



H-E-B Marketplace Supplier Training

H-E-B Marketplace is a purchasing system used by both H-E-B and suppliers. H-E-B will create purchase orders for non-resale items within the system and suppliers will be able to confirm, dispute, and invoice purchase orders. The H-E-B Marketplace system allows access to multiple contacts per company.

Last edited: March 2025

Table of Contents

Supplier Registration Invite	3
Item Setup and Purchase Request Lifecycles.....	4
Supplier Dashboard Overview	5
Purchase Order Overview	6
Confirm a Purchase Order.....	7
Dispute a Purchase Order	8-9
Create an Advanced Shipment Notice.....	10
Create a Split Advanced Shipment Notice	11
Creating an Invoice	12-13
Frequently Asked Questions	14
Points of Contact.....	15

Supplier Registration Invite

H-E-B Marketplace users are required to complete a *Supplier Registration Invite* which will allow access to the system. This registration is mandatory for system access. It is independent of the H-E-B Supplier Connect supplier profile registration and must occur after the H-E-B Supplier Connect registration.

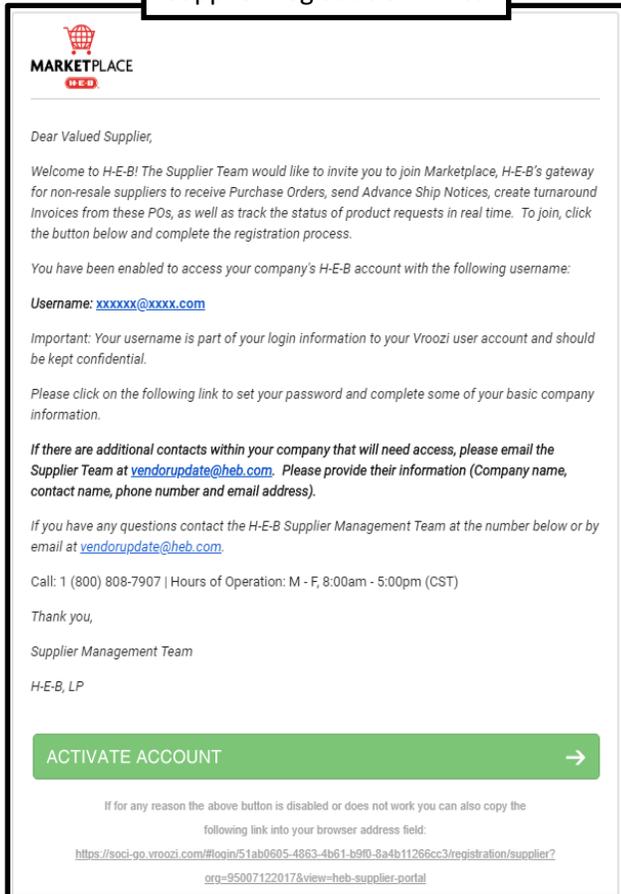
1. To request access for a new user, please reach out to central.purchasing@heb.com.
 - An email invitation will be sent to the requestor so they may complete the registration process.
 - Please click green *Activate Account**
 - Please provide: *First Name* and *Last Name*
 - Please create a password

***Please Note:** *The green Activate Account button may not fully display in the invitation email. The Registration Page can still be accessed by **right-clicking** inside the white box and selecting Download link.*



- Once registered, please click [HERE](#) to access Marketplace and be sure to save this link for easy access in the future.

Supplier Registration Invite



MARKETPLACE
H-E-B

Dear Valued Supplier,

Welcome to H-E-B! The Supplier Team would like to invite you to join Marketplace, H-E-B's gateway for non-resale suppliers to receive Purchase Orders, send Advance Ship Notices, create turnaround Invoices from these POs, as well as track the status of product requests in real time. To join, click the button below and complete the registration process.

You have been enabled to access your company's H-E-B account with the following username:

Username: xxxxxx@xxxx.com

Important: Your username is part of your login information to your Vroozu user account and should be kept confidential.

Please click on the following link to set your password and complete some of your basic company information.

If there are additional contacts within your company that will need access, please email the Supplier Team at vendorupdate@heb.com. Please provide their information (Company name, contact name, phone number and email address).

If you have any questions contact the H-E-B Supplier Management Team at the number below or by email at vendorupdate@heb.com.

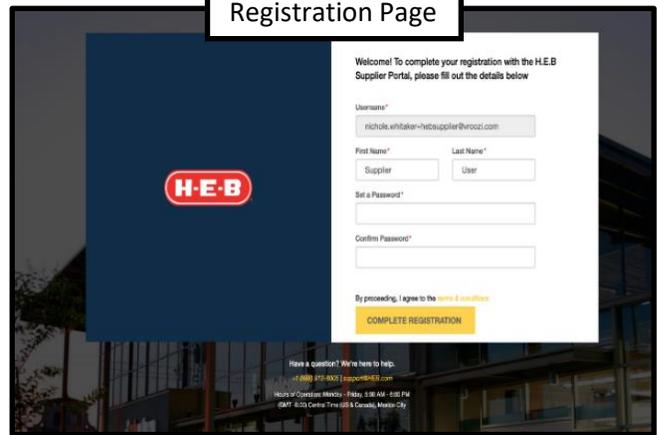
Call: 1 (800) 808-7907 | Hours of Operation: M - F, 8:00am - 5:00pm (CST)

Thank you,
Supplier Management Team
H-E-B, LP

ACTIVATE ACCOUNT →

If for any reason the above button is disabled or does not work you can also copy the following link into your browser address field:
<https://soci-go.vroozu.com/#login/51ab0605-4863-4b61-b9f0-5a4b11266cc3/registration/supplier?org=95007122017&view=heb-supplier-portal>

Registration Page



Welcome! To complete your registration with the H-E-B Supplier Portal, please fill out the details below

Username*

First Name* Last Name*

Supplier User

Set a Password*

Confirm Password*

By proceeding, I agree to the [terms & conditions](#)

COMPLETE REGISTRATION

Have a question? We're here to help.
1 (800) 875-8003 support@vroozu.com
Hours of Operation: Monday - Friday, 8 AM - 6PM
8PM - 8:30 PM on Saturdays & Sundays, Monday - City

Marketplace Login



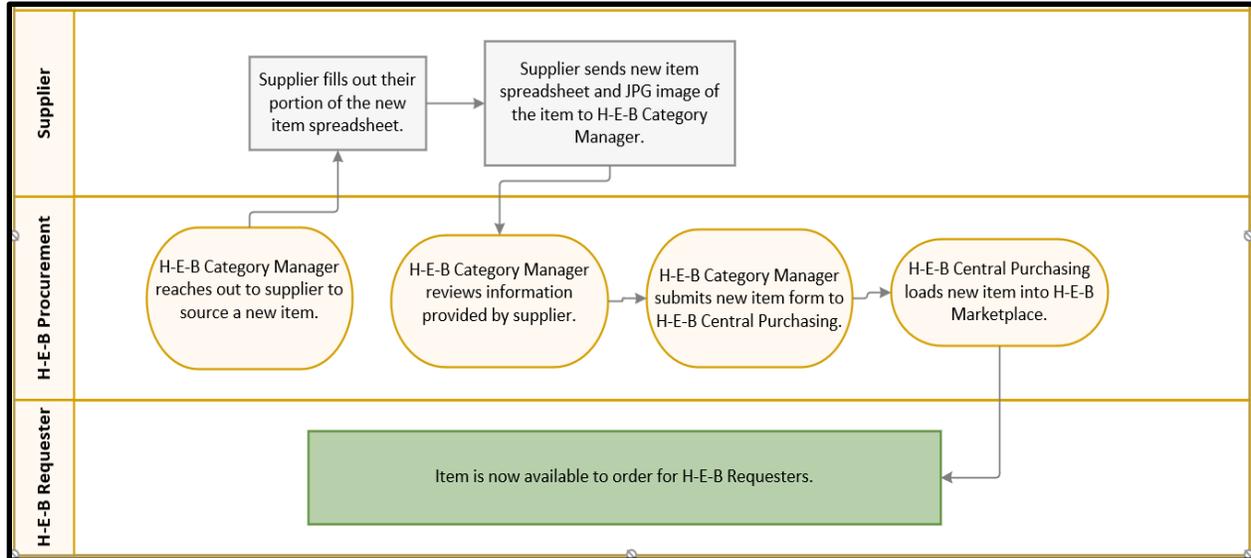
MARKETPLACE
H-E-B

Sign In

[Forgot Password?](#)

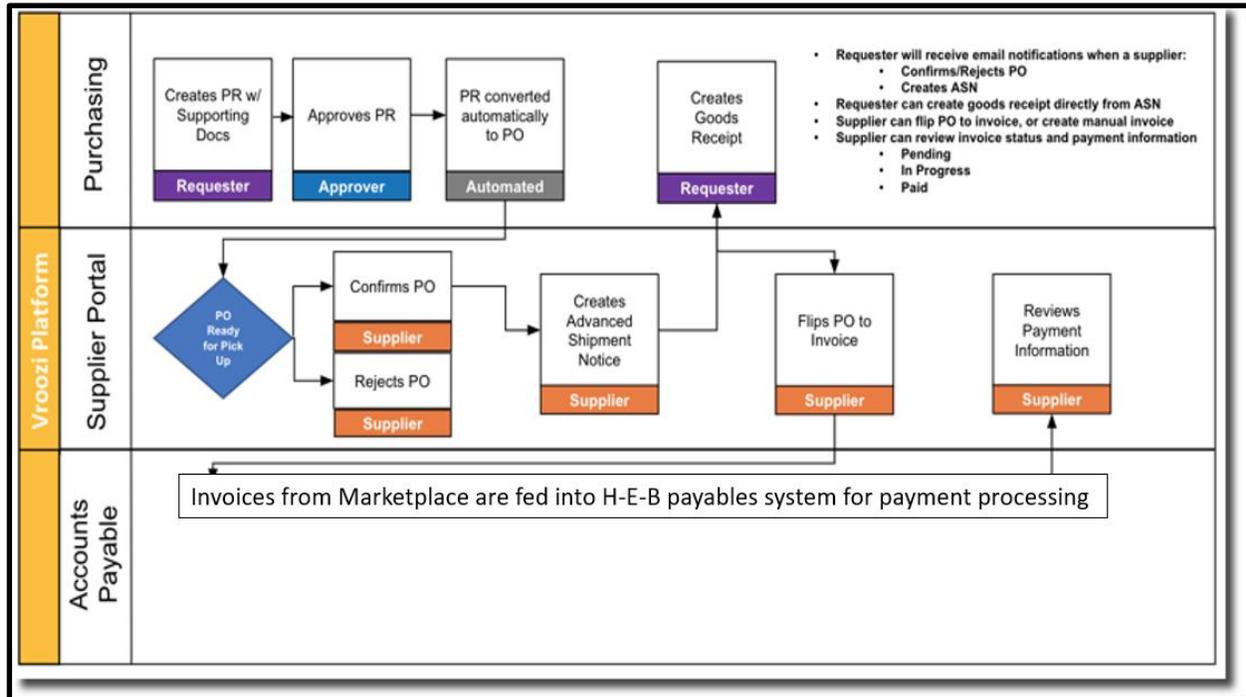
Item Setup Lifecycle

Below illustrates the process for getting an item set up and available for purchase within H-E-B Marketplace.



Purchase Request Lifecycle

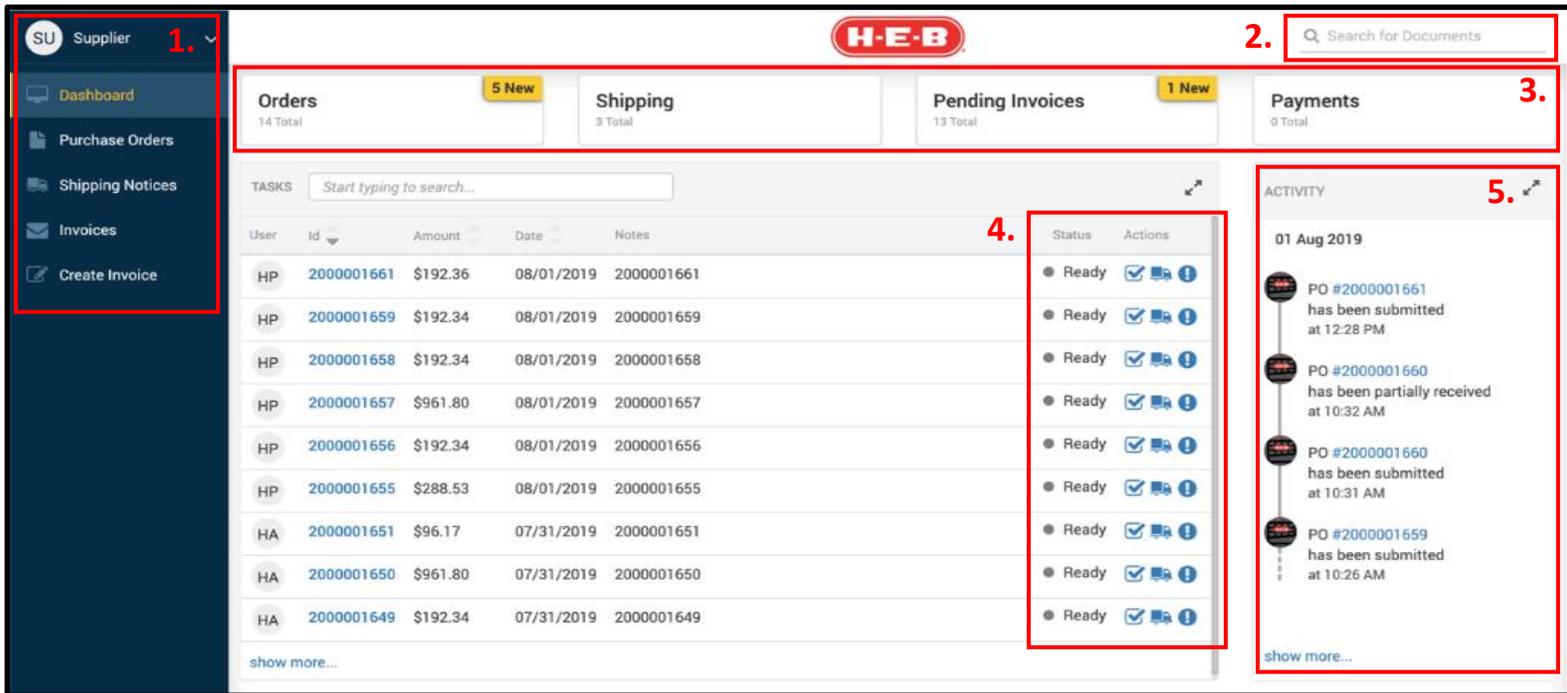
Below illustrates the process from the initial purchase request to payment processing.



Supplier Dashboard Overview

The Supplier Dashboard allows for navigation of *Purchase Orders (PO)*, *Invoices*, *Shipping Notices*, and *Payments* (payment information). The dashboard also allows for invoice creation and additional actions.

1. Navigation Bar: Utilize to access the *Purchase Orders*, *Shipping Notices*, and *Invoices* screens.
2. Search Bar: Utilize to navigate to a variety of records by entering a PO number, buyer, shipping carrier, or created date.
3. Quick Links: Click to access *Orders*, *Shipping*, *Pending Invoices*, or *Payments*.
4. PO Actions and Status: This section displays a PO Status and allows for additional PO action.
 - POs submitted by H-E-B will appear with a *Ready* status. ● Ready
 - **PLEASE NOTE:** *An invoice cannot be created until the PO has been confirmed.*
 - POs can be confirmed. ✓
 - Advanced Shipping Notices (ASN) can be created. 📄
 - POs can be disputed. ⓘ
5. Activity: Displays most recent PO activity and can be expanded to see additional detail.



The screenshot shows the Supplier Dashboard interface with the following elements highlighted by red boxes and numbered callouts:

- 1.** Navigation Bar: Located on the left side, containing links for Dashboard, Purchase Orders, Shipping Notices, Invoices, and Create Invoice.
- 2.** Search Bar: Located at the top right, labeled "Search for Documents".
- 3.** Quick Links: A row of four cards at the top: Orders (14 Total, 5 New), Shipping (3 Total), Pending Invoices (13 Total, 1 New), and Payments (0 Total).
- 4.** PO Actions and Status: A table listing Purchase Orders with columns for User, Id, Amount, Date, Notes, Status (all "Ready"), and Actions (containing icons for confirm, ASN, and dispute).
- 5.** Activity: A vertical timeline on the right side showing recent events for POs, such as "PO #2000001661 has been submitted at 12:28 PM".

User	Id	Amount	Date	Notes	Status	Actions
HP	2000001661	\$192.36	08/01/2019	2000001661	Ready	✓ 📄 ⓘ
HP	2000001659	\$192.34	08/01/2019	2000001659	Ready	✓ 📄 ⓘ
HP	2000001658	\$192.34	08/01/2019	2000001658	Ready	✓ 📄 ⓘ
HP	2000001657	\$961.80	08/01/2019	2000001657	Ready	✓ 📄 ⓘ
HP	2000001656	\$192.34	08/01/2019	2000001656	Ready	✓ 📄 ⓘ
HP	2000001655	\$288.53	08/01/2019	2000001655	Ready	✓ 📄 ⓘ
HA	2000001651	\$96.17	07/31/2019	2000001651	Ready	✓ 📄 ⓘ
HA	2000001650	\$961.80	07/31/2019	2000001650	Ready	✓ 📄 ⓘ
HA	2000001649	\$192.34	07/31/2019	2000001649	Ready	✓ 📄 ⓘ

Purchase Order Overview

The *Purchase Orders* overview contains all current and previous orders submitted by H-E-B. The overview will display PO status and allows suppliers to **Confirm** or **Dispute** a PO.

A Marketplace PO number is always a ten-digit number starting with a prefix of 2 (ex. **2000123456** or **2001234567**).

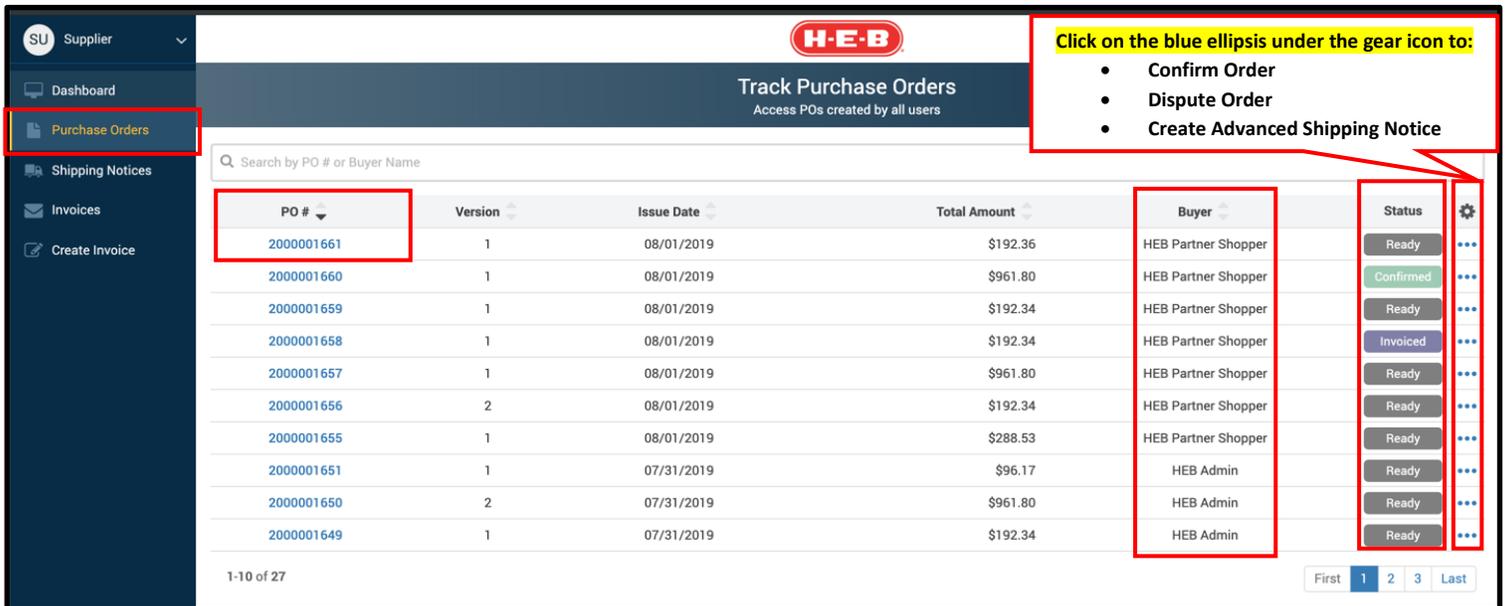
Important: *Invoices for non-Marketplace POs should be submitted to the original point of contact, or through a separate, applicable H-E-B system as indicated by the original point of contact, as these cannot be processed for payment within Marketplace.*

PO Statuses:

1. **Ready:** The PO can be *Confirmed* or *Disputed*.
2. **Confirmed:** The PO has been acknowledged and accepted to be fulfilled as ordered. Once confirmed, invoice(s) may be submitted against the PO.
3. **Disputed:** The order cannot be fulfilled per the PO and will require further review. Please reach out via email to both your H-E-B Buyer (listed on PO) and Central Purchasing (central.purchasing@heb.com).

Reasons to Dispute:

1. Item costs differ from the PO
2. Extra item(s) shipped and invoiced that are not on the PO
3. Item(s) Unit of Measure (UoM) differs from what is listed on the PO
4. Items substituted because an item(s) on the PO cannot be fulfilled
5. The expected delivery date cannot be met per the PO



Click on the blue ellipsis under the gear icon to:

- Confirm Order
- Dispute Order
- Create Advanced Shipping Notice

PO #	Version	Issue Date	Total Amount	Buyer	Status
2000001661	1	08/01/2019	\$192.36	HEB Partner Shopper	Ready
2000001660	1	08/01/2019	\$961.80	HEB Partner Shopper	Confirmed
2000001659	1	08/01/2019	\$192.34	HEB Partner Shopper	Ready
2000001658	1	08/01/2019	\$192.34	HEB Partner Shopper	Invoiced
2000001657	1	08/01/2019	\$961.80	HEB Partner Shopper	Ready
2000001656	2	08/01/2019	\$192.34	HEB Partner Shopper	Ready
2000001655	1	08/01/2019	\$288.53	HEB Partner Shopper	Ready
2000001651	1	07/31/2019	\$96.17	HEB Admin	Ready
2000001650	2	07/31/2019	\$961.80	HEB Admin	Ready
2000001649	1	07/31/2019	\$192.34	HEB Admin	Ready

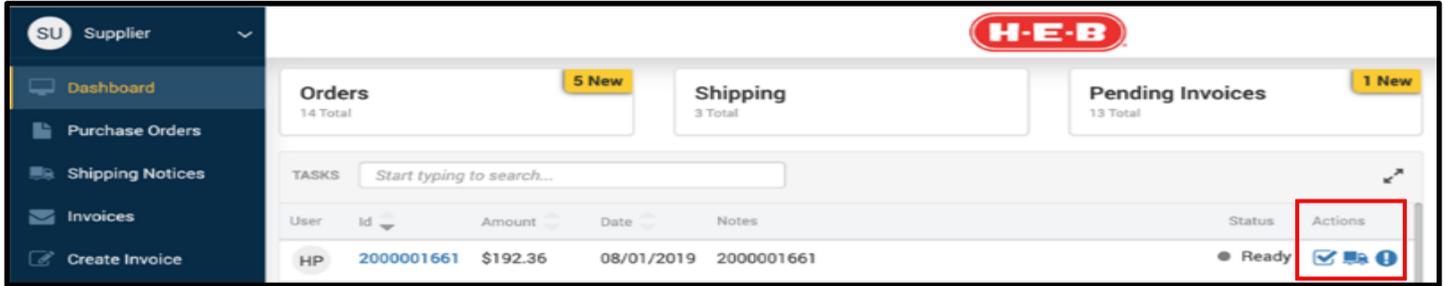
1-10 of 27

First 1 2 3 Last

Confirm a Purchase Order

A PO should be confirmed once reviewed and acknowledged that it can be fulfilled as ordered. If any adjustments are needed the PO will need to be disputed. The PO can be confirmed via 3 methods:

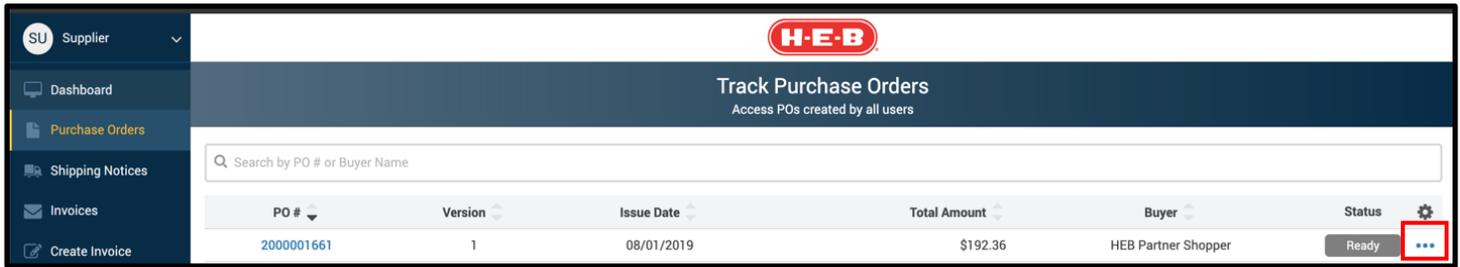
1. From Dashboard Tasks:



The screenshot shows the Supplier Dashboard with a table of tasks. The table has columns for User, Id, Amount, Date, Notes, Status, and Actions. A row is highlighted with a status of 'Ready'. A red box highlights the 'Actions' column for this row, which contains icons for a checkmark, a truck, and an information icon.

2. From the Purchase Orders List:

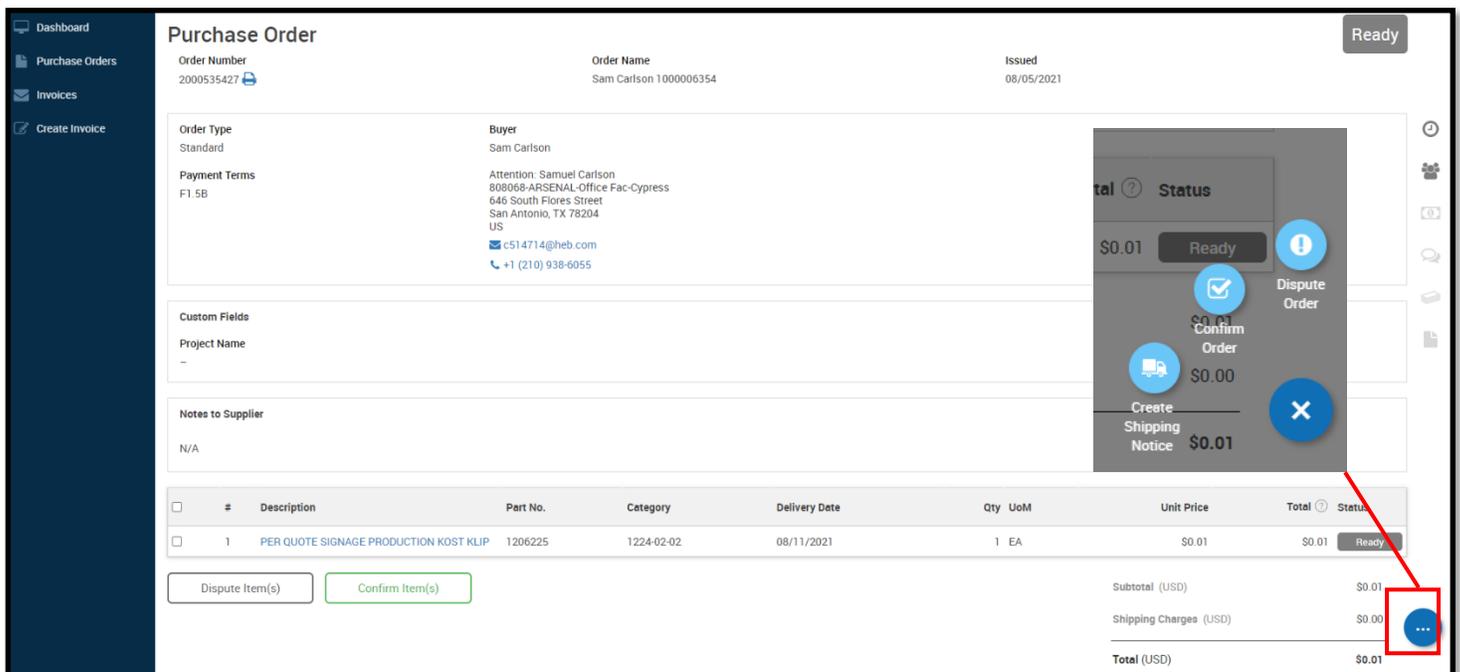
- Select the blue ellipsis next to the appropriate PO status.



The screenshot shows the 'Track Purchase Orders' page. It features a search bar and a table with columns for PO #, Version, Issue Date, Total Amount, Buyer, and Status. A row is shown with a status of 'Ready'. A red box highlights the blue ellipsis icon next to the 'Ready' status.

3. From the Purchase Order:

- Retrieve the PO under the *Purchase Orders* tab and click the blue ellipsis in the bottom right corner to select your action.

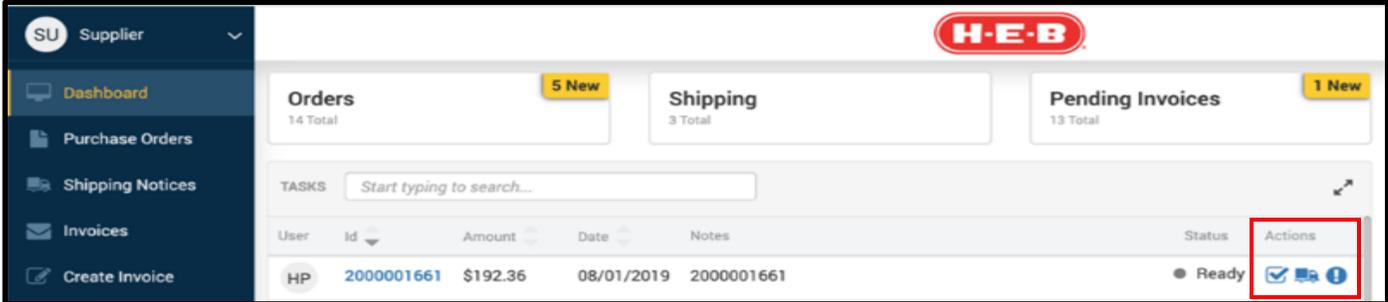


The screenshot shows a detailed view of a Purchase Order. It includes fields for Order Number, Order Name, Issued date, Order Type, Buyer, Payment Terms, Custom Fields, and Notes to Supplier. Below this is a table of items with columns for #, Description, Part No., Category, Delivery Date, Qty, UoM, Unit Price, and Total. A modal menu is open over the table, showing options: 'Ready' (\$0.01), 'Confirm Order' (\$0.01), 'Dispute Order' (\$0.01), and 'Create Shipping Notice' (\$0.01). A red box highlights the blue ellipsis icon in the bottom right corner of the page.

Dispute a Purchase Order

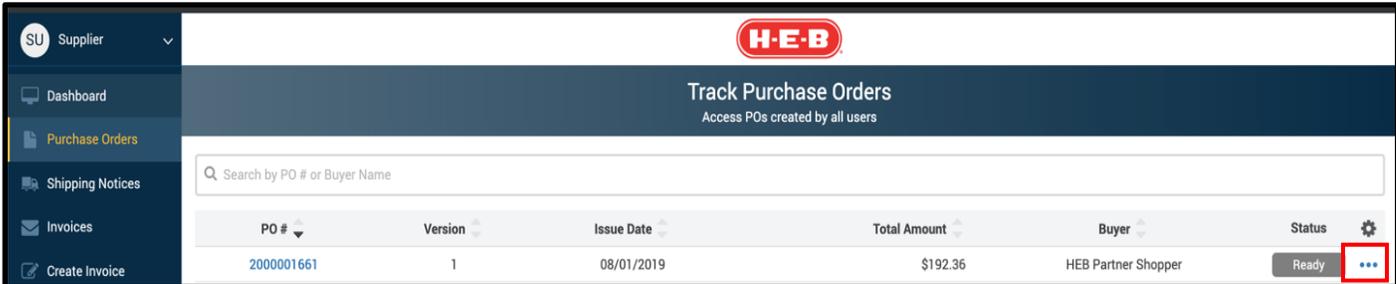
The PO can be disputed via 3 methods:

1. From Dashboard Tasks:



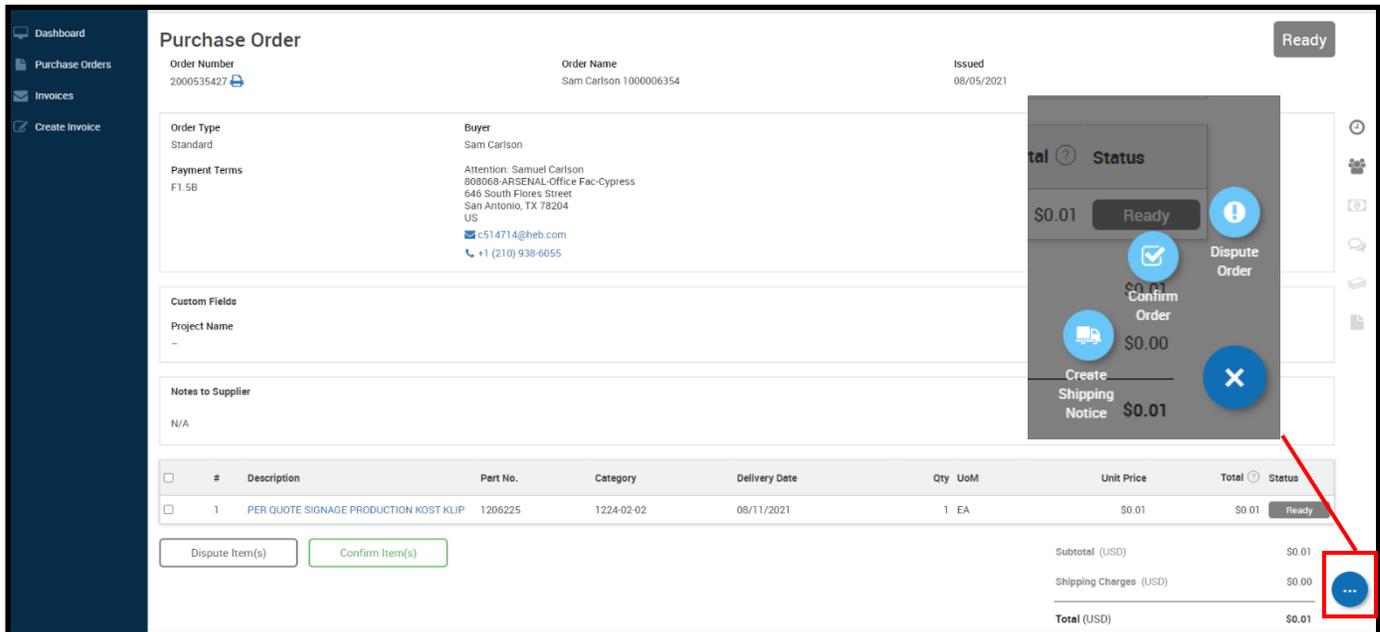
2. From the Purchase Orders List:

- Select the blue ellipsis next to the PO status.



3. From the Purchase Order:

- Retrieve the PO under the *Purchase Orders* tab and click the blue ellipsis in the bottom right corner to select your action.



Dispute a Purchase Order (Cont.)

Use the dropdown to select the reason an item is being disputed. At the time of dispute, suppliers will have the option to add any additional dispute reasons or comments.

Potential Causes for a Dispute:

1. Item costs differ from the PO
2. Extra item(s) shipped and invoiced that are not on the PO
3. Item(s) Unit of Measure (UoM) differs from what is listed on the PO
4. Items substituted because an item(s) on the PO cannot be fulfilled
5. The expected delivery date cannot be met per the PO
6. Other – A comment is required to explain the dispute when the *Other* option is selected

Purchase Order

Order Number
2000532541

Order Type
Standard

Payment Terms
F1.5B

Notes to Supplier
N/A

Reason for disputing the items of PO #2000532541

<input type="checkbox"/>	#	Description	Part No.	Delivery Date *	Qty	Unit Price	Reason for Dispute *	Status	Actions
<input checked="" type="checkbox"/>	1	EXTRUSION PRICE CHANNEL ADHESIVE CLEAR 3 5X47 625 25PK		04/29/2020	10	\$86.75	Out Of Stock	Ready	
<input type="checkbox"/>	2	GRIPPER EXTRUSION FLEX PRICE CHANNEL SNAP IN		03/15/2020	10	\$62.00	Please select any reason	Ready	
<input type="checkbox"/>	3	EXTRUSION PRICE CHANNEL 3-IN-1 MOLDING 2.5X47.624 CLR 25PK		04/29/2020	10	\$50.50	Please select any reason	Ready	
<input type="checkbox"/>	4	DIVIDER SHELF EXTRUSION MAGNETIC 3x12 PACK 25 CLEAR		04/26/2020	100	\$21.72	Please select any reason	Ready	

Message

Please provide additional detail for dispute

Cancel
Submit

Ready

<input type="checkbox"/>	#	Description	Part No.	Delivery Date	Qty	Unit Price	Total	Status
<input checked="" type="checkbox"/>	1	EXTRUSION PRICE CHANNEL ADHESIVE CLE...	34WC4	1224-02-02	04/29/2020	10 CS	\$867.50	Ready
<input type="checkbox"/>	2	GRIPPER EXTRUSION FLEX PRICE CHANNEL S...	298	1224-02-02	03/15/2020	10 CS	\$620.00	Ready
<input type="checkbox"/>	3	EXTRUSION PRICE CHANNEL 3-IN-1 MOLDING ...	290	1224-02-02	04/29/2020	10 CS	\$505.00	Ready
<input type="checkbox"/>	4	DIVIDER SHELF EXTRUSION MAGNETIC 3x12 P...	247	1224-05-04	04/26/2020	100 CS	\$2,172.00	Ready

Dispute Item(s) Confirm Item(s)

Subtotal (USD) \$4,164.50

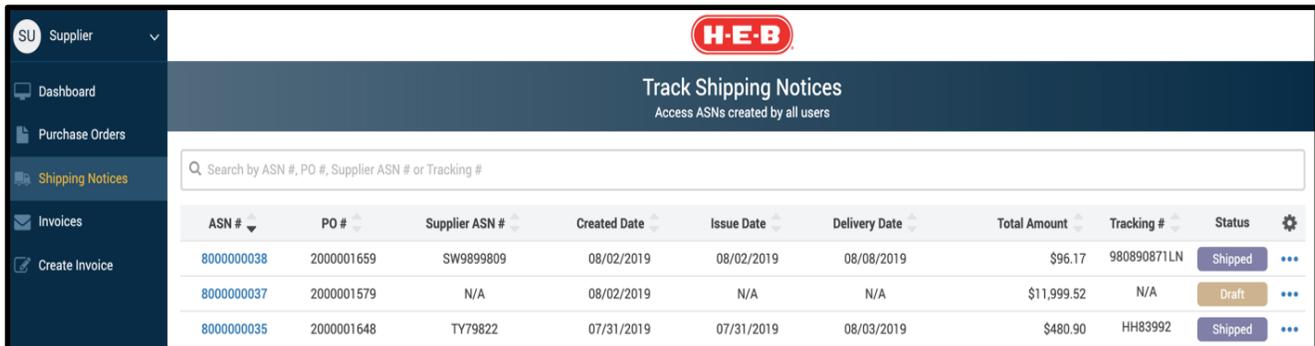
Shipping Charges (USD) \$0.00

Total (USD) \$4,164.50

Create an Advanced Shipment Notice

Advance Shipment Notices (ASN) are not required but can help ensure the timely creation of a goods receipt.

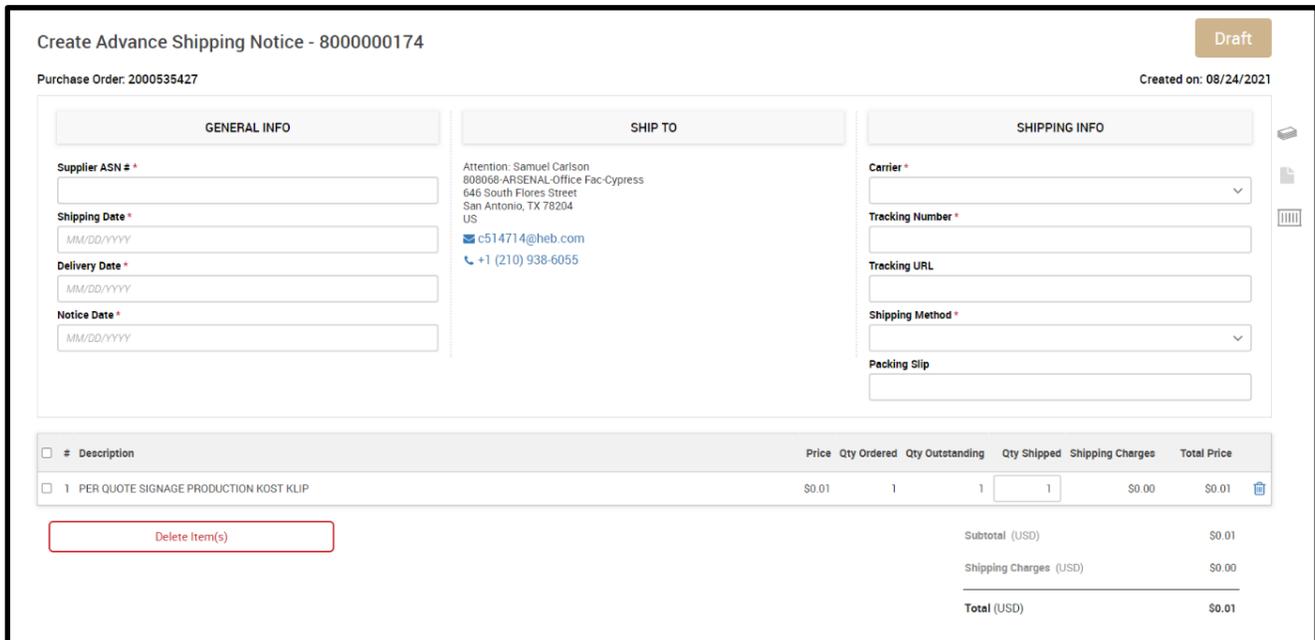
1. ASNs can only be generated from POs with *Ready* or *Confirmed* status.
2. ASNs have statuses of *Draft*, *Shipped*, *Received* and *Cancelled*.
3. ASN repository can be accessed under *Shipping Notices*.



ASN #	PO #	Supplier ASN #	Created Date	Issue Date	Delivery Date	Total Amount	Tracking #	Status
8000000038	2000001659	SW9899809	08/02/2019	08/02/2019	08/08/2019	\$96.17	980890871LN	Shipped
8000000037	2000001579	N/A	08/02/2019	N/A	N/A	\$11,999.52	N/A	Draft
8000000035	2000001648	TY79822	07/31/2019	07/31/2019	08/03/2019	\$480.90	HH83992	Shipped

All required fields listed below must be filled out before an ASN can be submitted:

1. Enter a unique *Supplier ASN #* - this is autogenerated at the top of the page, unless an ASN already exists
2. Confirm *Shipping Date*
3. Estimated *Delivery Date*
4. *Notice Date*
5. *Carrier*
6. *Tracking Number*
7. *Shipping Method*



Create Advance Shipping Notice - 8000000174 Draft

Purchase Order: 2000535427 Created on: 08/24/2021

GENERAL INFO	SHIP TO	SHIPPING INFO
Supplier ASN # * <input type="text"/> Shipping Date * <input type="text" value="MM/DD/YYYY"/> Delivery Date * <input type="text" value="MM/DD/YYYY"/> Notice Date * <input type="text" value="MM/DD/YYYY"/>	Attention: Samuel Carlson 808068-ARSENAL-Office Fac-Cypress 646 South Flores Street San Antonio, TX 78204 US c514714@heb.com +1 (210) 938-6055	Carrier * <input type="text"/> Tracking Number * <input type="text"/> Tracking URL <input type="text"/> Shipping Method * <input type="text"/> Pecking Slip <input type="text"/>

#	Description	Price	Qty Ordered	Qty Outstanding	Qty Shipped	Shipping Charges	Total Price
1	PER QUOTE SIGNAGE PRODUCTION KOST KLIP	\$0.01	1	1	1	\$0.00	\$0.01

Subtotal (USD) \$0.01
 Shipping Charges (USD) \$0.00
Total (USD) \$0.01

Create a Split Advanced Shipment Notice

For orders split into several shipments, create an Advanced Shipment Notice (ASN) and utilize the *Delete Item(s)* function to send an ASN for *only* those items that are being shipped.

1. When the remaining items ship, a separate ASN must be created for those specific items.

<input type="checkbox"/>	#	Description	Price	Qty Ordered	Qty Outstanding	Qty Shipped	Shipping Charges	Total Price
<input type="checkbox"/>	1	EXTRUSION PRICE CHANNEL SNAP IN 1.25 x 47.625 PK 50 BLACK	\$60.61	1	1	<input type="text" value="1"/>	\$0.00	\$60.61
<input checked="" type="checkbox"/>	2	Extrusion Price Channel Adaptr Univrsi Sml 1.25x47.625 pk20	\$25.72	1	1	<input type="text" value="1"/>	\$0.00	\$25.72
Subtotal (USD)								\$86.33
Shipping Charges (USD)								\$0.00
Total (USD)								\$86.33

[Delete Item\(s\)](#)

2. The *Activity* stream update will include the partial ship details.

ACTIVITY

24 Aug 2021

- JE PO #2000535427 has been confirmed 6 minutes ago
- JE PO #2000533244 has been confirmed 10 minutes ago

23 Aug 2021

- JE PO #2000535442 has been confirmed at 3:35 PM
- SC PO #2000535442 has been updated at 3:33 PM

[show more...](#)

3. The PO will remain in *Confirmed* status until an ASN has been completed for all items.



Track Purchase Orders
Access POs created by all users

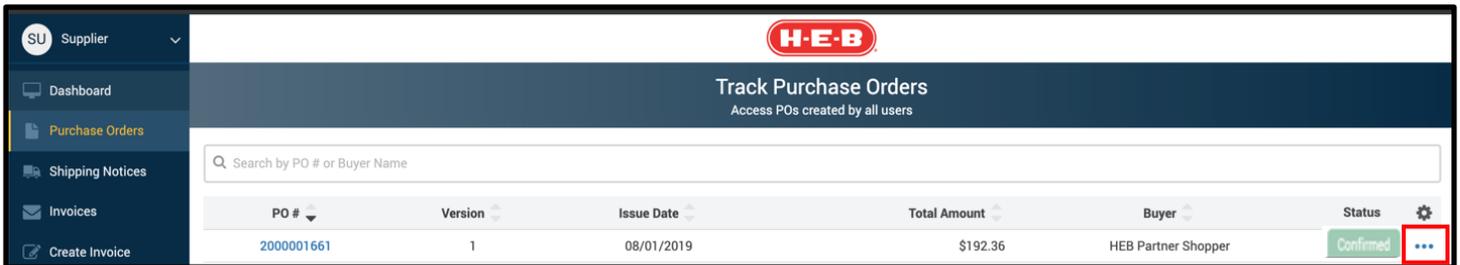
PO #	Version	Issue Date	Total Amount	Buyer	Status
2000001659	1	08/01/2019	\$192.34	HEB Partner Shopper	Confirmed ⋮

Creating an Invoice

A PO can be invoiced against in full or partially when in *Confirmed* status. Creating an invoice can be done via 3 methods:

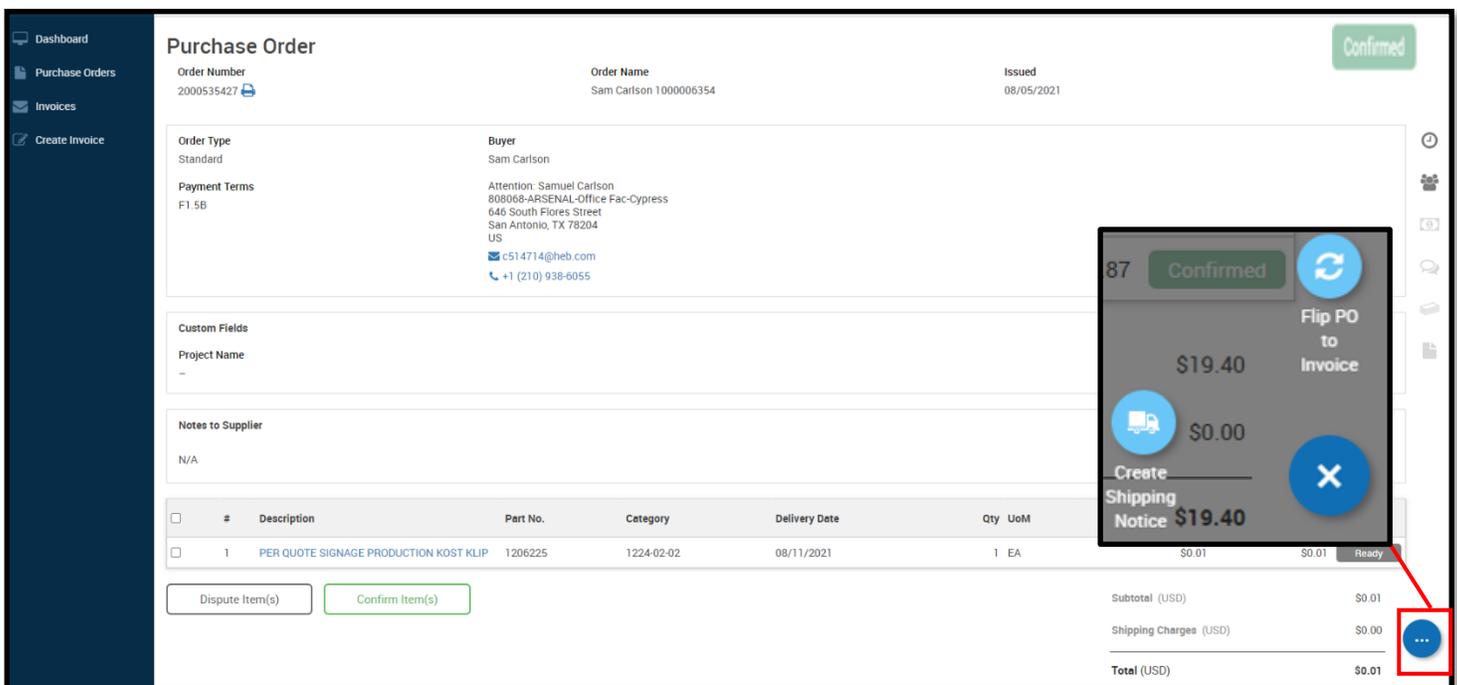
1. Flip PO to Invoice from Purchase Orders list:

- Select the blue ellipsis next to the PO status to prompt an action box where you can select the *Flip PO to Invoice* option.



2. Flip PO to Invoice from the Purchase Orders screen:

- Retrieve the PO under the *Purchase Orders* tab from the left-hand side menu and select the blue ellipsis in the bottom right corner of the PO.



3. From Create Invoice on the Left-hand Side Tab:

- Enter the PO number to populate line items into the invoice.



Creating an Invoice (Cont.)

Once within the Invoice screen:

1. Enter your *Supplier Invoice #* and *Invoice Date*.

Invoice Overview
Enter the Supplier and Payment Information for this Invoice

Company Code * C0001 - H-E-B, LP	Supplier * Enter supplier	Supplier Account # -
Supplier Invoice # * Enter supplier invoice #	Invoice Date * MM/DD/YYYY	Payment Terms * Select terms
Payment Due Date * MM/DD/YYYY	Notes About Invoice Enter a note	

2. Edit and/or delete line items if needed. This does not affect the original PO. This allows for partial invoicing to be completed.



Subtotal (USD)	\$31.56
Shipping Charges (USD)	\$10.00
Tax (USD)	\$3.43
Invoice Total (USD)*	\$44.99

Submit

3. Enter shipping, taxes (if applicable), and review the invoice total.

4. Click the green *Submit* button at the bottom of the screen.

Please note: Selecting *Yes* within the *Is this a Final Invoice?* section will remove any items not yet invoiced from the PO. This will effectively close the PO for any further invoicing. If there are remaining invoices that still need to be submitted for this PO, please select *No* to keep the PO open for invoicing.

Is this a Final Invoice? ?

Yes

No

Frequently Asked Questions

PO Questions

1. Who do I contact when I have a PO item in dispute?

- Send dispute to central.purchasing@heb.com whenever a PO item is in dispute.

Invoicing

2. How do I handle invoicing a material surcharge?

- New pricing for all items impacted will need to be submitted to the appropriate H-E-B Category Manager for approval.
- Surcharges should be submitted to H-E-B for review prior to confirming a PO. If approved, a new PO will be created with the updated item price.

3. Why can't I link my invoice to the PO number?

- The PO needs to be in *Confirmed* status. Verify the PO status before invoicing.
- If the invoice is in *Dispute* status, suppliers will need to update to *Confirmed* once the dispute is resolved.
- Ensure there are no invoices in *Draft* status (invoices started but not yet completed or submitted). Draft status invoices can be identified from the *Invoices* section on the left-hand side menu. Select the ellipsis to edit and complete the invoice or delete the invoice to restart a new invoice.
- For POs set up as a “per quote” line item with a quantity of 1, please email invoice(s) to acs@heb.com.

Item Setup/Maintenance

4. How do I submit new items?

- The H-E-B Category Manager will provide the Excel spreadsheet template for new items.

5. Whom do I send a new item to?

- All new items should be sent to the H-E-B Category Manager tied to your items. They will review the information and submit to the H-E-B Central Purchasing team to set up.

6. How do I reflect the number of calendar days it takes to fulfill delivery of my new item?

- The *Item Lead Time* field entered at the time of item setup determines the expected delivery date of a PO. The value placed in this field will identify the lead time on all POs placed for this item.

7. How do I submit an image along with a new item?

- Provide the image in JPG format along with the new item template.
- Do not embed the image within the spreadsheet. Column H (NEW_ITEM-IMAGE) should be entered as text and should match the file name exactly.
- Please ensure the image file name only includes alpha (a – z, A – Z) or numeric (0 – 9) characters. Please do not include any spaces, periods, or other special characters in image file names.
- JPG file should be named after your company's internal item code for this product.
- Maximum JPG image size is 2752 X 260h.
- File size should be restricted to under 10 MB.

Points of Contact

- Please reach out to central.purchasing@heb.com for assistance with:
 1. Inquiries regarding set up for EDI/cXML
 2. Issues with EDI/cXML submission
- Please login to the H-E-B AP-AR application for assistance with the following. If access to AP-AR is needed, please reach out to suppliermanagement@heb.com.
 1. Payment status or inquiries
 2. Marketplace invoice issues or questions
- Please reach out to central.purchasing@heb.com for assistance with:
 1. PO disputes
 2. Request access or update existing Marketplace users
 3. Adding/Removing new contacts
 4. Other general inquiries not included above