



Services: Integrated EDI with QuickBooks, Trading Partner Intelligence
Industry: Hardware

Trading Partners: Home Depot, Lowe's, Menards, Pep Boys and others

Case Study: Pell Industrial

Founded in 2007, Pell Industrial manufactures and distributes private label hand tools and related products. Its retail customers include Home Depot, Lowe's, Menards, and Pep Boys, among others.

Pell made a strategic decision in 2009 to expand visibility to in-store inventories, and improve forecasting and customer service. The company began to seek out a provider that could deliver access to POS data from retail customers.

Today Pell has increased forecasting accuracy to 60 percent or better using TPI, with accuracy is improving every month.

After surveying the intelligence offerings in the market and listening to customers' recommendations, Pell selected SPS Commerce's Trading Partner Intelligence (TPI) service. In addition, Pell subscribed to SPS' on-demand supply chain management services, including web-based EDI, integrated EDI with QuickBooks and Scan and Pack to optimize their supply chain and logistics efficiency.

Improving Pell Industrial's Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

SPS Commerce's TPI service turns complex EDI 852 and other point of sale (POS) data into actionable intelligence. The interactive service provides key metrics that enable suppliers to:

- Understand and improve sales performance by identifying and preventing missed opportunities
- Gain a better understanding of final sell through
- Understand and minimize chargebacks for greater profitability and customer satisfaction
- Analyze key fulfillment metrics across any customer, any region/market/store, any product and any time period
- Improve vendor scorecards by understanding their performance relative to customer expectations.

More Accurate Forecasting

Prior to using TPI, Pell's forecasts for retail customers were accurate about 30 percent of the time. Its sales staff would routinely call customers to obtain information on product sales and inventory levels. The result was infrequent updates and a reactive approach.

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“By more accurately understanding how our products are selling in stores, we can better predict when our retail customers will need to replenish their inventory,” said Christian David, Vice President of Sales at Pell Industrial. “TPI provides us with summary dashboards and drillable reports on our weekly sales, on-hand inventory, percent changes by week and much more. Its POS data analysis is helping us streamline order fulfillment, improve demand planning and increase sales.”

Proactive Sales Approach

Pell’s sales team uses TPI daily to identify items whose sales are trending high or low. This information helps Pell partner with retail customers to improve in-store promotions and understand where product sales are lagging compared to previous weeks. These proactive measures are also helping decrease stock outs, prevent excess inventories, and enhance customer service.

“Pell wanted to provide advanced sales analyses to strengthen our relationships with our retail customers,” continued David. “With TPI we are able to convey the message to our customers that we are actively managing our SKUs to better serve them. Our retailers are seeing us excel in this area and it is helping us to grow these relationships.”

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.