



Services: Vendor enablement, Trading Partner Intelligence
Industry: Specialty Retailer

Case Study: Anna's Linens

Anna's Linens is a leading specialty retailer of home textiles and décor with more than 280 stores in 19 states. The company is growing rapidly, having opened 30 stores in 2011 and planning to open another 20+ in 2012. To support its growth, Anna's has been transforming its supply chain operations over the last few years by adding new distribution center capabilities with cross-docking functionality, implemented Manhattan Associates Extended Enterprise Management (EEM) system, implemented Direct Import capabilities, leveraged EDI functionality to streamline accounts payable and focused on inventory reduction opportunities.

Early in 2011, Anna's senior management decided to leverage third-party providers for other aspects of the business not considered to be a core competency and subsequently decided to outsource its EDI testing and vendor EDI onboarding efforts.

Certifying E-Commerce and New Vendors

Anna's had successfully connected with vendors via EDI to streamline its supply chain. Purchase orders, advance ship notices (ASNs) and other transactions were in place and delivering measurable efficiencies to Anna's operations. Anna's chose to partner with SPS Commerce to perform the testing and certification of all new vendors to ensure that they could support Anna's electronic trading requirements.

Like many retailers, Anna's is expanding its e-commerce and drop-ship business, as well as expanding into new merchandising categories. As a result, the company needed to add new vendors and expand EDI transactions with existing vendors. SPS has worked with Anna's vendors to add the new transactions associated with e-commerce and certifies all of its new vendors. Today more than 150 vendors are fully EDI compliant with Anna's.

“With SPS Commerce, we can bring on new vendors much quicker as they are pre-certified by SPS to have the necessary electronic trading capabilities to do business with us efficiently from the start.”
—Carie Doll, Chief Merchandising Officer, Anna's Linens

Sharing POS Data to Improve Collaboration

Anna's had shared point-of-sale (POS) data and several vendors received detailed information via an EDI 852 document while other vendors received a weekly spreadsheet summarizing their sales across all stores. Unfortunately, vendors did not use POS information consistently, making it difficult for buyers and vendors to have meaningful conversations about this data.

Improving Anna's Linens' Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

“With SPS’ cloud-based Trading Partner Intelligence solution, we found an accessible POS analytical solution for our buyers and vendors.”

– Carie Doll, Chief Merchandising Officer, Anna’s Linens

In August 2011, Anna’s launched a POS data initiative based on SPS’ Trading Partner Intelligence (TPI) service. Using the on-demand solution, Anna’s vendor base has online access to view weekly POS sales data along with their buyer. Together, they can view and interact with the information in detailed and summarized reports. Accessible by both Anna’s and its vendors, the solution provides for meaningful collaborative discussions.

Many vendors also wanted to have detailed POS information for their internal ERP and replenishment systems. Via SPS Anna’s is sending EDI 852 data to vendors requesting it, and vendors can also export their POS data into a spreadsheet from within TPI.

“Our buyers and vendors are pleased with the shared view within TPI,” continued Doll. “Our planning, allocation and buying teams have found it to be very intuitive and easy-to-use. Most importantly, they can move vendor conversations to a new level of collaboration to review item performance.”

About SPS Commerce

SPS Commerce perfects the power of your trading partner relationships with the industry’s most broadly adopted, enterprise retail cloud services platform. As a leader in on-demand supply chain management solutions, we provide prewired, proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. With a singular focus on the retail marketplace, we revolutionized traditional EDI systems by developing a platform that enables highly cost-effective and reliable trading partner collaboration. SPS Commerce has achieved 48 consecutive quarters of revenue growth and is headquartered in Minneapolis.