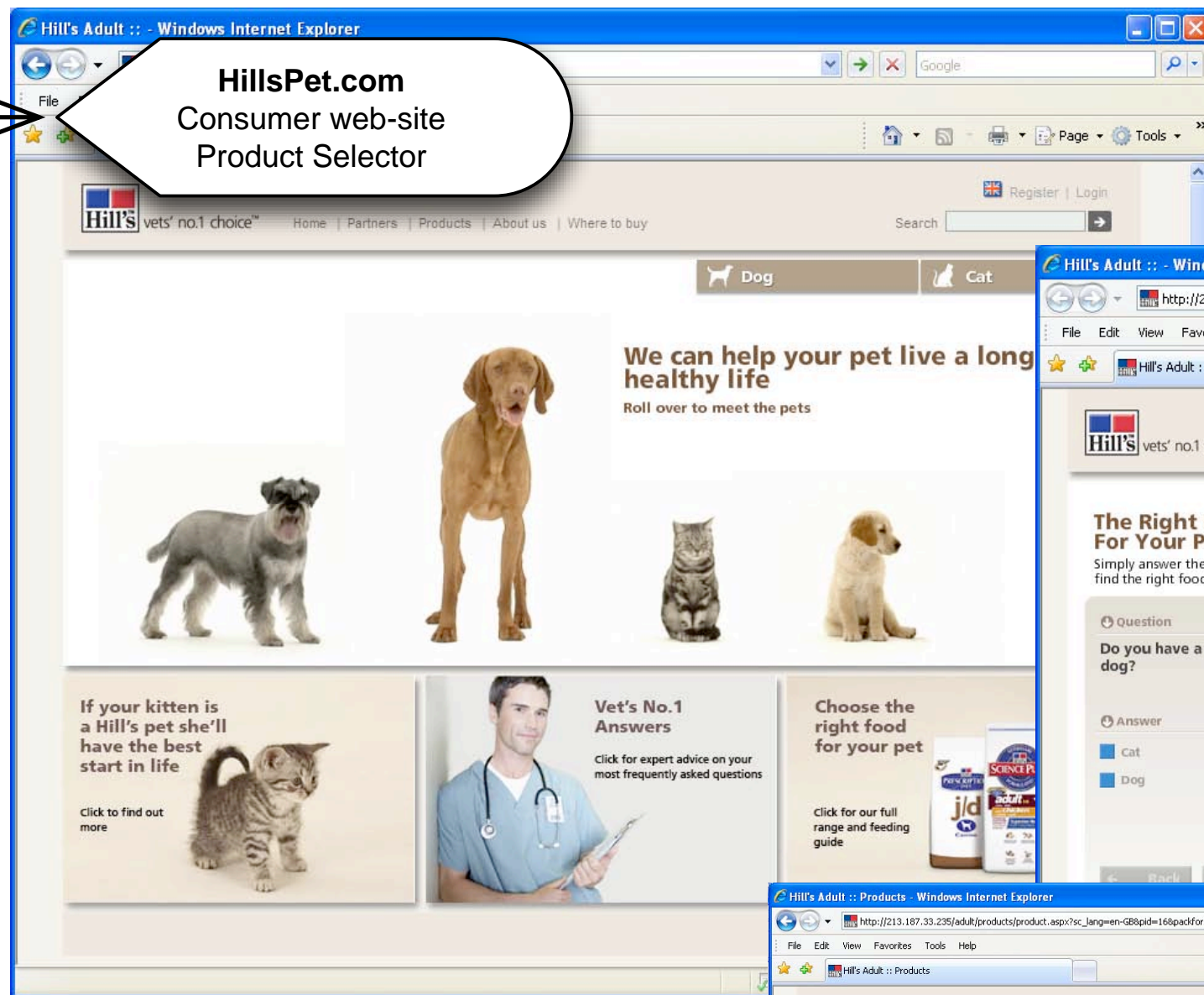
# Already providing a LIVE feed for . . .

- ▶ HQC CRAFTworks
- ▶ HillsPet.com website
- ▶ “Key to Nutrition” production
- ▶ VetShop





# HillsPet.com Interactive Product Selector



## HQC CRAFTworks Vet-channel tool

**Product List**

Product Family:  Flavour:  Total Number of Products: 293

Vsn 9.4 ☒ All Products ☐ Canine only ☐ Feline only

☒ Cans ☒ Pouches ☐ Bags

Family	Variety	Pack Size	SKU	Price	Pack Form
Canine Nature's Best™ Adult Large / Giant	Regular	12 kg	5598	£39.99	Dry
Canine Nature's Best™ Adult Large / Giant	Regular	2 kg	6437	£8.99	Dry
Canine Nature's Best™ Adult Mini/Medium	Regular	12 kg	5596	£39.99	Dry
Canine Nature's Best™ Adult Mini/Medium	Regular	2 kg	6435	£8.99	Dry
Canine Nature's Best™ Adult Mini/Medium	Regular	700 g	6429	£3.59	Dry
Canine Nature's Best™ Mature Adult 7+ Mini/Medium	Regular	12 kg	7029	£41.99	Dry
Canine Nature's Best™ Mature Adult 7+ Mini/Medium	Regular	2 kg	7028	£9.50	Dry
Canine Nature's Best™ Mature Adult 7+ Mini/Medium	Regular	700 g	7027	£3.59	Dry
Canine Nature's Best™ Puppy Large Breed / Giant	Regular	12 kg	5597	£41.99	Dry
Canine Prescription Diet™ c/d™	Regular	370 g (x 12)	8001	£20.76	Canned
Canine Prescription Diet™ d/d™	Venison	370 g (x 12)	8005	£21.60	Canned
Canine Prescription Diet™ d/d™	with Duck	370 g (x 12)	8003	£21.60	Canned
Canine Prescription Diet™ d/d™	with Duck & Rice	14 kg	9322	£69.95	Dry
Canine Prescription Diet™ d/d™	with Duck & Rice	5 kg	9118	£32.95	Dry
Canine Prescription Diet™ d/d™	with Duck & Rice	2 kg	9117	£14.95	Dry
Canine Prescription Diet™ d/d™	with Egg & Rice	14 kg	9320	£69.95	Dry
Canine Prescription Diet™ d/d™	with Egg & Rice	5 kg	9112	£32.95	Dry
Canine Prescription Diet™ d/d™	with Egg & Rice	2 kg	9111	£14.95	Dry
Canine Prescription Diet™ d/d™	with Lamb	370 g (x 12)	8002	£21.60	Canned
Canine Prescription Diet™ d/d™	with Salmon	370 g (x 12)	8004	£21.60	Canned

**CRAFTworks**

**Hill's** vets' no.1 choice™

**Krista Belcher**  
**Feeding Recommendation for "Felix" Test Asnovoice**

Proper nutrition plays an important role in your pet's overall health and well being. Based on our assessment of your pet, we recommend you feed Hill's Feline Prescription Diet™ d/d™ to provide the optimum balance of nutrition.

**Total Daily Cost : £1.18**

**Feline Prescription Diet™ d/d™**

Package Size: 2 kg  
Package Cost: £18.95  
Package Lasts: 48.69 days

**Daily Amount: 41 g**  
**Daily Cost\*: £0.39**  
\*Daily cost is estimated and for illustration only

**Feline Prescription Diet™ d/d™**

Package Size: 156 g (x 24)  
Package Cost: £28.80  
Package Lasts: 36.46 days

**Daily Amount: 102 g**  
**Daily Cost\*: £0.79**  
\*Daily cost is estimated and for illustration only

Description	Summary	Commentary
Protein	Single, novel animal source, Highly digestible, Reduced amount	Helps avoid common food allergens. Limits the amount of undigested protein in the gastrointestinal tract able to provoke an allergic reaction.
Omega-6 fatty acids	High	Helps maintain glossy coat and smooth skin.
Omega-3 fatty acids	High	Helps limit inflammation in the skin.
Carbohydrate	Solely from pea	Allergy to pea is rare.
Superior antioxidant formula	Added	Reduced harmful free radicals. Skin cells are particularly vulnerable to oxidative damage.

Feeding suggestions are only starting points, pets' needs may vary. With the help of your veterinary healthcare team, adjust feeding portions as needed to attain your pet's optimal body weight.

**Switching to a new food:**  
To switch to a new food, gradually mix increasing amounts of the new food with decreasing amounts of the old food over a 7 day period, unless otherwise instructed.

**A note from your veterinarian, Charles Bagnall, and nurse Gloria Truffle:**  
Feed this and see the skin glow (it's radioactive)

**Further Information:**  
A 156 g can is equal to 50 grams of the dry food .

**You have opted in for follow-up calls at 2 and 15 days**

**Krista Belcher**  
Practice telephone 0123 456789  
Hill's Customer Service 0800 282438

HQC CRAFTworks  
Feeding Guide: energy values,  
SKUs, RRP, compliance

**Supply Planner**

**Canine Prescription Diet™ I/d™**

☒ Dry 50% **'Regular' 2 kg Bag £14.45** Quantity 1 **£1.46/day**

Grid Weeks 2

☒ Wet 50% **'Regular' 370 g (x 12) Can £23.76** Quantity 1 **£3.17/day**

**Cost:**  
Daily: £4.63  
Total: £38.21

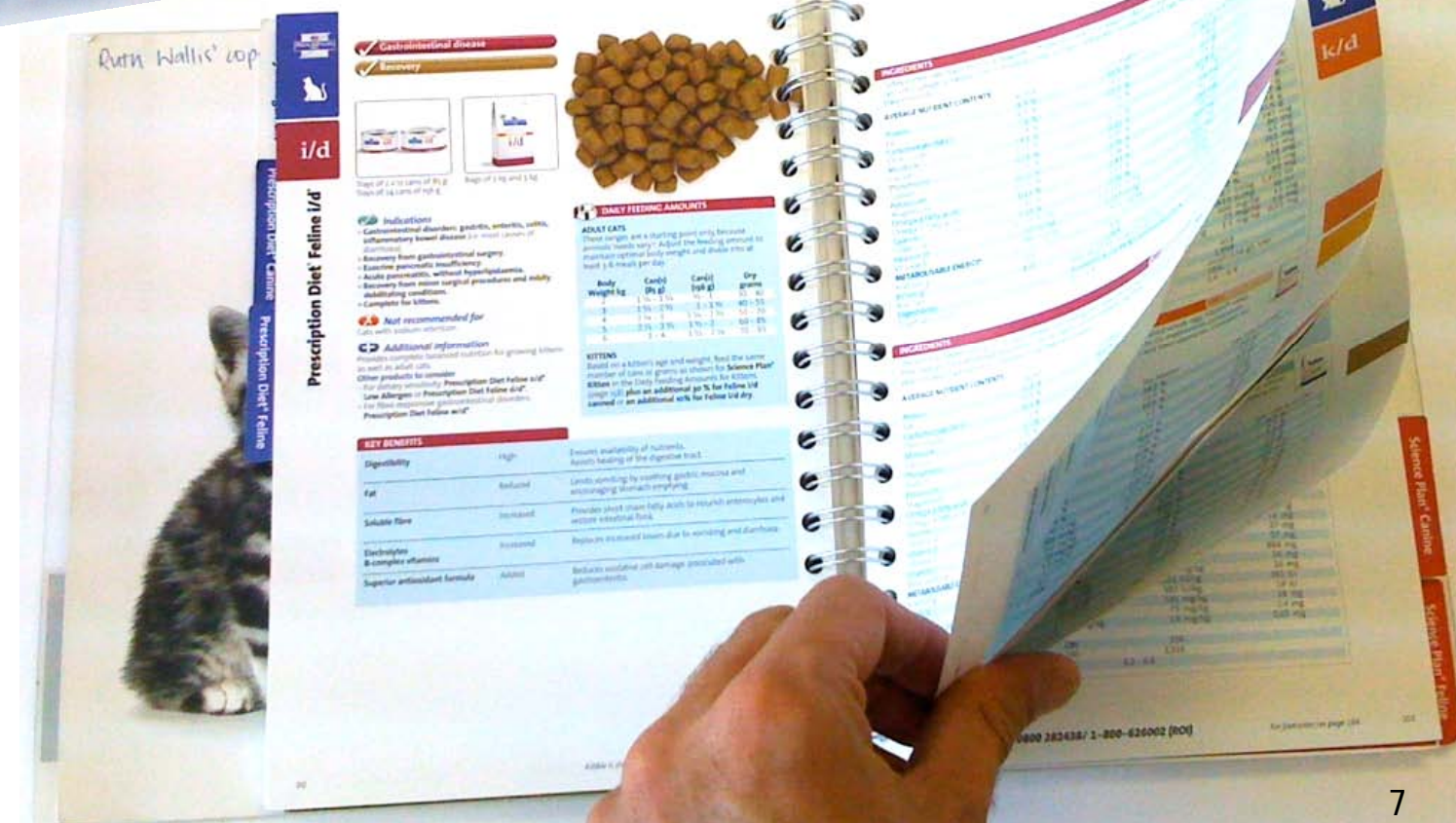
**Back** **Next**



"Key to Nutrition"  
publication



The "Key to Nutrition"  
production process: collation,  
checking, translation, approvals





VetShop  
e-commerce

# VetShop

vets' no.1 choice™

Willkommen Herr Prof Browne
 [Mein Einkaufskorb](#) | 
 [Mein Profil](#) | 
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[Zum Shop](#)
[Hilfe](#)

Tragen Sie den Bestellcode ein den Sie in der Praxis bekommen haben

[Abschicken](#)

[Wie lautet Ihr Bestellcode?](#)

Hill's™ Science Plan™ Canine

[Puppy](#) | [Adult](#) | [Mature Adult Senior](#) | [Light/Special Care](#)

### Adult mit Lamm & Reis Large Breed

Damit es Ihrem großen Hund auch großartig geht, gibt es Science Plan™ Canine Adult Large Breed Lamm und Reis. Es wurde extra für die Ernährungsbedürfnisse von Hunden entwickelt, die mehr als 25 kg wiegen. Es hat nicht nur einen köstlichen Geschmack, es ist auch ein Alleinfutter mit hochwertiger Antioxidantien-Formel, die Ihrem großen Hund hilft, rundum gesund zu bleiben.

[Zusätzliche Informationen](#)

Produkt	Grösse	Preis	Menge
Adult mit Lamm & Reis Large Breed	3 kg Beutel	17,99 €	1
Adult mit Lamm & Reis Large Breed	15 kg Beutel	61,99 €	1

### Ihr Warenkorb

4 Artikel

Adult mit Lamm & Reis Large Breed 3 kg Beutel  
 1 17,99 €

Kitten mit Huhn 2 kg Beutel  
 2 42,98 €

SP NeuteredCat Mature Adult 3,5 kg Beutel  
 1 28,60 €

**Gesamt 89,57 €**

[Neu berechnen](#)

[Bestellung abschicken](#)

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 [Kontakt](#) | 
 [AGBs](#)

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### Vet Shop Kasse - Auftragsbestätigung

Bitte klicken Sie auf "Zurück zum Shop" am Ende der Seite, falls Sie Ihre Bestellung ändern möchten. Wenn Sie mit Ihrer Bestellung zufrieden sind, klicken Sie auf "Bestellung abschicken".

Mehr Informationen zum Thema Lieferungs- und Rechnungsadresse bitte hier klicken. [Hilfe](#)

Lieferadresse - <a href="#">Adresse ändern</a>	Rechnungsadresse - <a href="#">Adresse ändern</a>
James Browne test 1 11111 test	James Browne test 1 11111 test

### Ihr Hills-Einkaufskorb

Menge	Produktbeschreibung	Größe	Einzelpreis	Gesamtbetrag
1 x	Adult mit Lamm & Reis Large Breed 3 kg Beutel	3 kg	17,99 €	17,99 €
2 x	Kitten mit Huhn 2 kg Beutel	2 kg	21,49 €	42,98 €
1 x	SP NeuteredCat Mature Adult 3,5 kg Beutel	3,5 kg	28,60 €	28,60 €
Lieferkosten:				0,00 €
<b>GESAMT:</b>				<b>89,57 €</b>
Gesamtbetrag enthält 7% MWST:				5,87 €

Lieferung: 1-2 Werktage. Bitte denken Sie daran, dass die meisten Lieferungen bei Erhalt eine Unterschrift benötigen.

Sollen wir Ihnen eine E-Mail schicken, um Sie daran zu erinnern, neues Futter nachzukaufen? ☐ Ja ☒ Nein

Bitte sagen Sie uns, wann wir Ihnen die Erinnerungs-E-Mail schicken sollen [In einer Woche](#)

Ich habe die AGBs gelesen und akzeptiert. Ich kläre mich Einverstanden, dass die AGBs Bestandteil meiner Bestellung sind. [AGBs](#) ☐

[Zurück zum Shop](#) [Bestellung abschicken](#)

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Web-page based  
reference tool  
for Hill's authorised users

Web  
Interface

W:\psf\Parallels Shared\pic.jpg - Windows Internet Explorer

Parallels Shared\pic.jpg

File Edit View Favorites Tools Help

Parallels Shared\pic.jpg

Canine Prescription Diet™ d/d™

BENEFITS LAYOUT

idProduct (family) 127

PRODUCTS CHECK PRODUCT MASTER PICS

FR 6 set 6 reg\_id\_to\_check

choose a region and set it to see prices

	unit price	hero	bunde	PID	idProduct	Variant
9117			1	1079	127	with Duck & Rice
9118				1079	127	with Duck & Rice
9322				1079	127	with Duck & Rice
9111				1078	127	with Egg & Rice
9112				1078	127	with Egg & Rice
9320				1078	127	with Egg & Rice
9114				1080	127	with Salmon & Rice
9115				1080	127	with Salmon & Rice
9321				1080	127	with Salmon & Rice
8005				12084	127	Venison
8003				12083	127	with Duck
8002				12081	127	with Lamb
8004				12082	127	with Salmon

Elisa Comments

James Comments

copy language id: 3 en (en = 3, nl = 7)

Total SKUs in this family 13

copy missing?

Other Comments

indications source code

Allergic dermatitis, food-related or atopic Food allergy or food intolerance with dermatological or gastrointestinal signs. Use as an Elimination Diet. Pancreatitis, without hyperlipidaemia (use Canine d/d dry).

Contra indications source code

Cats. Puppies. Pregnant or lactating bitches.

Additional Info source code

Seven novel protein formulas combine a single novel animal protein source (venison, egg, duck or salmon) with a single source of carbohydrate and vegetable protein (potato or rice). For increased palatability, the dry formulas are coated with hydrolysed chicken. This hydrolysate has an average molecular weight < 6,000 daltons and no intact protein molecules to avoid an allergic reaction. Can benefit dogs with chronic otitis externa, interdigital pruritus or perianal pruritus (which can be signs of an adverse food reaction) and with atopic skin disease. Also benefits dogs with non-allergic skin disease by providing essential nutrients. Fish oil, highly purified to exclude any protein residue, is added as a source of omega-3 fatty acids. In acute pancreatitis, feed Canine d/d dry only after the initial stage during which all food and liquid by mouth are withheld. Other products to consider for use as an Elimination Diet (for maximum reliability in the

Nutritional Info source code

Protein... Single, novel animal source Highly digestible Reduced amount... Helps avoid common food allergens. Limits the amount of undigested protein in the gastrointestinal tract able to provoke an allergic reaction..

Disclaimer source code

A 370 g can is equal to 100 grams of the dry food.

preview font size 1

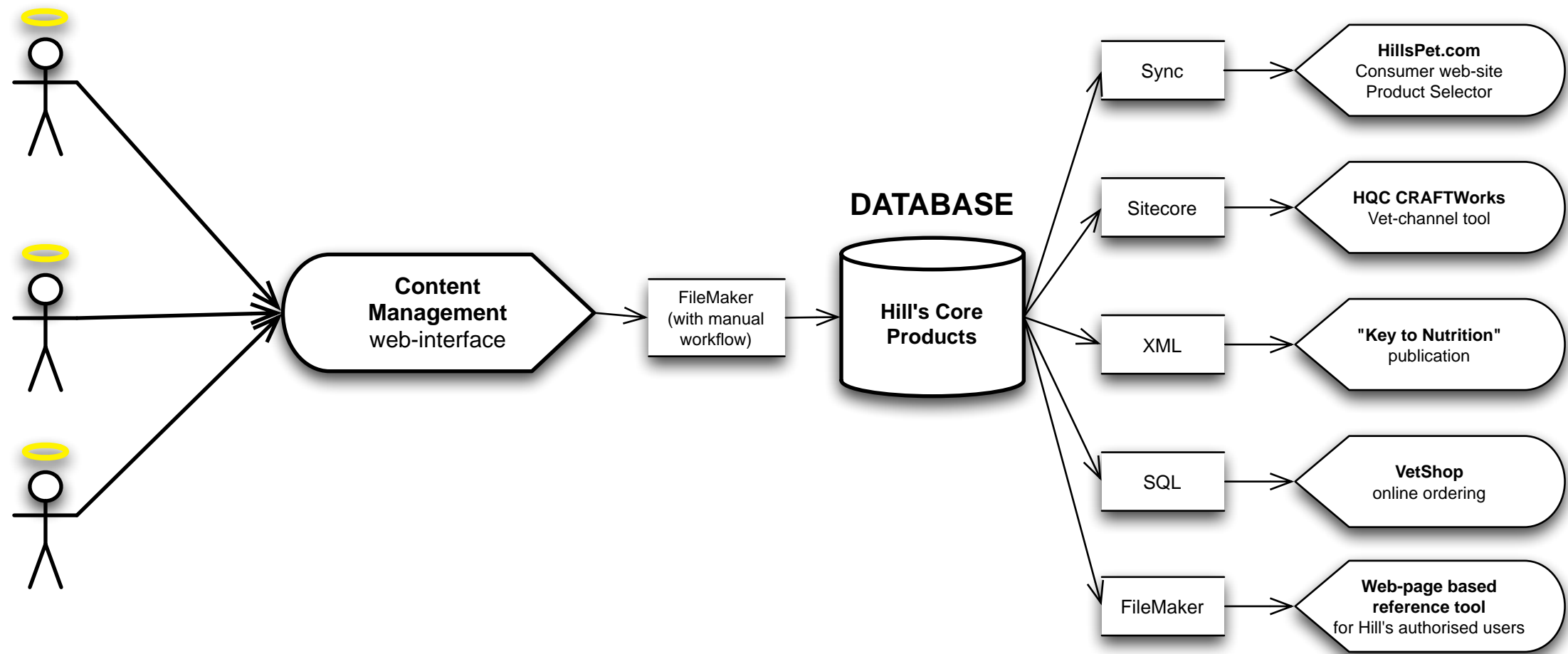
Done Trusted sites 100%

# Impact and implications

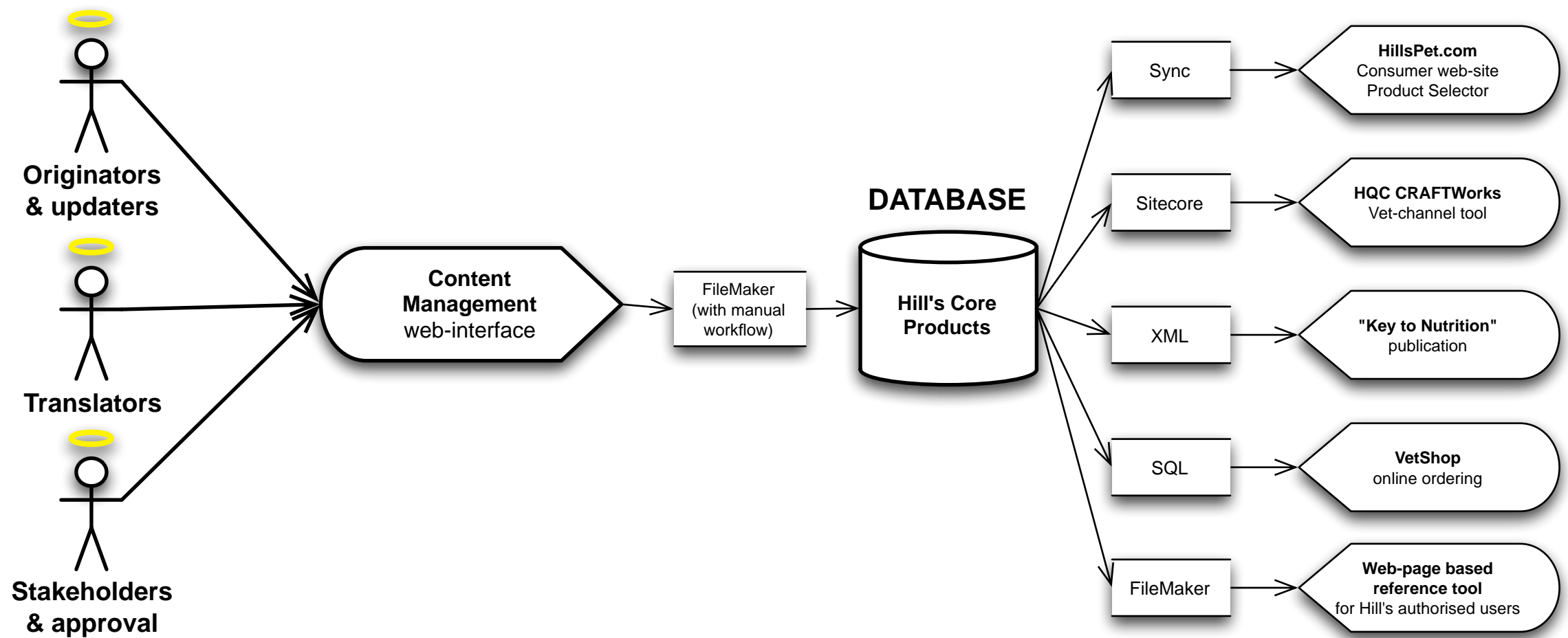
- ▶ One-stop-shop for management of essential product information
- ▶ Save significant time and cost in collating info for Key Production
- ▶ Energy can be focussed on analysis, presentation and communication, not on clerical, checking and fact-finding
- ▶ More up-to-date and accurate info for pet-channel, vet-channel and other professional groups.
- ▶ Better compliance and legal
- ▶ Easier localisation gives more control to the countries, making content more precise and relevant for their market. Especially for managing exceptions.
- ▶ Save country time commitment and management for approval process
- ▶ Potential “printing-on-demand” model?
- ▶ Supports integrated strategic initiatives eg. Vetshop e-commerce



# For optimum health . . .



# Feed regularly



Attribute and Owner		Content by Application				Current Source
		Packaging	VetStart	Craftworks	The Key	
Brand	Central Core Marketing	x		x	x	Price list
Species	Central Core Marketing	x		x	x	Price list
Product Name	Central Core Marketing	x		x	x	Price list
Form	Central Core Marketing	x		x	x	Price list
Variant	Central Core Marketing	x		x	x	Price list
Size	Central Core Marketing	x		x	x	Price list
SKU	Central Core Marketing	x		x	x	Price list
Packaging	Central Core Marketing	x		x	x	Price list
Consumer Description	Central Core Marketing	x		x	x	Hill's.com
Key Benefits (Consumer)	Central Core Marketing	x		x	x	Hill's.com
Benefits Icons	Central Core Marketing	x		x	x	Key
Nutritional Characteristics	Central Core Marketing	x		x	x	Key
Partials	Tech Affairs	x		x	x	Key
Indication	Tech Affairs	x		x	x	Key
Contraindication	Tech Affairs	x		x	x	Key
Ingredient List	Tech Affairs	x		x	x	Key
Average Nutrient Analysis	Tech Affairs	x		x	x	Key
Amount to feed	Calculated			x	x	VetShop
Reference Guide	Central Core Marketing			x		Price list
Recommended Products Lists	Central Core Marketing			x		Price list
Protocols	Central Core Marketing			x		Price list
Ship Lists	Local Marketing			x		Price list
VSP	Local Marketing			x		Price list
ISP	Local Marketing			x		Price list
Cost per day	Calculated			x		VetShop
Product shot		x	x	x		Key
Additional info		x	x	x		Key
Other products to consider		x	x	x		Key
MarginIndex		x	x	x		Key
Include combined feeding in amounts to feed						
Shelf life info						Packaging



# Content Owners

Attribute and Owner		Content by Application					Current Source
		Packaging	VetStart	Vetshop	Craftworks	The Key	
Brand	Central Cons Marketing	x		x	x	x	Price list
Species	Central Cons Marketing	x		x	x	x	Price list
Product Name	Central Cons Marketing	x		x	x	x	Price list
Form	Central Cons Marketing	x		x	x	x	Price list
Variant	Central Cons Marketing	x		x	x	x	Price list
Size	Central Cons Marketing	x		x	x	x	Price list
SKU	Central Cons Marketing	x		x	x	x	Price list
Packshot	Central Cons Marketing			x	x	x	Siebert Head
Consumer Description	Central Cons Marketing			x			Hills.com
Key Benefits (Consumer)	Central Cons Marketing	x		x	x	x	Hills.com
Benefit Icons	Central Cons Marketing	x					
Nutritional Characteristics	Central Cons Marketing			x	x	x	Key
Parnuts		x					
Indication	Tech Affairs			x	x	x	Key
Contraindication	Tech Affairs			x	x	x	Key
Ingredient List	Tech Affairs	x		x	x	x	Label
Average Nutrient Analysis	Tech Affairs					x	Key
Amount to feed	Calculated	x		x	x	x	Vetshop
Reference Guide	Central Cons Marketing						
Recommended Products Lists	Central Cons Marketing						
Protocols	Central Cons Marketing						
Ship Units	Local Marketing			x	x		Price list
VPP	Local Marketing						Price list
RSP	Local Marketing			x	x		Price list
Cost per day	Calculated			x	x		Vetshop
Product shot			x	x	x	Key	
Additional info			x	x	x	Key	
Other products to consider			x	x	x	Key	
Margin/index							
Include combined feeding in amounts to feed							
Shelf life info						Packaging	

# What will Content Owners need going forward?

- ▶ Levels of access
  - administrators
  - translators
  - review & amend
  - reference-only
- ▶ Features?
  - new data types
  - additional layouts



# Next Steps

- ▶ Coming soon:
  - regional versions of HQC CRAFTworks
  - Web-site consumer-facing product-info for:
    - Science Plan revitalisation
    - new Nature's Best products
    - European copy (vs. legacy USA material)
  - Key to Nutrition 2009 (copy date: September 2008)
- ▶ GHMC to set up login accounts
  - countries to confirm names and emails of content managers by end June
- ▶ Training by phone conference
- ▶ Extension of system capabilities to match emerging needs