# SPS Collaboration Analytics Initiative

What is the Collaboration Analytics point-of-sale initiative?

Rural King has partnered with SPS Commerce on a POS Analytics service, Collaboration Analytics, which provides fact based sales and inventory analysis to Rural King and its vendors. It is a reporting and analytics service which gives the Rural King buying team and its vendor's one common platform to review and analyze performance ultimately leveraging your vendor partners as it relates to insights into their products' sales performance.

What are the benefits of Collaboration Analytics?

With Collaboration Analytics, your organization can:

- Streamline data collection and reporting
- Spend less time collecting data, analyzing data and distributing reports by using pre-built dashboards
- Access a single source of data to gain actionable insights
- Increase sell-through
- Proactively introduce new reports and alerts
- Address consumer buying trends
- Decrease stock-outs
- Reduce operating inventory requirements
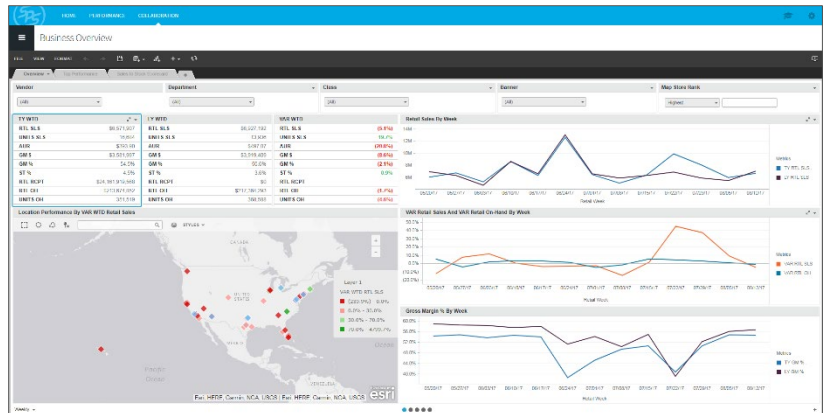
Who is SPS Commerce?

SPS is the world's largest provider of supply chain services and applications for the Retail Ecosystem. Headquartered in Minneapolis, MN, with offices in the US, Canada, China, Europe, and Australia, SPS supports over 65,000 customers including retailers, suppliers, grocers, suppliers, brokers, 3PLs, manufacturers and other firms that play a role in fulfilling goods to the over 2,300 retailers and distributors whose mappings and specifications are already built out and pre-certified at SPS Commerce. SPS Commerce currently provides a number of services including -- Vendor Sourcing, Item Assortment Management, Supply Chain Automation and Fulfillment and POS Analytics.

What is the cost of the service to a vendor?
The Analytics service is a monthly subscription. Pricing is mostly based on the amount of business a particular vendor does with Rural King.

What data is available and how often is it updated?

Rural King is providing a robust set of Product Attributes, Location Attributes and Weekly Activity metrics. Some of the key metrics are (Not a complete list):

- Vendor Name, Vendor Code, Department, Class, Style Number, UPC
- Store Name, Store Number, State
- On Hand $/Units, RTL Sales $/Units, AUR, ST%, GM, WOS

This data is refreshed each week and is at a store/UPC level.

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How can Rural King refer a vendor?

For all questions and to get started please contact SPS Commerce:

- Web to Lead - https://spsreferrals.com/rural-king-supply/
- Email - jpowers@spscommerce.com

An SPS Commerce Collaboration Analytics expert will contact your suppliers within 24 hours to begin the consultation and decision process.

Where do I go if I have questions, requests or issues related to Collaboration Analytics?

For all inquiries related to report requests/changes, new alerts, issue resolution, data validity/availability and product functionality, please contact the SPS Analytics Support team:

- Primary Option – AnalyticsSupport@spscommerce.com | P: 1-888-739-3232 ext. 2
- First Escalation Point – Erin Cronin | ecronin@spscommerce.com | P: 1-973-616-6139
- Second Escalation Point – Sushma Vittalarao | svittalarao@spscommerce.com | P: 1-973-616-6115

How can I leverage the SPS Customer Success Team?

For all inquiries related to Merchant and Vendor feedback regarding the Collaboration Analytics product and program or critical escalations, please contact the SPS Customer Success representative:

- Sr. Customer Success Executive – Jeff Powers | jpowers@spscommerce.com | P: 1-612-844-2229

What training resources do I have available?

For all inquiries related to training needs, please contact the SPS Customer Success team or reference the self-service Training Center

- Training Center | https://trainingcenter.spscommerce.com

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