



SPS COMMERCE

INFINITE RETAIL POWER™

# **ANALYICS DATA SERVICE**

Solution Description

# ANALYTICS DATA SERVICE

## Definition

Analytics Data Service provides your organization with a direct feed of normalized and cleansed retailer data to be used in demand planning and enterprise initiatives. This service supports your enterprise application needs by providing a direct feed of point-of-sale data, including inventory positions, where available for all your subscribed to retailer partners.

Analytics Data Service provides the Customer with regular sets of data files that describe their performance with a retailer. A delivery package includes the following files for each reporting period:

- Activity: summarizing sales facts and inventory positions, such as unit sales, retail sales, gross margin, and on hand inventory.
- Item: describing products in the retailer's hierarchy and terminology. Attributes include brand, gender, style, size, and color.
- Location: describing store locations in the retailer's terminology. Attributes include account, address, store number, and region.

## Functionality

Analytics Data Service functionality includes an analytics warehouse, retailer data sourcing, storage, and data file delivery.

### a. Data Sourcing

SPS will collect the Customer's POS data from the retailers listed in the SPS Services ordering document, including supplier-provided Direct-to-Consumer and online sales channels. Data acquisition may include EDI and flat files and can be transmitted via a variety of means including VAN, FTP, SFTP and AS2, or downloaded from retailer portals. In some cases, sourcing the data will require the Customer's involvement that will be determined by the retail setup process.

### b. Quality Assurance

SPS performs a variety of industry best practice tests and some proprietary validations to ensure the highest possible quality of data is available to the Customer.

**c. Resolution and Re-Transmittal**

If SPS identifies an issue with the data being received directly from a retailer, then it will request resolution from the retailer and notify the Customer of the status. In cases where the data is being provided to SPS by the Customer, the Customer will work with the retailer directly to resolve the issues and retransmit the data. Once resolved, SPS will re-test and retransmit the data to the Customer.

**d. Monitoring**

SPS monitors for the receipt of new data and the normalization and quality assurance processes 24 hours a day and 7 days a week.

**e. Data Storage**

SPS stores up to three years of historical, retailer supplied, data for the Customer so long as the Customer continues to subscribe to the retailer.

**f. Data File Delivery**

Customers receive data file packages as data is available for each retailer. The frequency will be either daily or weekly, depending on the retailer. Files can be delivered to an SFTP server or Amazon S3.

**Service Levels for Analytics**

SPS will use good faith efforts (but does not guarantee) to make Analytics available twenty-four (24) hours a day, seven (7) days a week. SPS shall not be held responsible for the unavailability of Analytics caused by: (a) planned downtime or (b) circumstances beyond the reasonable control of SPS, including (but not limited to) extraordinary elements of nature or acts of God; acts of government; flood; fire; earthquakes; civil unrest; acts of terror; strikes or other labor problems (other than those involving SPS employees); Internet service provider failures or delays; and electrical failures (collectively, "Force Majeure Events"). Such Force Majeure Events shall excuse SPS from performance of its affected obligation(s) for as long as such circumstances exist.