



Vendor Pulse

Enabled by **RSi**
Retail Solutions

Hannaford has launched a new program to share point-of-sale, inventory and other types of data in near real-time with its suppliers. This program, enabled by Retail Solutions, provides both Hannaford and its suppliers with an up-to-date, shared view of the operational reality in every Hannaford store, for every item, every day.

Hannaford's objective in providing this information to suppliers is to enhance their ability to support Hannaford and provide our joint customers, the shoppers, with an enhanced, more unique experience.

Why participate?

As a part of this program, goals for key shared metrics for our joint supply chain will be established. We will then work with the suppliers participating in this program, using our shared data, to improve these metrics. Hannaford will use Retail Solutions on an on-going basis to track each supplier's progress.

We expect all our suppliers to participate in this program, and to find innovative and productive ways to leverage the information we share.

Participating suppliers will have a unique opportunity to achieve performance differentiation with:

- Increased sales
- Better store level availability
- Lowered inventory levels across the supply chain
- Decreased shrink and reclaims levels
- Improved new product introduction and promotion design and execution
- More accurate forecasting

Finding the right model for your company

Our partner, Retail Solutions, offers suppliers a broad range of options to access the data and present it in a way that is both insightful and action-driven.

While data will be available for free to suppliers, we recommend you carefully consider the various options to ensure you can make immediate and productive use of this data.

	WEEKLY REPORT	PORTAL ACCESS	ADVANCED ANALYTICS	RAW DATA SENDING
	<i>Best for small vendors looking for low-cost access to simple reports against Hannaford data</i>	<i>Best for vendors seeking a high degree of flexibility in accessing Hannaford data with time-saving data tools</i>	<i>Best for suppliers leveraging Hannaford data in a drillable, intuitive format allowing for fast, detailed analysis of underlying store/item data</i>	<i>Best for vendors who have already invested in robust data warehousing tools to manage processing and storage of daily level retailer data</i>
Access to all Hannaford data streams	✓	✓	✓	✓
Data cleansing and harmonization to supplier's data dictionary	✓	✓	✓	
Data availability automated alert management	✓	✓	✓	

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Data loading	✓	✓	✓	
Data storage	✓	✓	✓	
Historical data maintenance	✓ (65 to 105 weeks)	✓ (65 to 105 weeks)	✓ (65 to 105 weeks)	
Reporting	✓ (Up to 5 reports, Excel only)	✓ (Unlimited)	✓ (Unlimited)	(Raw Data Only)
Advanced business intelligence (data mining)			✓	
Report distribution		✓	✓	
Data integration	Custom	Custom	Custom	Custom
Consulting resources	Available	Available	Available	(Not Available)
Price	Fee-Based	Fee-Based	Fee-Based	Free

How can you participate in this program?

1. Request authorization by emailing HannafordDSM@retailsolutions.com and include your company name and Hannaford vendor number(s)
2. Complete a subscription agreement with Retail Solutions
3. Complete a Hannaford Data Sharing Non-Disclosure Agreement directly with Hannaford
4. Receive training on Retail Solutions Demand Signal Management (DSM) solution, get activated and start accessing reports

Retail Solutions manages the authorization and subscription process for the Operational Data Share Program on behalf of Hannaford.

For additional information and to download a solution brochure, please visit www.retailsolutions.com/hannaford