



Vendor Pulse program
Powered by Retail Solutions Inc.

Frequently Asked Questions

How can I get access to store-level POS and operational data from Hannaford?

In February of 2009, Hannaford launched Vendor Pulse, a program to provide its suppliers with access to near real-time point of sale (POS) and inventory data by store / item along with DC level supply chain metrics. This new program provides you with greater visibility into consumer demand and will enable better collaboration with Hannaford in achieving joint business goals. To gain access to this data, contact your Retail Solutions account representative or send an e-mail to HannafordDSM@retailsolutions.com. Your Retail Solutions account representative will help you identify the service level that will best meet your company's needs and provide you with a Hannaford NDA which must be signed prior to receiving Hannaford data.

What service level alternatives are available?

With Retail Solutions, you can choose from the following four options:

Raw Data Sending	Retail Solutions will make available at no charge to Hannaford suppliers the daily raw data files provided by Hannaford.
Weekly Reporting	This is Retail Solutions' most basic level of fee-based service. Hannaford suppliers can receive up to five Excel reports each week via e-mail which are designed to highlight trends and opportunities while supporting your company's product, geography and calendar attributes.
Portal Access	In this option, you are granted user licenses for 24/7 access to our easy-to-use web-based portal, featuring multiple report templates that can be applied to the store/item/day information. The portal contains convenient features such as automated report scheduling and delivery, and the ability to create and save custom filters to be applied to the data.
Portal Access with Advanced Analytics	This premium service offering gives you access to the web portal, plus our Advanced Analytic Library to enable more sophisticated users to work with purposed views of the data which allow for interactive slicing and dicing. This service includes a dynamic, drillable version of key performance metrics to help diagnose performance opportunities at an actionable level of detail.



How does the service work?

When you contract with Retail Solutions, you enter into a subscription agreement for services that facilitate the exchange of data between Hannaford and your company. You will then be granted access to data based on permissions granted by Hannaford and will be subject to Hannaford's confidentiality and non-disclosure policies.

Aside from my contract with Retail Solutions, are there any other charges involved?

Data for this program is delivered directly by Hannaford to Retail Solutions and requires no EDI or VAN charges.

Why doesn't Hannaford share data directly with its trading partners?

Hannaford has decided to use the Retail Solutions Demand Signal Management (DSM) offering because it provides a cleansing and validation service that standardizes the data format, providing it in the way each trading partner wants to see their data. With this value added service, Hannaford trading partners can focus on leveraging and using daily POS data as soon as it becomes available, every day, rather than on receiving, cleansing, harmonizing and loading the data.

What data types (metrics and attributes) are available through the program?

The standard Hannaford data includes store-item-day level POS sales and units, inventory and several other key supply chain and category performance metrics. Highly granular supply metrics by DC-item-day are also available. Item attributes provided by Hannaford include item numbers and descriptions as well as category hierarchies. In addition, Hannaford provides store attributes including geographic and logistical information critical to operational analysis of the data. In addition, Hannaford provides basic attribute information related to its DCs and internal calendar.

How often is the data updated?

Updates to all Hannaford data metrics occur on a daily basis and reflect all transactions from the preceding day. For example, users will have access to Monday's sales on Tuesday.

How much historical data is provided?

All levels of service include access to 52 weeks of historical data at the daily level.

What product hierarchies can I use to report against the data?

Retail Solutions provides unlimited flexibility in assigning attributes to items. This means that you can report against the data using your own custom hierarchy definitions or using Hannaford's product hierarchy (Sub-Category, Major Category, Super Category, etc). Because the most granular level of data is always available, changes to attributes or hierarchy values can be made with reports generated the same day.

What geographic attributes can I apply to the store-level data?

As with product hierarchies, Retail Solutions provides unlimited flexibility in assigning attributes to stores. For instance, you can report against the Hannaford store-level data using your own custom definitions of regions or clusters. Hannaford-defined store attributes including address, chain, division, and district are also available to all Hannaford vendors.

Is the data reported according to Hannaford fiscal calendar?

The service supports the use of multiple calendars. You have the flexibility to aggregate the daily data according to Hannaford's fiscal calendar or according to your own calendar. The Hannaford fiscal week aligns with its advertising week (Sunday through Saturday), with fiscal weeks rolling into fiscal periods.



Do I need to install software in order to use this service?

There is no software installation required to use Retail Solutions web based services.

How long does it take to get access to the data?

Once you have contracted with Retail Solutions and have executed a non-disclosure agreement (NDA) with Hannaford, you can expect to be live with services in about six weeks.

This new program provides you with greater visibility into consumer demand, enabling better collaboration with Hannaford in achieving business goals and providing customers with the highest service. Hannaford encourages you to explore this program and participate by contacting your Retail Solutions account representative or by sending an e-mail to HannafordDSM@retailsolutions.com.