

# Kroger Supplier Information Management System (SIM)

## Training Documentation



## Introduction

All Kroger suppliers are required to register in Kroger's new Supplier Information Management (SIM) system. The SIM system will provide for a centralized database of suppliers, along with their facilities, products and services, that can be used by our associates in operating units throughout the Company. In addition, the document management and communication features of this system are designed to ensure Kroger and its suppliers comply with the law, especially ever-increasing regulations and related inspection, tracking, monitoring and certification requirements. Based on how a supplier answers the registration questions, the SIM system will request that the supplier upload additional documents or agree to additional terms. A fully functioning SIM system will allow all levels of management to identify Kroger suppliers who are qualified to do business with Kroger (as well as those who are not).

Certifications and other information associated with suppliers and their facilities will be stored in and visible through the SIM system. The SIM system will track expiration dates and send email reminders to suppliers to help keep this supplier information and documentation current. Kroger sets high standards for its suppliers and the SIM system is designed to help us ensure that our suppliers have the necessary knowledge, processes, commitment, and quality products to be a part of Kroger's trusted network.



To begin the registration process visit [www.thekrogerco.com](http://www.thekrogerco.com) and select the link “Vendors & Suppliers”

The screenshot shows the Kroger website's navigation bar with the following elements:

- Kroger Logo**: Located at the top left.
- Navigation Links**: Vendors & Suppliers (highlighted with a red arrow), Careers, Contact Us, and a Search button.
- Secondary Navigation**: About Kroger, News Room, Investor Relations, Community, and Sustainability.
- Content Grid**: A grid of four main sections: Social (purple), Economic (orange), Environment (green), and a central white banner for "Improving Today to Protect Tomorrow".
- Footer**: Includes a URL box (<http://www.thekrogerco.com/>), certification logos (Elite Manager, Certification Nation 2014, Energy Star), and an Awards & Recognition section.

**Improving Today to Protect Tomorrow**  
Creating jobs. Moving toward zero waste. Feeding the hungry. Reducing energy consumption. Kroger's 375,000 associates are helping to make each community we serve a better place to live.  
[Learn More](#) | [Download the Report](#)

**Awards & Recognition**  
The *National Business Group on Health* recognized Kroger as a Gold winner in the **2014 Best Employers**



Select “Become a Supplier” and detailed instructions on how to register your company will appear.

Vendors & Suppliers Careers Contact Us Search

About Kroger News Room Investor Relations Community Sustainability

Kroger Corporate > Vendors & Suppliers > Become a Supplier

## Vendors & Suppliers

- Become a Supplier**
  - Kroger Supplier Self Registration
- Supplier Data Responsibilities for Program Mercury
- Supplier Diversity
- Merchandise Compliance
- Supplier EDI
- Ariba (ASN) Information
- Document Library
- Corporate Brands Vendors
- California Transparency in Supply Chains Act of 2010
- Import Vendors

## Become a Supplier

### Kroger Supplier Self-Registration

The Kroger Company uses an automated Supplier Information Management (SIM) program to manage our relationships and interactions with suppliers. The SIM program provides a centralized database of suppliers, along with their facilities, products and services, that can be used by our associates in operating units throughout the Company. The document management and communication features of this system supports programs designed to ensure Kroger and its suppliers comply with the law, especially ever-increasing regulations and related inspection, tracking, monitoring and certification requirements.

The Kroger Co. is working with Iasta and using its Smartsources platform for the SIM program. [This is the only way we accept current and/or prospective supplier registration information.](#)

Please use the link(s) below to complete the self-registration process.

Please prepare the following documentation BEFORE you proceed to register. You will not be able to continue without this information.

1. Basic Company and Contact Information
2. Federal Tax ID Number, EIN or last 4 digits of SSN
3. D&B D-U-N-S® Number: If you do not know your D&B D-U-N-S® Number, please use this link to access the D&B website: <http://www.dnb.com>

Are you already an active Kroger vendor? [Click here to self-register](#)



After selecting “Click here to self register” you will be taken to the Kroger SmartSource® portal (<https://kroger.smartsourceportal.com/SourceWeb.dll/SupplierRegistration.html>) to complete the authentication page:

SmartSource

Kroger

Language:  
English

**Register**

Company Name:

First Name:

Last Name:

Email Address:

Confirm Email Address:

Confirmation Code: 9XPPBDM

Enter Confirmation Code:

Submit

Terms | Download

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**NOTE:** All times are expressed in your system time zone unless otherwise stated.



After completing the authentication page you will receive the following confirmation:



Language:

English

[Terms](#) | [Download](#)

### Request Submitted Successfully

Your request was submitted successfully. You will receive an e-mail shortly with the subject line **Supplier Profile Access**.

If you do not receive the e-mail in a few minutes:

- Please check your Spam and/or Junk folder(s).
- If you still cannot find the message, your e-mail server may have blocked it. Please contact your IT department to have them "whitelist" e-mails from iasta.com and smartsourceportal.com. You may need to re-register if this is the case.

For additional questions, or if your e-mail still does not arrive, please contact IASTA support at:

- US: 317-594-8600 x1
- UK: 0870 199 4060
- [Additional numbers](#)

**Note:** Please do not discard your confirmation e-mail once you receive it. This e-mail contains a link that you may use to return to the registration form if you need to save your progress and return at a later time.

**NOTE:** All times are expressed in your system time zone unless otherwise stated.

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You can expect to receive an e-mail with a unique hyperlink to verify you are the main contact for your company responsible for ensuring all information is up to date and will be the main point of contact for this process. Click on the link to access the Kroger Self Registration Profile.

You can fill out your Supplier Profile by going to:

<https://kroger.smartsourceportal.com/SourceWeb.dll/SupplierRegistration.html?ActionName=supplierregistrationprofile&ActionData=ConfirmationCode%3DVYEMHE9X3%26UniqueID%3D%7B53640247-0D08-4001-8E20-05EC57AC2CF1%7D>

NOTE: Please do not discard this confirmation e-mail. This e-mail contains a link that you may use to return to the registration form if you need to save your progress and return at a later time.



Below is a portion of the Kroger Supplier Registration Profile. You will need to click on “Edit this Company Profile” to answer the questions. A valid Tax Id number must be entered. If the number has already been used by another user at your company, you will be notified by Kroger with instructions on how to proceed.

Assigned Contracts | Home > Company Profiles > Kroger Supplier Registration Profile

My Profiles | Help

language: English

Terms | Download

### Kroger Supplier Registration Profile

[Edit this Company Profile](#)

#### 1. Kroger Supplier Registration Profile

**1.1\***

Welcome to The Kroger Co.'s Supplier Information Management system. The information collected from this process will be used by buyers across the entire organization to invite suppliers to participate in sourcing events and other opportunities. Providing complete and accurate information will support key decisions made in connection with your supplier relationship with Kroger.

Completing the registration process does not guarantee you will receive a request to bid and/or a contract from Kroger, nor does it imply that your company has any type of procurement relationship with Kroger.

This profile is tied to the main contact at your company. This person will be responsible for ensuring all information is up to date and will be the main point of contact for any information that needs to be updated within the profile.

**\*Required Question\***

For validity purposes, please type your company name.

(no answer)

**1.2\***

**\*Required Question\***

Are you a current supplier of Kroger? A supplier is considered current if paid by The Kroger Co. in the past 14 months. Please note, if you are not a current supplier and are awarded future business with Kroger, you will be required to update this answer at that time.

Yes

**1.3\***

**\* Required Question \***

What type of Tax ID Number do you have?

Note: If your TIN number needs to be updated in the future, please notify Kroger's Supplier Information Management Team at 855 707-4202 Ext. 4 to help you through this process.

EIN



Use the following navigation and command buttons at the top and bottom of profile pages to navigate through the pages of the survey and save and submit your response.

**Back:** Go to the previous page of the profile. This link is not available if there is no previous page.

**Next:** Go to the next page of the profile. This link is not available if there is no next page.

**Pages:** Go to a specific page by selecting it from a list of pages in the Jump to Page area.

**Save:** Save profile and continue entering information. You'll receive a message stating the profile has been saved and providing a link to exit the editor.

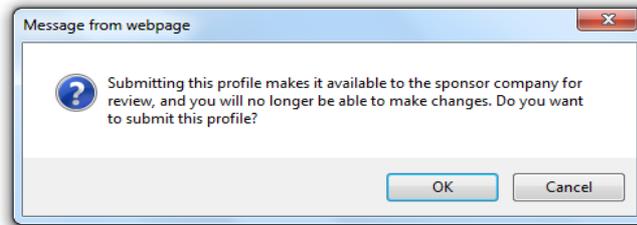
**Cancel:** Cancel the changes you have made and exit the profile editor.

**Preview:** Open a preview page with your response displaying as it will appear to the sponsor.

**Submit:** Save your changes and submit them to the sponsor company. Submitting a profile changes the profile's completion status to submitted and the review status to unverified. The sponsor can review your profile and verify or reject individual questions. You will have the option to print your profile after submitting it.



Once you submit your Kroger Self Registration Profile your information will be verified by Kroger and you will be informed of next steps. Please note that it can take several weeks for you to receive your log-in credentials to complete the remaining profiles.



The next e-mail you receive will be a request to complete the Primary SIM Profile similar to the one below. You will be asked to choose a permanent password and can return to your profiles using the link provided in this email.

-----  
Cincinnati, Ohio 45202-1100

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Dear Agatha,

The Kroger Co. is implemented a new Supplier Information Management program in 2014 and all active vendors are required to register with Kroger as part of the program. Your company has been identified as an active Kroger vendor and participation is mandatory. Kroger is working with Iasta, a company comprised of sourcing and onboarding experts, to assist in the implementation of the Supplier Information Management program. Iasta's SmartSource web portal allows vendors to provide company information through a series of online profiles.

To participate, please use the information below to access the Kroger Supplier Information Management on-line system. Once logged in, you will be given access to the Primary Supplier Information Profile. Subsequently, the Contracts, Locations, and Supplier Capabilities Profiles will be released based on your submissions and responses. You will be provided access to help documentation and FAQ guide within the first section of any profile. To access a 5 minute tutorial on completing profiles in the system, please follow this link: <http://videos.iasta.com/supplierprofilevideo/>.

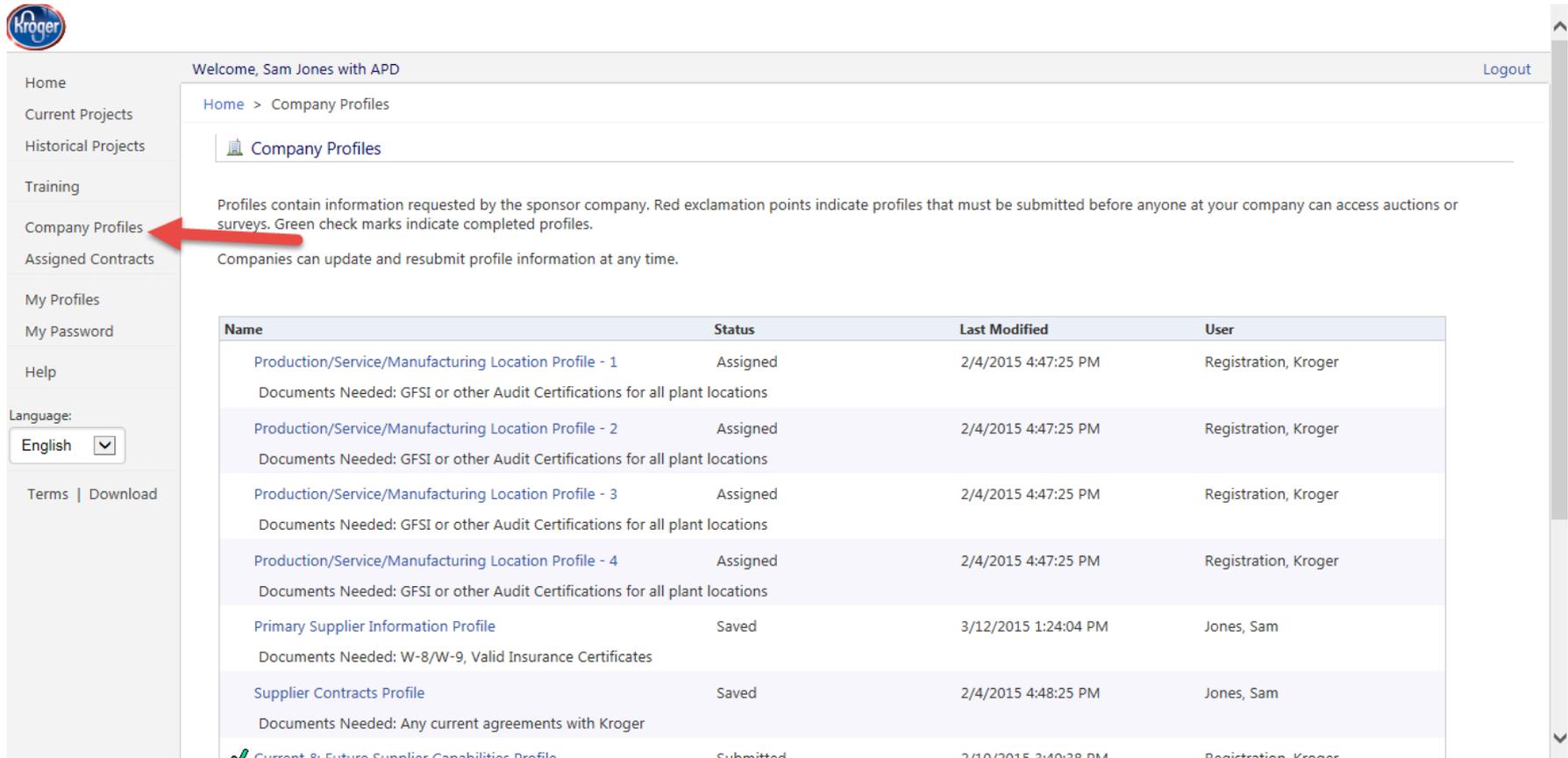
Below is your user name and password to log into the SmartSource web portal. Please email [krogerregistration@iasta.com](mailto:krogerregistration@iasta.com) or call 1-855-707-4202 x1 if you have any issues accessing the Kroger Supplier Information Management profiles through the portal.

1. Navigate to <http://kroger.smartsourceportal.com>
2. Enter the following login information:
  - \* User Name: [REDACTED]
  - \* Password: [REDACTED]
3. Click on company profiles
4. Select an assigned profile
5. Click the edit link within the profile to begin editing

Please note the temporary password listed above can only be used once. After logging in for the first time you will be prompted to create a permanent password for future access. If you forget your password you may reset it on the website by clicking the link provided in step #1 above.



You can access the profile by clicking on the link “Company Profiles” in the left side margin.



Welcome, Sam Jones with APD Logout

[Home](#) > [Company Profiles](#)

### Company Profiles

Profiles contain information requested by the sponsor company. Red exclamation points indicate profiles that must be submitted before anyone at your company can access auctions or surveys. Green check marks indicate completed profiles.

Companies can update and resubmit profile information at any time.

Name	Status	Last Modified	User
<a href="#">Production/Service/Manufacturing Location Profile - 1</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
<a href="#">Production/Service/Manufacturing Location Profile - 2</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
<a href="#">Production/Service/Manufacturing Location Profile - 3</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
<a href="#">Production/Service/Manufacturing Location Profile - 4</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
<a href="#">Primary Supplier Information Profile</a> Documents Needed: W-8/W-9, Valid Insurance Certificates	Saved	3/12/2015 1:24:04 PM	Jones, Sam
<a href="#">Supplier Contracts Profile</a> Documents Needed: Any current agreements with Kroger	Saved	2/4/2015 4:48:25 PM	Jones, Sam
<a href="#">Current &amp; Future Supplier Capabilities Profile</a>	Submitted	2/10/2015 3:40:38 PM	Registration, Kroger



In the Primary SIM profile you will complete information about your company's capabilities, W8/W9 forms, insurance and other company information. Once completed, you will receive further notification of remaining profiles to be completed. The number of profiles to be completed is dependent on whether or not you are a current vendor and the information you provided in the Primary SIM Profile.

My Profiles  
My Password  
Help  
Language: English  
Terms | Download

Commands: Save Cancel Preview Submit

PAGES  
**Supplier Information Primary Contact Profile**  
Primary Contact  
Master Data Management  
Capabilities  
Source Location  
W-8/W-9 Information  
Insurance  
Remit To Address Change  
Next Steps

### 1. Supplier Information Primary Contact Profile

1.1\* **\*Required Question\***

Welcome to The Kroger Co.'s Supplier Information Management system. The information collected from this process will be used by buyers across the entire organization to invite suppliers to participate in sourcing events and other opportunities. Providing complete and accurate information in these profiles will support key decisions made in connection with your supplier relationship with Kroger.

"Kroger" means The Kroger Co. and its direct and indirect subsidiaries and other affiliates; Kroger's retail, distribution, procurement and manufacturing operations currently are conducted under the names listed here: <http://www.thekrogerco.com/about-kroger/operations>. "You" or "I" means the company for whom this profile is being submitted.

Completing the registration process **does not guarantee** you will receive a request to bid and/or a contract from Kroger, nor does it imply that your company has any type of procurement relationship with Kroger.

This profile is tied to the main contact at your company. This person will be responsible for ensuring all information is up to date and will be the main point of contact for any information that needs to be updated within the profile. **You must complete all required fields (question numbers marked with an asterisk and highlighted in dark red) in order to submit the profile.** Also, question numbering may appear out of order due to some questions' visibility being dependent on specific answers. If you have questions about the online profile submission process or experience technical issues, please contact [krogerregistration@iasta.com](mailto:krogerregistration@iasta.com).

To access our FAQ Guide, follow this link: [Kroger - Supplier Registration FAQ.pdf](#)  
To access our Help Guide, follow this link: [Help Guide](#)  
To access a 5 minute tutorial on completing profiles, follow this link: [Completing a Profile](#)

After submitting this profile, you will be asked to provide additional information via this web portal. You may login to this web portal at any time using the username and password that was emailed to you to update your company information. Do you understand?

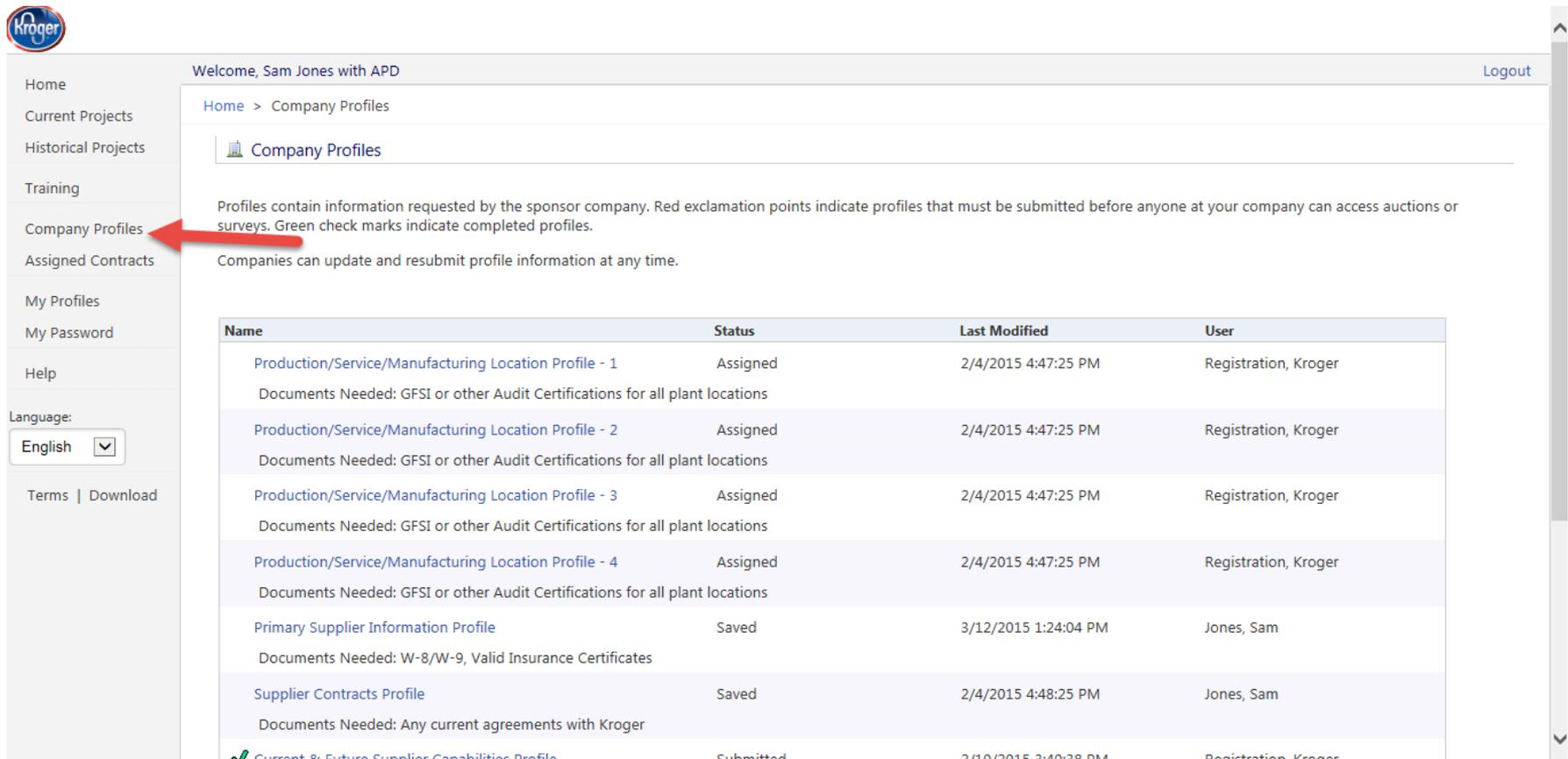
I understand

1.2\* **\* Required Question \***

Please review the attached letter and indicate your understanding below.



You can always return to your profiles by entering your login credentials on the Kroger SmartSource portal and selecting the link on the left hand side: Company Profiles



Welcome, Sam Jones with APD Logout

[Home](#) > [Company Profiles](#)

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<a href="#">Production/Service/Manufacturing Location Profile - 3</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
<a href="#">Production/Service/Manufacturing Location Profile - 4</a> Documents Needed: GFSI or other Audit Certifications for all plant locations	Assigned	2/4/2015 4:47:25 PM	Registration, Kroger
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 <a href="#">Current &amp; Future Supplier Capabilities Profile</a>	Submitted	2/10/2015 3:40:38 PM	Registration, Kroger



**If you have any questions about this process or require further assistance, please contact the Kroger Supplier Engagement Group at:**

**E-mail: [SupplierCompliance@kroger.com](mailto:SupplierCompliance@kroger.com)**

**Phone (US): 844-277-6165, option 2**

**Phone (outside US): +011-513-387-1140, option 2**

