



Retailer Data Submission

Retailer User Guide

AGDATA

Retailer Data Submission

Welcome to Data Dimensions, your sales reporting solution.

We are pleased to be partnering with industry leading manufacturers to offer a simplified online sales reporting tool to assist you with your reporting needs.

Experiencing difficulties with the website?
Contact your Data Dimensions Customer Service Team by calling **1-800-901-0012** or email us at sales@yourdatadimensions.com.

Login

User name

Password **passwords are case-sensitive*

[Login](#) [Forgot your password?](#)

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1-800-901-0012 | sales@yourdatadimensions.com

www.AGDATA.com

Hello there!

Welcome to Data Dimensions, your sales reporting solution. We are pleased to be partnering with industry leading manufacturers to offer a simplified online sales reporting tool to assist you with your reporting needs.

Login: Enter your username and password in the designated fields. If they have forgotten login information call our customer support team at 1-800-901-0012. Or email us at sales@yourdatadimensions.com. If you don't remember your password click on *Forgot your password?*

We provide data collection services for seven leading manufacturers. Click on manufacturer's logo to connect to company's website.

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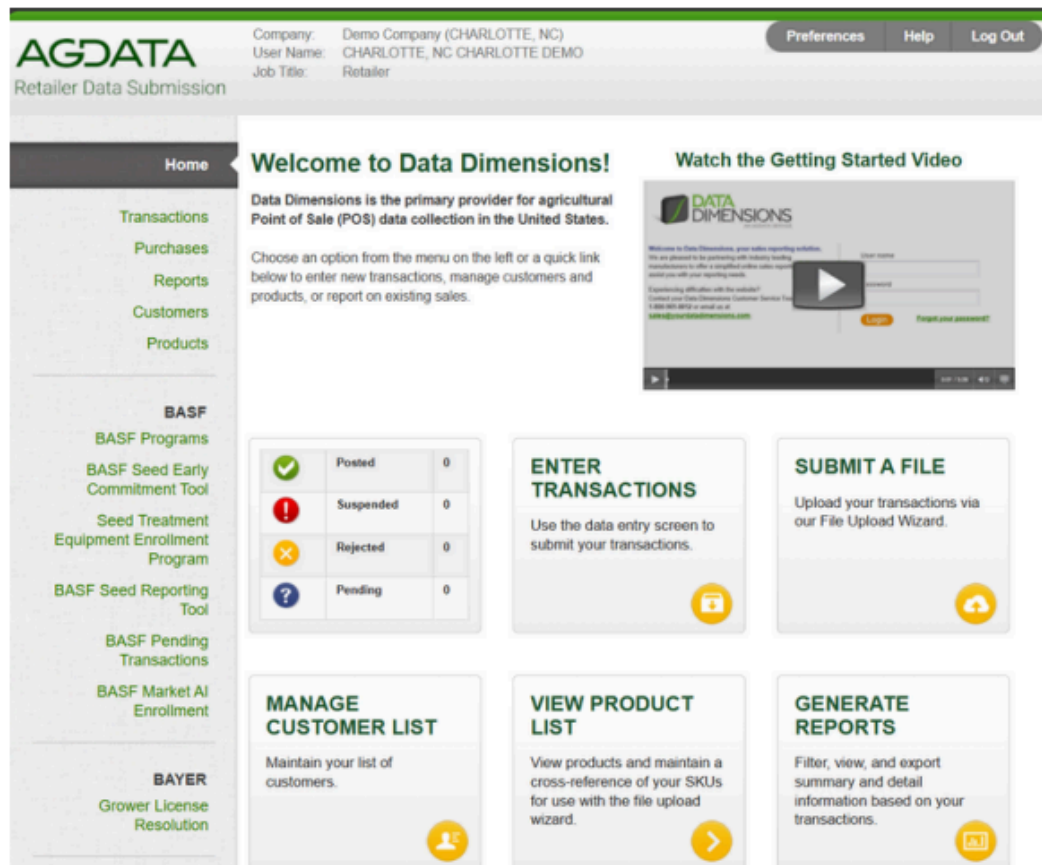
Password *passwords are case-sensitive

[Forgot your password?](#)

Home


The Home Page is designed to highlight the Core Functions. You can click the desired box or access a specific action from the left side Menu Bar.

- Verify login User Name & Location
- Video Introduction to instructional videos on how to use the Data Dimensions website.
- Transaction Statistics Box displays current season totals of posted, suspended, rejected & pending transactions. Click on the transaction type to view all transaction history.
- Core Functions boxes Enter Transactions, Submit A File, Update Customer List, Maintain Product List and Generate Reports explains each feature. Click box to access or select option from menu on left.
- Manufacturer specific links for additional reporting option or program information access link from the menu on the left side of the screen.



Transactions

This screen displays your account statistics for the current season. Or use the drop down to select previous two seasons. To view detail, simply click on the option you would like to view: Posted, Suspended, Rejected or Pending transactions



Retailer Data Submission

Company: Demo Company (CHARLOTTE, NC)
 User Name: CHARLOTTE, NC CHARLOTTE DEMO
 Job Title: Retailer

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[Log Out](#)

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Transactions

- Posted Transactions
- Suspended Transactions
- Rejected Transactions
- Enter Transactions
- Submit a File

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[Reports](#)
[Customers](#)
[Products](#)

BASF

- BASF Programs
- BASF Seed Early Commitment Tool
- Seed Treatment Equipment Enrollment Program
- BASF Seed Reporting Tool

Transaction Statistics

Market Year 2025		
✓	Posted	0
!	Suspended	0
✗	Rejected	0
?	Pending	0

Posted Transactions

View the list of transactions that have been posted to your account and are available for pick-up by the manufacturer. Click on “Posted” to view all posted transactions. You have the option to narrow search by various criteria.

Market Year (defaults to current season) -
Use the drop down to select the market year you wish to view .

Manufacturer - To narrow down the search use the Manufacturer drop down to select the company you would like to view.
Search Box Begin smart search by typing any information (product, customer, address, etc.) used in the transaction to view results

Icons - Place cursor over icons next to search box to view icon functions (Apply Search, Reset Criteria & Export to Excel)

Data appears displaying transaction details submitted Magnifying Glass Click

Magnifying Glass - To view transaction detail: Posted Transaction View

After clicking on the Magnifying Glass and viewing your transaction, the record recently viewed will be highlighted in orange.

The screenshot shows the AGDATA Retailer Data Submission interface. The top header includes the AGDATA logo, user information (Company: Demo Company (CHARLOTTE, NC), User Name: CHARLOTTE, NC CHARLOTTE DEMO, Job Title: Retailer), and links for Preferences, Help, and Log Out. The main content area is titled 'Posted Transactions' and features a search bar with a dropdown for the year (2025) and a dropdown for the manufacturer. Below the search bar is a table of transactions with columns: Trans. Id, Customer Name, Location, Matched License, Invoice No., Invoice Date, Manuf., Product Code, Product Name, Quantity, UOM, Price, and Open. The table contains 10 rows of data. A sidebar on the left contains navigation links: Home, Transactions (with a sub-menu for Posted Transactions, Suspended Transactions, Rejected Transactions, Enter Transactions, and Submit a File), Purchases, Reports, Customers, Products, BASF, BASF Programs, BASF Seed Early Commitment Tool, Seed Treatment Equipment Enrollment Program, and BASF Seed Reporting Tool. The bottom of the page shows 'Showing 1 to 10 of 10 entries'.

Trans. Id	Customer Name	Location	Matched License	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	Price	Open
154624465	ABC Farms	Charlotte, NC 28210		1234	07/29/2025	FMC	12001817	ACCOLADE WDG, 2.5 LB. E	14.00	Pound		
154624464	Doe, Jane	Charlotte, NC 28210		012	07/29/2025	Corteva	5581932	ACCENT Q 12X18 OZ BTL US	13.00	Ounce		
154624463	Doe, Jane	Charlotte, NC 28210		901	07/29/2025	FMC	12001817	ACCOLADE WDG, 2.5 LB. E	12.00	Pound		
154624462	Doe, John	Charlotte, NC 28210		890	07/29/2025	Bayer	84422460	ABSOLUTE MAXX 270 GALLON IBC	11.00	Gallon		
154624461	Doe, John	Charlotte, NC 28210		789	07/29/2025	Corteva	5581932	ACCENT Q 12X18 OZ BTL US	10.00	Ounce		
154624460	ABC Farms	Charlotte, NC 28210		567	07/29/2025	FMC	12001817	ACCOLADE WDG, 2.5 LB. E	9.00	Pound		
154624459	ABC Farms	Charlotte, NC 28210		456	07/29/2025	FMC	12001817	ACCOLADE WDG, 2.5 LB. E	8.00	Pound		
154624458	Doe, Jane	Charlotte, NC 28210		345	07/29/2025	FMC	12001817	ACCOLADE WDG, 2.5 LB. E	7.00	Pound		
154624457	Doe, John	Charlotte, NC 28210		234	07/29/2025	Corteva	5581932	ACCENT Q 12X18 OZ BTL US	6.00	Ounce		
154624456	ABC Farms	Charlotte, NC 28210		123	07/29/2025	Bayer	84422460	ABSOLUTE MAXX 270 GALLON IBC	5.00	Gallon		

Suspended Transactions

View transactions that have been put on hold due to verification or accuracy issues.

Market Year (defaults to current season) -
Use the drop down to select the market year which you wish to view.

Manufacturer - To narrow down the search use the Manufacturer dropdown to select the company you would like to view.

Suspended Reason - Use drop down to filter on suspended reason instead of display all

Search Box - Begin smart search by typing any information (product, customer, address, etc.) used in the transaction to view results

Icons - Place cursor over icons next to search box to view icon functions (Apply Search, Reset Criteria & Export to Excel)

Data appears displaying Transaction details submitted & Suspended Reason

Open Click on pencil icon to view transaction detail: Suspended Transaction Edit screen.

Delete Click on X icon to delete transaction.

The screenshot shows the AGDATA Retailer Data Submission interface. The top navigation bar includes 'AGDATA Retailer Data Submission', user information, and links for 'Preferences', 'Help', and 'Log Out'. The left sidebar contains a 'Transactions' menu with options: 'Posted Transactions', 'Suspended Transactions' (selected), 'Rejected Transactions', 'Enter Transactions', and 'Submit a File'. Below this is a 'Purchases' menu with 'Reports', 'Customers', and 'Products'. The main content area is titled 'Suspended Transactions' and features filters for '2025', 'Manufacturer', and 'Suspended Reason'. A search box prompts the user to 'Enter at least 3 characters to begin smart search...'. A 'Delete Multiple Transactions' dialog box is visible, showing 'Delete Selected' and 'Select All on this page' options. The table below displays one transaction:

Trans. ID	Customer Name	Location	Matched License	Invoice No.	Invoice Date	Method	Product Code	Product Name	Quantity	UOM	Price	Reasons	Open	Delete	Select
154824466	ABC Farms	Charlotte, NC 28210		2345	07/29/2025	Buyer	84422460	ABSOLUTE MAXX 270 GALLON INC.	0.00	Gallon		Invalid Quantity		X	

Showing 1 to 1 of 1 entries

Suspended Transactions Edit

Correct or update suspended transactions.

Suspended Reasons - Explains why transactions are suspended

Red exclamation - This line item requires additional verification or correction in order to post. Click on section header or icon below to view details and make correction. Once updates are made click *Save Transaction*. If the transaction was suspended because a duplicate was detected, check the *Override Duplicate Exception* box to allow transactions to post.

Check mark - This line item does not need verification or correction. However, you have the option to update invoice info or change product or quantity by clicking on the check mark or corresponding header.

Transaction information line - This item provides additional information but no action required.

After editing or viewing the suspended transaction, the record recently viewed will be highlighted in orange.


Suspended Transaction Edit


[Go back to Suspended Transactions](#)


Suspended Reasons

- Invalid Quantity - Zero Quantity

Click on each section header below to view details



Customer **ABC Farms** (6801 Carnegie Blvd Suite 100 Charlotte, NC 28210)


Invoice **No: 2345** **Date: 07/29/2025**



Product **Name: ABSOLUTE MAXX 270 GALLON IBC** **Qty: 5** **UOM: Gallon** **Price: 0**

 Adjust the quantity for this transaction or check the "Override Quantity Exception" checkbox to allow this quantity.

Change Product

Product Id 90605
Manuf. Bayer
Product Code 84422460
Product Name ABSOLUTE MAXX 270 GALLON IBC
UOM Gallon
Quantity 
Override Quantity Exception ☐
Price

 **Transaction Information** **Transaction Id: 154624466**

 **License No:** **Matched License No:**

Save Transaction

Delete

Suspended Transactions

2025 -- Manufacturer -- -- Suspended Reason --

Enter at least 3 characters to begin smart search...



Delete Multiple Transactions

Delete Selected
Select All on this page ☐

Results per page: 50

Trans. Id	Customer Name	Location	Matched License	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	Price	Reasons	Open	Delete	Select
154624466	ABC Farms	Charlotte, NC 28210		2345	07/29/2025	Bayer	84422460	ABSOLUTE MAXX 270 GALLON IBC	0.00	Gallon		-Invalid Quantity			<input type="checkbox"/>

Showing 1 to 1 of 1 entries

Rejected Transactions

Rejected transactions are transactions that are no longer valid. Transactions deleted from suspended are moved to rejected automatically as "Rejected User Delete" No further action is needed for Rejected transactions. However, if the transaction is rejected for demographics, a valid address is needed for the grower before it can be reprocessed.

Market Year (defaults to current season) -
Use the dropdown to select which market year you wish to view.

Manufacturer - To narrow down the search, use the Manufacturer dropdown to select the company you would like to view.

Rejected Reason - Use dropdown to filter on rejected reason instead of displaying all.

Search Box - Begin smart search by typing any information (product, customer, address, etc.) used in the transaction to view results.

Icons - Place cursor over icons next to search box to view icon functions (Apply Search, Reset Criteria & Export to Excel)

Magnifying Glass - Click Magnifying Glass to view transaction detail: Rejected Transaction view

AGDATA
Retailer Data Submission

Company: Demo Company (CHARLOTTE, NC)
User Name: CHARLOTTE, NC CHARLOTTE DEMO
Job Title: Retailer

Preferences Help Log Out

Home

Rejected Transactions

2025 -- Manufacturer -- -- Rejected Reason --

Enter at least 3 characters to begin smart search.

Results per page: 50

Trans. Id	Customer Name	Location	Matched License	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	Price	Reasons	Open
15402486	ABC Farms	Charlotte, NC 28219		2345	07/29/2025	Bayer	84422460	ABSOLUTE MAXX 270 GALLON IBC	0.00	Gallon		User Deleted Transaction from Website	

Showing 1 to 1 of 1 entries

Rejected Transaction Edit

On this page, users can correct transactions that were rejected for demographics issues.

Users are only able to correct transactions that are rejected for demographics issues. Once a valid address is added for the grower, the transaction will reprocess.

If the wrong customer was originally selected, there is an option to Change Customer. This will allow you to search and add a different customer.

After the Customer Details have been updated or changed, click on **Save Transaction**. The transaction will automatically reprocess.

Click on **Go back to Rejected Transactions** to return to the Rejected screen.

After editing or viewing rejected transactions, the record recently viewed will be highlighted in orange.

[Home](#)

Transactions

- Posted Transactions
- Suspended Transactions
- Rejected Transactions**
- Enter Transactions
- Upload Transactions

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[Customers](#)
[Products](#)

[BASF](#)
[Clearfield Wheat Reporting Tool](#)
[Current Programs](#)

[BAYER](#)
[Grower License Resolution](#)

[CORTEVA](#)
[Trait Management](#)
[Inventory Reporting](#)

Rejected Transaction Edit

[Go back to Rejected Transactions](#)

Rejected Reasons

- Invalid Bayer Customer Demographics

Customer Details

[Change Customer](#)

Changes to demographics will also change the demographics for the customer with this Customer Acct.

Customer Acct. 0000428589372307
Business Name "WELLS, DEAN"
First Name
Last Name
Address 17244 W PETERS RD
Address2
Address3
Address4
City CASA GRANDE
State Arizona
Zip 85222

Invoice Details

Invoice No. 1111
Invoice Date 01/01/2013

Product Details

Manuf. Bayer
Product Code 79028628
Product Name STRATEGO 270 GALLON IBC
Quantity 1.00 Gallon
Quantity Exception Overridden? ☐

Transaction Details

TransactionId 35559752
Source WEB

[Save Transaction](#)

Rejected Transactions

2013
-- Manufacturer --
-- Rejected Reason --

Enter search criteria...

Trans. Id	Customer Name	Location	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	Reasons	Open
35566479	"WELLS, DEAN"	CASA GRANDE, AZ 85222	123	01/01/2013	Bayer	79333025	BALANCE FLEX 2X2.5 GALLON CASE	10.00	Ounce	Invalid Bayer Customer Demographics	
35559752	"WELLS, DEAN"	CASA GRANDE, AZ 85222	1111	01/01/2013	Bayer	79028628	STRATEGO 270 GALLON IBC	1.00	Gallon	Invalid Bayer Customer Demographics	

Showing 1 to 2 of 2 entries

Enter Transactions

Use this screen for manual web entry. Highlighted yellow fields are required fields.

Invoice Details - Begin smart search by typing any criteria (name, address, city, state, etc.) related to the customer. Results prepopulate based on your customer list. Click desired customer.

New customer? Add new customer here - Use this link to add a customer if you do not see your customer in the Customer results.

After clicking **Add Customer**, a pop-up window appears. Begin smart search by typing any information related to the customer you're seeking.

You are now searching the Data Dimensions database and the more criteria entered, the better the results. If customer not listed, manually add a new customer (See *Add Customer* page)

Invoice No. - Enter your invoice number.

Invoice Date - Enter invoice date or click on the calendar icon to select your date.

Clear After Adding? - This box is pre-checked and will clear your current grower, invoice number, and invoice date upon clicking *Save Transaction*. If you want to maintain this customer, the invoice number, and the invoice date, uncheck this box.

Enter Transactions

Invoice Details

Customer

Enter at least 3 characters to begin smart search...

New customer? Add new customer here

Invoice No.

Invoice Date

☒ Clear invoice details after saving?

Product Details

Product

Enter at least 3 characters to begin smart search...

Can't find product? Search product list here

Quantity

Price

UOM

☐ Allow duplicate pending transaction (i.e. split invoice)?

☒ Clear product details after saving?

License Details

License

☒ Clear license details after saving?

Save Transaction

Cancel

Pending Transactions

Customer Name	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	License	Price	Edit	Delete
ABC Farms	456	07/29/2025	Bayer	86723468	LAUDIS 4X1 GALLON CASE	15.00	Ounce		0.00		

Showing 1 to 1 of 1 entries

Submit Transactions

Enter Transactions Continued

Product Details - Begin smart search by typing the product name or code in the Product field. Products matching the search criteria will begin to display. Select your preferred product. If you do not see your product in the results, click *Can't find product? Search product list here*. A pop-up window appears allowing you to search the Data Dimensions database.

Quantity - Enter quantity reporting

UOM - Unit of measure auto populates with an icon and abbreviation based on the product selected.

Override Duplicate Pending Transaction -

If you know up front you are entering a duplicate, check this box so the transaction does not suspend for Duplicate Transaction or Split invoice.

After all the orange highlighted required fields have been entered, click *Save Transaction* or *Cancel* if you wish to delete the entry.

Pending Transactions - All saved transactions are moved to pending. This is a holding area to review transactions prior to submitting. You must click *Submit Transactions* to process entries.

Enter Transactions

Invoice Details

Customer

Enter at least 3 characters to begin smart search...

Invoice No.

Invoice Date

☒ Clear invoice details after saving?

Product Details

Product

Enter at least 3 characters to begin smart search...

☐ Allow duplicate pending transaction (i.e. split invoice)?

☒ Clear product details after saving?

License Details

License

☒ Clear license details after saving?

Save Transaction

Cancel

Pending Transactions

Customer Name	Invoice No.	Invoice Date	Manuf.	Product Code	Product Name	Quantity	UOM	License	Price	Edit	Delete
ABC Farms	456	07/29/2025	Bayer	86723468	LAUDIS 4X1 GALLON CASE	15.00	Ounce		0.00		

Showing 1 to 1 of 1 entries

Submit Transactions

Edit - Click on pencil icon and transaction will display under Enter Transactions. Make updates and save transaction again. Update will appear under Pending.

Delete - You can remove transaction by clicking on the X. When pop-up window appears, Click delete.

Add Customer under Enter Transaction

New customer? [Add new customer here](#)

Add Customer pop-up window appears.

Begin smart search by typing any information related to your grower. You are now searching the Data Dimensions database.

Results begin to display. If the customer name appears, click on the “+” button to the right of the customer to add.

The customer name will automatically populate under Enter Transactions taking you back to the entry screen to continue entering transactions.

If the customer name does not appear, click on *Manually add a New customer*, complete all fields highlighted in orange (required) and click Save. The customer name will automatically populate under Enter Transactions where you can continue entering transactions.

Search Product List under Enter Transaction

This screen allows you to search reportable products in the Data Dimensions database. There are two ways to search the product list:

Search Box - Begin smart search by typing the product name or code in the Product field. The more criteria entered, the better the results.

Filter - The product search can be filtered by Manufacturer, Product Groups, and/or Product Families. All filters not required for search. Using filters assists with narrowing search results.

Once results display, select your preferred product by clicking on the + under *Select*. The product info will populate under Product Details on the Enter Transactions screen allowing you to continue with the transaction.

Search Product List

-- Manufacturer --
 -- Select Product Group --
 -- Select Product Family --

Enter at least 3 characters to begin smart search...

Manuf.	Product Name	Product Code	UOM	Select
No matching records found				

Search Product List

Corteva
 -- Select Product Group --
 -- Product Families --

Enter at least 3 characters to begin smart search...

Manuf.	Product Name	Product Code	UOM	Select
Corteva	ACCENT Q 12X18 OZ BTL US	5581932	OZ	+
Corteva	ACCENT Q 560 OZ BIB AS	5591804	OZ	+
Corteva	ACELLUSATZ BLKBLK1GAL USA	5035226	GA	+

Product Details

Product: **ABUNDIT EXTRA 250 GAL NON RETURN TOTE**
 Can't find product? [Search product list here](#)
 Quantity: UOM: **Gallon**
☐ Allow duplicate pending transaction (i.e. split invoice)?
☒ Clear product details after saving?

Save Transaction
 Cancel

Upload Transactions/Submit a File

Use Data Dimensions standard templates or upload a custom Excel file from your system. Data Dimensions can process an Excel file created from your business system and “remember” your file layout for future reporting.

Need to create an Excel File?

Below are the minimum required data points needed to upload a file:

- Selling Location Account Number*
- Invoice Date
- Grower Account Number
- Farm or Business Name
- Grower First Name
- Grower Last Name
- Grower Address
- Grower City
- Grower State
- Grower Zip
- Product ID
- Product Name/Description
- Product Quantity
- Unit of Measure
- Invoice Number

*The Selling Location Account Number is the number used to login to Data Dimensions.

Download and save one of our four templates. Then, go back and fill in the required data points needed to process a file.

The screenshot shows the AGDATA Retailer Data Submission web application. At the top, the AGDATA logo and 'Retailer Data Submission' text are on the left. On the right, user information is displayed: Company: Demo Company (CHARLOTTE, NC), User Name: CHARLOTTE, NC CHARLOTTE DEMO, and Job Title: Retailer. There are links for Preferences, Help, and Log Out. A sidebar on the left contains navigation links: Home, Transactions (with sub-links: Posted Transactions, Suspended Transactions, Rejected Transactions, Enter Transactions, and Submit a File), Purchases, Reports, Customers, Products, BASF (with sub-links: BASF Programs, BASF Seed Early Commitment Tool, Seed Treatment, and Equipment Enrollment Program). The main content area is titled 'Submit a File' and contains instructions for uploading a file. It offers two options: 'Custom Excel file from your business system' or 'Data Dimensions Standard Template', and 'AgGateway Standard PMR Template'. It provides links for downloading Excel templates (Data Dimensions Excel 97-2003 Template and Data Dimensions Excel 2007+ Template) and a PDF user guide for the AgGateway Standard PMR template. It also includes steps for exporting transactions to the template and uploading it, with buttons for 'Upload Custom or Data Dimensions Template' and 'Upload AgGateway Standard PMR Template'.

Transaction File Upload

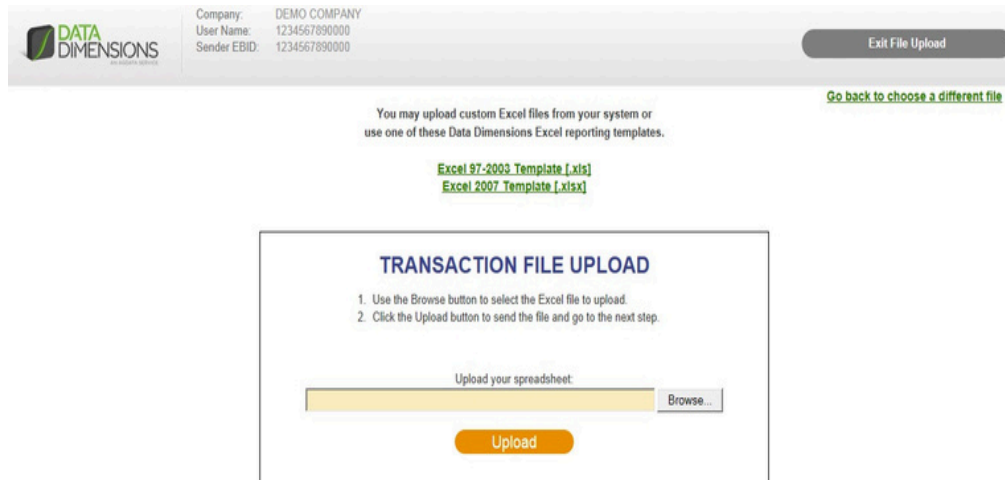
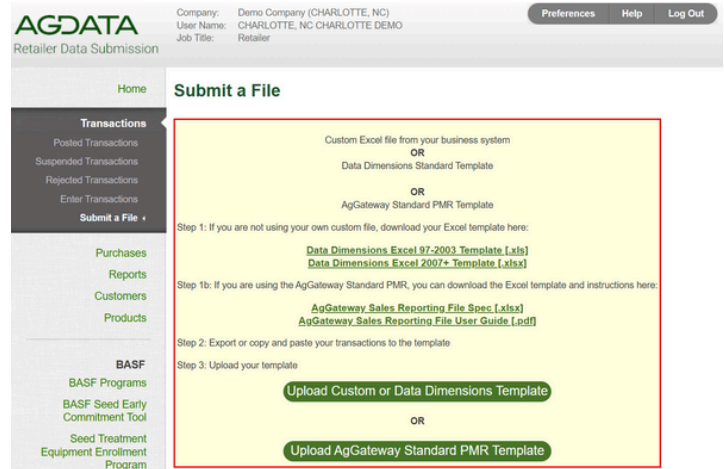
Once you have completed your Excel file and are ready to submit, click on the *Begin the File Upload Wizard* to upload your file.

This screen provides the point of entry for all file uploads, both custom and standard template.

Under *Transaction File Upload*, click the *Browse* button to locate your file (where you have it saved).

The saved file name will appear (verify you have the correct file). Then, click the *Upload* button.

You may also choose to *Exit File Upload* or *Go back to choose a different file* by clicking on these links in the upper right hand corner.



Custom Excel File Upload

When submitting a Custom Excel File, the system will auto detect your headings are custom and prompt user to proceed to *File Mapping*.

Tell us about your file

Most Excel files will have column headers that indicate what data is populated in those columns. Also, most headers begin on Row 1. If your headers are located in Row 1, keep the preselected options. If not, make changes to file mapping to reflect uploaded file headers. When done, click on *Proceed to Map File*.

Map your *Uploaded Column* names to the Data Dimensions *Processing Columns* by clicking on each dropdown under *Uploaded Columns*. The name of your column headers (*Uploaded Columns*) can be different from the ones listed in this guide. Just as long as the minimum required data points (*Processing Columns*) are included in the file, you can label them however you like.

Once File Mapping has been completed, click *Preview Mapping*.

Company: DEMO COMPANY
User Name: 1234567890000
Sender EBID: 1234567890000

Exit File Upload

File Mapping

To begin, enter some basic information about your file, and then click "Proceed To Map File".
You can change these values at any time; simply re-click "Proceed To Map File".

Does your file have column headers? ☒ Yes ☐ No

What row number has your column headers?

[Proceed To Map File](#)

Go back to choose a different file

Preview Mapping

Match the columns in your file to the columns required for processing.
Hold your cursor over any Processing Column name to get more information about that column.
Once you've completed the mapping, click "Preview Mapping" to continue.
All of the columns in your file may not need to be mapped.

PROCESSING COLUMNS	UPLOADED COLUMNS
SELLING LOCATION ACCOUNT NUMBER	LOCATION ACCOUNT NUMBER
INVOICE DATE	PURCHASE DATE
GROWER ACCOUNT NUMBER	GROWER ACCOUNT NUMBER
FARM BUSINESS NAME	BUSINESS NAME
GROWER FIRST NAME	GROWER FIRST NAME
GROWER LAST NAME	GROWER LAST NAME
GROWER SUFFIX	GROWER SUFFIX
ADDRESS	ADDRESS
CITY	CITY
STATE	STATE
ZIP CODE	ZIP CODE
PRODUCT NUMBER	PRODUCT NUMBER
PRODUCT NAME AND DESCRIPTION	PRODUCT NAME AND DESCRIPTION
PRODUCT QUANTITY	PRODUCT QUANTITY
UNIT OF MEASURE	UNIT OF MEASURE
INVOICE NUMBER	INVOICE NUMBER
EMAIL	


Preview Upload File

Review file mappings

Data Dimensions Excel templates uploaded will proceed directly to *Preview* bypassing mapping.

If Custom file layout was previously uploaded, our system will remember your mapping and proceed directly to *Preview*.

If mapping is correct, click on *Proceed to Validation*. If the mapping is not correct, you can go back to remap the file until all the data are in the right columns.



Sender EBID: 1234567890000
Company: DEMO COMPANY
User Name: 1234567890000

Exit File Upload

[Go back to choose a different file](#)

Preview your file mappings below to ensure that your data fields have been properly set up.

Preview

Click "Create New Mapping" to correct the file mapping or
Click "Proceed To Validation" to validate the data just uploaded.

Create New Mapping
Proceed To Validation

Your file has 7 rows of data

Row No.	Selling Location Acct No.	Invoice Date	Grower Acct. No.	Farm Business Name	Grower First Name	Grower Last Name	Grower Suffix	Address	City	State	Zip	Product Number	Product Name	Quantity	UOM	Invoice No.
2	1234567890000	02/26/2013	0000	Moreno Farms Inc - Chemicals				13028 SW 128 St	Miami	FL	33186	10000836	Command 3 2x2.5 Gal	2.50	GA	40008707
3	1234567890000	01/17/2013	225950	Frisbie Meador Farms LLC				1331 Commerce Dr	La Belle	FL	33935	10000836	Command 3 2x2.5 Gal	5.00	GA	50019235
4	1234567890000	01/23/2023	225151	World Ag				P.O. Box 3088	Immokalee	FL	34143	10000836	Command 3 2x2.5 Gal	10.00	BG	50019337
5	1234567890000	01/25/2013	225143	World Ag				P.O. Box 3088	Immokalee	FL	34143	10000836	Command 3 2x2.5 Gal	15.00	GA	50019368

File Validation

If all appears correct after previewing mapping, click *Proceed to Validation* to validate data. If the file is error free, it will process. The confirmation page will display with details of total transactions advising that “Your file has passed validation.”

Transactions are processed in real time. Please check back to confirm no transactions were Suspended or Rejected.

If any corrections were made on the Validation page, you can download a copy of the corrected file from our system for your records.

If your file does not pass validation, you will receive a message warning that your file has errors. You must correct the errors for the file to pass validation. Errors are highlighted in orange. Place your cursor over the highlighted area to view the error.

Corrections can be made directly on this screen. There is also the ability to lookup product information.

Company: DEMO COMPANY
User Name: 1234567890000
Sender EBID: 1234567890000

Exit File Upload

[Go back to choose a different file](#)

Your file has passed validation.

Your file data has been successfully submitted.

1 transactions were entered.

✓ Posted 1 transaction(s) successfully.

[Download Corrected File](#)

[Upload another file](#)

[Go back to choose a different file](#)

If you have many errors then make corrections in the original file on your computer and reupload the corrected file.

[Re-Validate](#)

Your file has 3 rows of data and 3 rows with errors or warnings.

Hold your cursor over the orange cells to view the error associated with that cell. Make your corrections right on this screen and click "Re-Validate"

Row No.	Override	Delete	Selling Location Acct No.	Invoice Date	Grower Acct. No.	Farm Business Name	Grower First Name	Grower Last Name	Grower Suffix	Address	City	State	Zip	Product Number	Product Name	Quantity	UOM	Invoice No.
2			1234567890000	03/02/2012	5	salley farm				18 north tracy st	charleston	sc	29403	4250140	FULTIME BLKBLK 1GLC US	6	g	801
3			1234567890000	03/07/2012	6	salley farm				18 north tracy st	charleston	sc	29403	59021510 Product Lookup	FULTIME BLKBLK 1GLC US	8	oz	802
4			1234567890000	02/08/2012	10	jenkins-salley farm				185 north tracy st	charleston	sc	29403	59021510 Product Lookup	DURAMAX CUSTOMER REPACK	6	oz	803

File Validation (Cross-Reference Option)

If file does not pass validation, you will receive a message asking to Re-Validate. Errors are highlighted in orange. Place cursor over highlighted area to see error description. If your product isn't valid, click on *Product Lookup* link located under the invalid product.

Product Lookup will allow you to search product lists and/or enter Retailer SKU. This feature allows you to match your company specific product codes to the required manufacturer product codes. If your product ID numbers aren't recognized, you have the option to set up the cross reference.

[Go back to choose a different file](#)

If you have many errors then make corrections in the original file on your computer and reupload the corrected file.

Re-Validate

Your file has 3 rows of data and 3 rows with errors or warnings.

Hold your cursor over the orange cells to view the error associated with that cell. Make your corrections right on this screen and click "Re-Validate"

Row No.	Override	Delete	Selling Location	Invoice Date	Grower Acct No.	Farm Business Name	Grower First Name	Grower Last Name	Grower Suffix	Address	City	State	Zip	Product Number	Product Name	Quantity	UOM	Invoice No.
2			1234567890000	03/02/2012	5	salley farm				18 north tracy st	charleston	sc	29403	4250140	FULTIME BLKBLK 1GLC US	6	g	801
3			1234567890000	03/07/2012	6	salley farm				18 north tracy st	charleston	sc	29403	59021510 Product Lookup	FULTIME BLKBLK 1GLC US	8	oz	802
4			1234567890000	02/08/2012	10	jenkins-salley farm				185 north tracy st	charleston	sc	29403	59021510 Product Lookup	DURAMAX CUSTOMER REPACK	6	oz	803

Company: DEMO COMPANY

Product to Retailer SKU Cross-reference

Product Number: 620 Product Name: balance flex

balance flex

[Use Product](#) [Create SKU](#) [Manuf.](#) [Product Number](#) [Product Name](#)

[Select Product](#) [Add Retailer SKU](#) [Bayer](#) [79303025](#) [BALANCE FLEXX 2X2.5 GALLON CASE](#)

[Select Product](#) [Add Retailer SKU](#) [Bayer](#) [79559534](#) [BALANCE FLEXX 250 GALLON IBC](#)

[Exit File Upload](#)

[Go back to choose a different file](#)

Re-Validate

Product Name Quantity UOM Invoice No. email jgordon

ce flex 5 oz 850

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001-0012 | sales@yourdatadimensions.c

Manage Customer List

Displays the customers submitted by the retailer. Customers are automatically added to list when valid transactions are submitted. Users may also search and add new customers

Search Box - For smart search, begin typing any criteria (name, address, city, state, etc.) related to the customer. List will prepopulate based on info in your customer list.

If the customer name does not appear, click [Add a new customer here](#).

Icons - Place cursor over icons next to search box to view icon functions (Apply Search, Reset Criteria, and Export to Excel)

List displays customer name, demographics, and option to edit or delete

Edit Customer - Click on pencil icon to open customer record and view data. Update customer's info you wish to change then save.

Remove - You can remove a customer by clicking on the **X** under Remove. When pop-up window appears, confirm then save. Transaction will not be deleted.

If a customer has been removed, you must reinstate them for them to appear again. Check the box *Show customers removed from Customer List*. View and/or reinstate customers on the removed list.

Click the heading on any column to sort ascending. Click the heading a second time to sort descending.

The screenshot shows the AGDATA Retailer Data Submission web application. The top navigation bar includes the AGDATA logo, user information (Company: Demo Company (CHARLOTTE, NC), User Name: CHARLOTTE, NC CHARLOTTE DEMO, Job Title: Retailer), and links for Preferences, Help, and Log Out. A left sidebar contains a menu with options: Home, Transactions, Purchases, Reports, Customers (highlighted), and Products. Under Products, there are links for BASF Programs, BASF Seed Early Commitment Tool, Seed Treatment Equipment Enrollment Program, BASF Seed Reporting Tool, and BASF Pending Transactions. The main content area is titled 'Customers' and features a search box with the placeholder text 'Enter at least 3 characters to begin smart search...'. Below the search box is a checkbox for 'Show customers removed from Customer list'. To the right of the search box is a link: 'New customer? [Add a new customer here](#)'. The main part of the interface is a table with the following columns: Customer Acct., Farm Name, Customer Name, Address, City/State, Edit, and Remove. The table contains several rows of customer data, including entries for McDaniel, Jeffrey; Espich, Anna; Jones, Bob; Hinch, Todd; Kraemer, Jeffrey; Rivers, Walt; Doe, John; Doe, Jane; Wells, Carl; ABC Farms; Bidart Brothers; and edasdv asdv. Each row has a pencil icon in the Edit column and a red X icon in the Remove column.

Customer Acct.	Farm Name	Customer Name	Address	City/State	Edit	Remove
321658		McDaniel, Jeffrey	642 BEAVER CREEK RD	BRIGHTON, TN 38011		
321657		Espich, Anna	401 ANNAFREL ST	ROCK HILL, SC 29730		
321655		Jones, Bob	PO BOX 2	GASTONIA, NC 28053		
559876E		HINCH, TODD	4050 HIGHWAY EE	OWENSVILLE, MO 65066		
753BB2		Kraemer, Jeffrey	14568 248TH ST	COLD SPRING, MN 56320		
61522		RIVERS, WALT	1400 RIVERS RUN	BEDFORD, VA 24523		
456		Doe, John	6801 CARNEGIE BLVD STE 100	CHARLOTTE, NC 28211		
789		Doe, Jane	6801 CARNEGIE BLVD STE 100	CHARLOTTE, NC 28211		
0000427152331309		WELLS, CARL	5832 N COUNTY ROAD 575 W	MIDDLETOWN, IN 47356		
123	ABC Farms		6801 CARNEGIE BLVD STE 100	CHARLOTTE, NC 28211		
00709	BIDART BROTHERS	BIDART, JOHN	4805 CENT PLAZA WAY STE 100	BAKERSFIELD, CA 93312		
232	edasdv asdv	asdv asdv	SDV			

Add Grower to Customer List

Icons - Search and Reset Criteria

Search Box - Begin smart search by typing any information used (customer, address, etc.) to view results. You are now searching the Data Dimensions database of growers.

Results begin to display. List displays customer name and demographics. If you see the grower you wish to add to your list, click the + icon under add.

Don't see your grower? Manually add them to your customer list - Scroll down and click this link if you do not see the grower you wish to add to your list. In the Add Customer window, highlighted yellow fields are required fields.

AGDATA Retailer Data Submission

Company: Demo Company (CHARLOTTE, NC)
User Name: CHARLOTTE, NC CHARLOTTE DEMO
Job Title: Retailer

Preferences Help Log Out

Home
Transactions
Purchases
Reports
Customers
Products

BASF
BASF Programs
BASF Seed Early Commitment Tool
Seed Treatment Equipment Enrollment Program
BASF Seed Reporting Tool
BASF Pending Transactions

Add Grower to Customer list

[Go back to Customer list](#)

123

Farm Name	Grower Name	Address	City/State	Add
RING FARM 300 FARM #1236	ERLANDSON, JIM	3618 N STERLING AVE	PEORIA, IL 61604	+
	BEEBE, GEORGE	615 S EGREMONT RD	GREAT BARRINGTON, MA 01230	+
IOKA VALLEY FARMS	LEAB, DONALD	RR 43	HANCOCK, MA 01237	+
BERKSHIRE HARVESTERS	WIRTES, JESSE	PO BOX 668	LANESBORO, MA 01237	+
	BOSLEY, BERNARD	RR 1	SCOTIA, NY 12302	+
	BEDARD, ALFRED	MOFFIT RD	SCOTIA, NY 12302	+
	SHAW, HAROLD	RR 3	GREAT BARRINGTON, MA 01230	+
LOWE & SON #12369		PO BOX 1137	COUNCIL BLUFFS, IA 51502	+
BEL AIR FARM	PROCTOR, CHARLES	131 BALDWIN HILL RD	GT BARRINGTON, MA 01230	+
	STEELE, ROB	PO BOX 203	LANESBORO, MA 01237	+
	VANGRONDELLE, NANCY	2324 ROSENDALE RD	SCHENECTADY, NY 12309	+
	ULMAN, ARTHUR	4 BROOKVIEW CT APT 7 # 7	SCHENECTADY, NY 12306	+
BERMUDA DEPT OF AG		PO BOX 834	SCHENECTADY, NY 12345	+
	BUHRMASTER, KEITH W	180 SARATOGA RD	SCOTIA, NY 12302	+
	WILDE, H G	535 SUMMER ST	LEE, MA 01238	+

Add Customer

Customer Acct.

Farm Name

First Name

Last Name

Address

Address 2

City

State

-- State --

Zip

Office Phone

() - -

Mobile Phone

() - -

Fax #

() - -

Email

Save

View Product List

Manage product list. Features include search and add products to the list and edit by adding Retailer SKU (retailer's proprietary product number)

Using filters can assist with narrowing down your results. You can filter by the following criteria:

- Manufacturer
- Product Group
- Product Family

Search Box - Begin smart search by typing any information used to identify the product (name, product code, etc.) to view results.

Searching for products can be a combination of using filters and Search Box, or you may utilize the Search Box/Smart Search only.

Icons - Search, Reset Criteria, Export to Excel

Show only Products with a Retailer SKU - This box by default is unchecked. Check this box to only see products with an associated retailer SKU. Creating this cross reference also allows you to submit a file using proprietary SKUs or the manufacturer product code.

Retailer SKU - Displays your proprietary code

Open - Click on the pencil icon to open product record and view detail. Here, retailers with proprietary product numbers can match their company specific codes to the required manufacturer codes.

Products

-- Manufacturer -- -- Select Product Group -- -- Select Product Family --

soy

Show only Products with a Retailer SKU ☐

Manuf.	Product Name	Product Code	UOM	Retailer SKU	Open	Conversion
BASF	HISTICK? NIT F.U.O SOYBEA,BASF5X56 OZ,US	59014160	OZ			
BASF	HISTICK? NIT F.U.O. SOYB,BASF20X14 OZ,US	59014159	OZ			
Valent	INTEGO FUNGICIDE SOYBEANS 15 GAL	AN61308.939	DR			
Valent	INTEGO* SUITE SOYBEANS 15 GAL DR	61475.939	DR			
BASF	RH6ZOFLO SOYBEAN, 1X40 LB,UNSPEC.	59013552	LB			
BASF	RH6ZOFLO SOYBEAN, 1X520 LB,UNSPEC.	59013557	LB			

Product

Manufacturer BASF **ProductFamily** HI STICK
Product Code 59014160 **Product Name** HISTICK? N/T F.U.O SOYBEA,BASF5X56 OZ,US
UnitOfMeasure OZ **GTIN**
Excess. Quantity 17637.00 **Insig. Quantity** 0.00

Retailer SKU

Save

Product Summary

*Use this screen to compare the amount of total products sold to your customer by year.
Select a Market Year and then a Comparison Year from the two dropdowns.*

Market Year (defaults to current season) -
Use the dropdown to select the market year which you wish to view

Comparison Market Year (defaults to current season) - Use the dropdown to select the market year which you wish to compare

Manufacturer - To narrow down the search, use the Manufacturer drop down to select the company you would like to view.

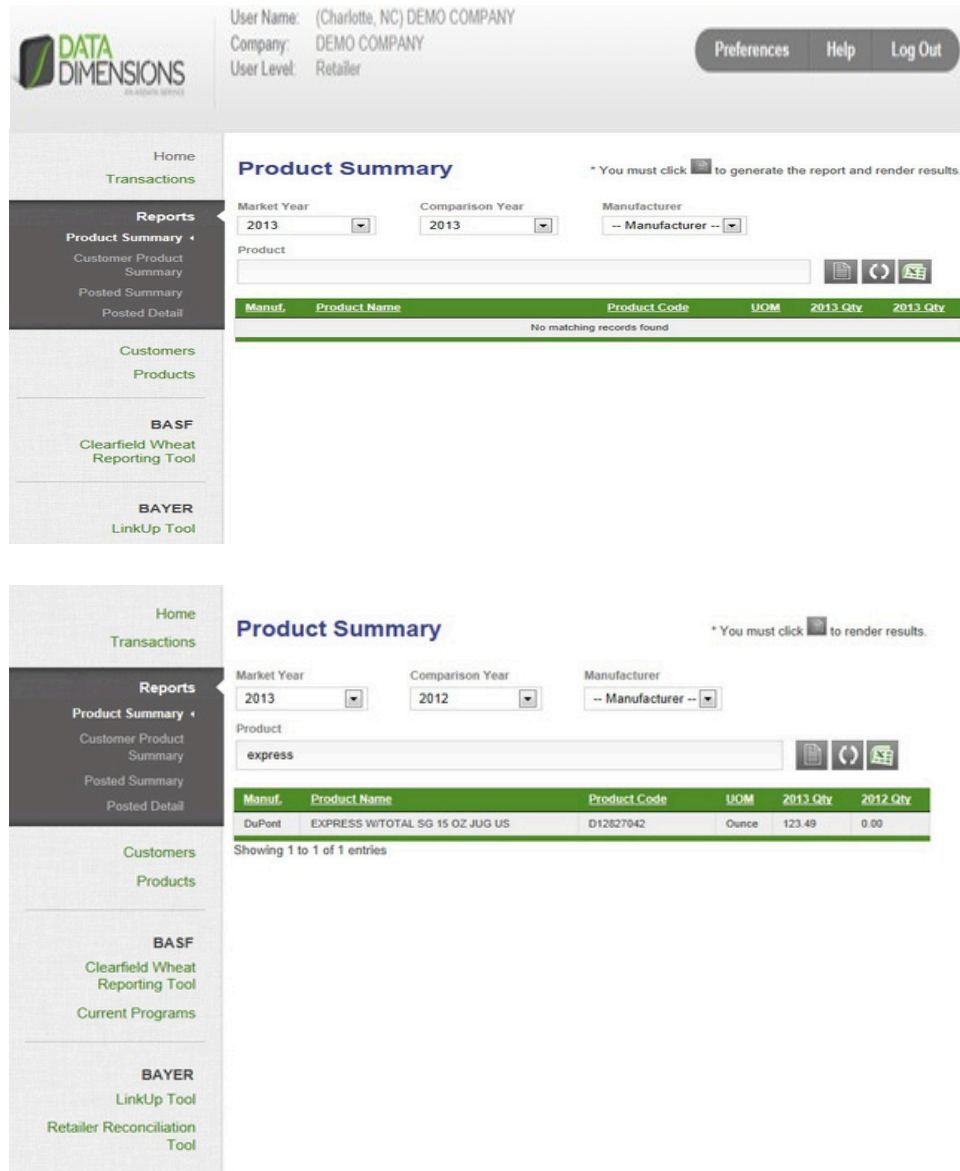
Search Box/Smart Search - Begin typing any criteria used (ex. product, customer, address, etc.) in the transaction.


Searching for products can be a combination of using filters and Search Box, or you may utilize the Search Box/Smart Search only.

Icons - Place cursor over icons next to search box to view icon functions (Generate Report, Reset Criteria, and Export to Excel)

* You must click  to generate the report and render results.

Data displays Manufacturer, Product Name, UOM, and Comparison Market Years



The screenshot shows the 'Product Summary' screen in the AGDATA system. The top navigation bar includes the 'DATA DIMENSIONS' logo, user information (User Name: (Charlotte, NC) DEMO COMPANY, Company: DEMO COMPANY, User Level: Retailer), and buttons for 'Preferences', 'Help', and 'Log Out'. The left sidebar contains a 'Reports' menu with 'Product Summary' selected, and other options like 'Customer Product Summary', 'Posted Summary', and 'Posted Detail'. Below the sidebar, there are links for 'Home', 'Transactions', 'Customers', 'Products', 'BASF Clearfield Wheat Reporting Tool', and 'BAYER LinkUp Tool'. The main content area has a title 'Product Summary' and a note: '* You must click  to generate the report and render results.' Below this are three dropdown menus: 'Market Year' (set to 2013), 'Comparison Year' (set to 2013), and 'Manufacturer' (set to '-- Manufacturer --'). There is a 'Product' search box. Below the search box is a table with columns: 'Manuf.', 'Product Name', 'Product Code', 'UOM', '2013 Qty', and '2012 Qty'. The table currently shows 'No matching records found'. In the second screenshot, the 'Market Year' is 2013, 'Comparison Year' is 2012, and the 'Product' search box contains 'express'. The table now shows one entry: 'DuPont EXPRESS WITOTAL SG 15 OZ JUG US' with Product Code 'D12827942', UOM 'Ounce', 2013 Qty '123.49', and 2012 Qty '0.00'. Below the table, it says 'Showing 1 to 1 of 1 entries'.

Customer Product Summary

Use this screen to compare the amount of total products sold to each of your customers by year.

Market Year (defaults to current season) -
Use the dropdown to select the market year you wish to view.

Comparison Market Year (defaults to current season) - Use the dropdown to select market year which you wish to compare.

Manufacturer - To narrow down the search, use the Manufacturer dropdown to select the company you would like to view.

Customer or Product Search Box/Smart Search - Begin typing any criteria used (ex. product, customer, address, etc.) in the transaction.

Icons - Place cursor over icons next to search box to view icon functions (Generate Report, Reset Criteria, and Export to Excel)

AGDATA
Retailer Data Submission

Company: Demo Company (CHARLOTTE, NC)
User Name: CHARLOTTE, NC CHARLOTTE DEMO
Job Title: Retailer

Preferences Help Log Out

Customer Product Summary

* You must click to generate the report and render results.

Market Year: 2025 Comparison Year: 2025 Manufacturer: -- Manufacturer --

Customer: Product:

Customer Acct.	Customer Name	Address	City/State	Manuf.	Product Name	Product Code	UOM	2025 Qty	2025 Qty
123	ABC Farms	6801 Carnegie Blvd Suite 100	Charlotte, NC 28210	FMC	ACCOLADE WDG, 2.5 LB, E	12001817	Pound	31.00	31.00
123	ABC Farms	6801 Carnegie Blvd Suite 100	Charlotte, NC 28210	Bayer	ABSOLUTE MAXX 270 GALLON IBC	84422460	Gallon	5.00	5.00
789	Doe, Jane	6801 Carnegie Blvd Suite 100	Charlotte, NC 28210	FMC	ACCOLADE WDG, 2.5 LB, E	12001817	Pound	19.00	19.00
789	Doe, Jane	6801 Carnegie Blvd Suite 100	Charlotte, NC 28210	Corteva	ACCENT Q 12X18 OZ BTL US	5581932	Ounce	13.00	13.00

* You must click to generate the report and render results.

Data displays Customer Account Number, Customer Name, Address, City/State, Manufacturer, Product Name, Product Code, UOM, and Comparison Market Years

Sort Feature - Click the heading on any column to sort ascending. Click the heading a second time to sort descending.

Posted Transaction Summary

Gives a sum of all products reported

As Current Retailer (default) - View this location's posted data

As Sender - If reporting for multiple locations under one account, you can view by sender. There is a dropdown option to view all reported locations or each individual location.

Market Year (defaults to current season) or Invoice Date - Use the dropdown to select the market year you wish to view or click on the calendar icon to select your dates.

Customer or Product Search Box/Smart Search - Begin typing any criteria used (ex. product, customer, address, etc.) in the transaction

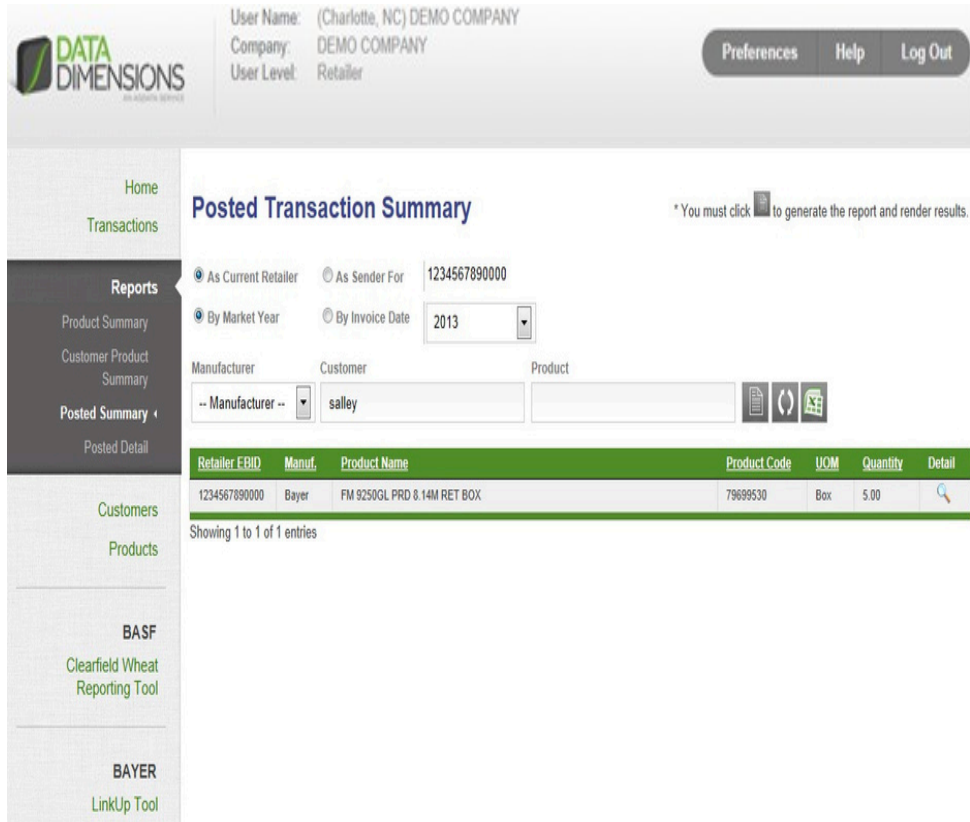
Manufacturer - To narrow down the search, use the Manufacturer drop down to select the company you would like to view.

Icons - Place cursor over icons next to search box to view icon functions (Generate Report, Reset Criteria, and Export to Excel)


* You must click  to generate the report and render results.

Data displays Retailer EBID, Customer Account, Customer Name, Location, Invoice Number, Invoice Date, Manufacturer, Product Name, Product Code, UOM, and Quantity

Magnifying Glass - Click Magnifying Glass to view transaction detail



The screenshot shows the AGDATA Retailer Data Submission interface. At the top, the user is logged in as (Charlotte, NC) DEMO COMPANY, a Retailer. The main heading is "Posted Transaction Summary". Below this, there are filters for "As Current Retailer" (selected) and "As Sender For" (1234567890000). There are also radio buttons for "By Market Year" and "By Invoice Date", with a dropdown menu set to "2013". A search box contains "salley". To the right of the search box are icons for "Generate Report", "Reset Criteria", and "Export to Excel". Below the filters is a table with the following data:

Retailer EBID	Manuf.	Product Name	Product Code	UOM	Quantity	Detail
1234567890000	Bayer	FM 9250GL PRD 8.14M RET BOX	79699530	Box	5.00	

Below the table, it says "Showing 1 to 1 of 1 entries". On the left side of the interface, there is a sidebar with links to "Home", "Transactions", "Reports", "Product Summary", "Customer Product Summary", "Posted Summary", "Posted Detail", "Customers", "Products", "BASF", "Clearfield Wheat Reporting Tool", "BAYER", and "LinkUp Tool".

Posted Transaction Detail

Gives the user a complete view of their posted data.

As Current Retailer (default) - View this location's posted data.


As Sender - If reporting for multiple locations under one account, you can view by sender. Option to view all reported locations or each individual location.

Market Year (defaults to current season) or Invoice Date - Use the dropdown to select market year which you wish to view or click on the calendar icon to select your dates.

Customer or Product Search Box/Smart Search - Begin typing any criteria used (ex. product, customer, address, etc.) in the transaction.

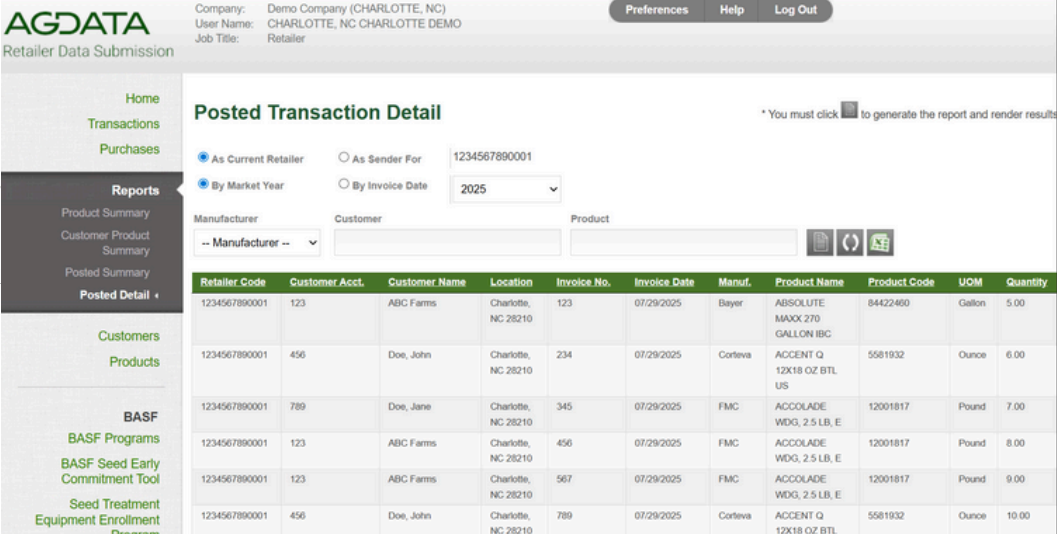
Manufacturer - To narrow down search, use the Manufacturer dropdown to select the company you would like to view.

Icons - Place cursor over icons next to search box to view icon functions (Generate Report, Reset Criteria, and Export to Excel).

* You must click  to generate the report and render results.

Data displays Retailer EBID, Customer Account, Customer Name, Location, Invoice Number, Invoice Date, Manufacturer, Product Name, Product Code, UOM, and Quantity

Magnifying Glass - Click Magnifying Glass to view transaction detail



The screenshot shows the AGDATA Retailer Data Submission interface. The top navigation bar includes 'Home', 'Transactions', 'Purchases', 'Reports', 'Customers', and 'Products'. The 'Reports' section is expanded, showing 'Product Summary', 'Customer Product Summary', 'Posted Summary', and 'Posted Detail'. The 'Posted Detail' page is active, displaying a table of transaction data. The table has columns for Retailer Code, Customer Acct., Customer Name, Location, Invoice No., Invoice Date, Manuf., Product Name, Product Code, UOM, and Quantity. The data is filtered by 'As Current Retailer' and 'By Market Year' (2025). The table shows 6 rows of transaction data.

Retailer Code	Customer Acct.	Customer Name	Location	Invoice No.	Invoice Date	Manuf.	Product Name	Product Code	UOM	Quantity
1234567890001	123	ABC Farms	Charlotte, NC 28210	123	07/29/2025	Bayer	ABSOLUTE MAXX 270 GALLON IBC	84422460	Gallon	5.00
1234567890001	456	Doe, John	Charlotte, NC 28210	234	07/29/2025	Corteva	ACCENT Q 12X18 OZ BTL US	5581932	Ounce	6.00
1234567890001	789	Doe, Jane	Charlotte, NC 28210	345	07/29/2025	FMC	ACCOLADE WDG, 2.5 LB, E	12001817	Pound	7.00
1234567890001	123	ABC Farms	Charlotte, NC 28210	456	07/29/2025	FMC	ACCOLADE WDG, 2.5 LB, E	12001817	Pound	8.00
1234567890001	123	ABC Farms	Charlotte, NC 28210	567	07/29/2025	FMC	ACCOLADE WDG, 2.5 LB, E	12001817	Pound	9.00
1234567890001	456	Doe, John	Charlotte, NC 28210	789	07/29/2025	Corteva	ACCENT Q 12X18 OZ BTL	5581932	Ounce	10.00

Preferences

You may change or update information by clicking on the *Preferences* link in the upper right hand corner. This option is available on every screen.

From this screen, users are able to update the following:

- Email
- Job Title
- First Name
- Last Name
- Office Phone
- Mobile Phone
- Fax
- Password

The screenshot shows the AGDATA Retailer Data Submission interface. A 'User Preferences' modal window is open, displaying two sections: 'User Information' and 'Change Password'.

User Information Section:

- Username:** CHARLOTTE DEMO
- Email:** [Input field]
- Job Title:** Retailer
- First Name:** CHARLOTTE, NC
- Last Name:** CHARLOTTE DEMO
- Office Phone:** [Input field]
- Mobile Phone:** [Input field]
- Fax:** [Input field]
- Save Changes:** [Green button]

Change Password Section:

- Instructions:** Passwords must be between 6 and 12 characters in length and contain at least one capital letter and one number.
- New Password:** [Input field]
- Confirm New Password:** [Input field]
- Change Password:** [Green button]

The background interface includes a sidebar with links like Home, Transactions, Purchases, Reports, Customers, and Products. The top right corner shows a 'Log Out' button and user information (Company, User Name, Job Title).