



Vendor Pulse

Supplier Subscription Information

Enabled by **RSi**
Retail Solutions

Food Lion has launched a program to provide all its suppliers with access to near real-time point-of-sale (POS) data by store/item, as well as store-level inventory data, planogram information and many other supply chain related data feeds at the store and warehouse level. This new, industry-leading program provides suppliers with greater visibility into consumer demand, enabling better collaboration with Food Lion in achieving business goals and providing customers with the highest service levels.

Food Lion encourages you to explore this program and participate. Subscription and activation take only a few weeks, and do not require a lengthy IT project.

This POS and inventory data is made available through Retail Solutions Demand Signal Management (DSM) solution. The Retail Solutions DSM solution provides a robust data warehouse and easy-to-use tools for suppliers to access and analyze data by product, by day, and by store. Retail Solutions DSM solution also provides a cleansing and validation service that standardizes the data format and turns raw POS data into actionable information for your operational business processes. Suppliers have access to both training and expert consultants to help interpret the data and leverage the reports for optimal results.

With enhanced data granularity and daily updates, consumer goods companies can:

- Improve sales performance and product assortment through better store/item analysis
- Increase new item sales through more efficient store distribution
- Reduce out-of-stocks by monitoring local product inventory availability
- Maximize ROI of trade promotions by understanding past effectiveness

Suppliers will need to contract with Retail Solutions to access the data, and will be presented with many options to access the data, to ensure each company finds the appropriate service level:

	WEEKLY REPORT	PORTAL ACCESS (Standard Solution)	ADVANCED ANALYTICS	RAW DATA SENDING
Access to all Food Lion data streams	✓	✓	✓	✓
Data cleansing	✓	✓	✓	
Data harmonization to supplier's data dictionary	✓	✓	✓	(Food Lion Data Dictionary Only)
Data availability automated alert management	✓	✓	✓	
Data loading	✓	✓	✓	
Data storage	✓	✓	✓	
Historical data maintenance	✓ (65 to 105 weeks)	✓ (65 to 105 weeks)	✓ (65 to 105 weeks)	

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	WEEKLY REPORT	PORTAL ACCESS (Standard Solution)	ADVANCED ANALYTICS	RAW DATA SENDING
Standard reports — up to 35 reports	✓ (Excel Only)	✓	✓	(Raw Data Only)
Custom reports unlimited		✓	✓	
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 Food Lion Data Share program?

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

Retail Solutions manages the authorization and subscription process for the Operational Data Sharing Program on behalf of Food Lion.

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