

# SHAMROCK FOODS

## VIDEO TRANSCRIPT

### SYNOPSIS:

Shamrock Foods is a grocery distributor in western United States with a growing need to further automate its retail supply chain with the help of its vendors. The company knew why vendor onboarding was important but wanted to do it right.

While the food company has been doing EDI with some suppliers for years, they wanted to automate order processing with their local, small and mid-size suppliers that are common in grocery. Shamrock Foods selected SPS Commerce as their partner for this initiative. SPS brought its proven best practices for vendor onboarding, having led hundreds of successful vendor onboarding programs for more than a decade.

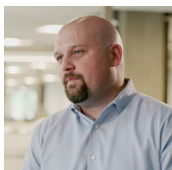
From supplier communications to outreach, SPS provided the process, materials and knowledgeable staff to direct the program and take on the day-to-day tasks. The SPS team regularly provided Shamrock Foods with visibility to the project and provided insight and updates to their management team.

With the automation, Shamrock Foods is set up to expand its drop-ship initiative. With an EDI-enabled vendor community, Shamrock Foods and their suppliers have the option to expand their use of this order model and provide a larger variety of products shipped directly to retailers and grocery consumers.

### FEATURING:



**John Roussel**  
Chief Operating Officer  
Shamrock Foods



**Austin Martin**  
Vice President of Category Management  
Shamrock Foods

**John Roussel:** Shamrock Foods is a family-owned company. We have locations all throughout the west coast. One of the reasons we started to really dig into EDI, SPS Commerce and the partnership is our business has been growing dramatically.

Teaming with our vendor partners is so important, now more than ever. We have so many needs with data and information, and whether it's a nutritional, or a picture, or any of the information to share with our customers, they have the need for more and more of that.

We wanted to make sure that we had a long-term solution and a partner that could meet our needs, not just today but into the future.

**Austin Martin:** One of the reasons we selected SPS was to offer that scalability from the hyper-local, small purveyor of local ingredients to the large multinational branded organization.

The fortunate thing with SPS is they came with a lot of best practices and since we were really taking a collaborative approach, we included them as part of the team with regular check-ins to make sure that we were working towards a solution that was as efficient as possible. We had weekly calls and check-ins and SPS would share with us any learnings that they had and how we could potentially move forward in different ways if necessary.

We've had many suppliers that we've worked with through an EDI platform in the past. But really what we wanted to do was to bring in the rest of our supply base. And, that was where SPS came with a solution that allowed us the most efficient and easiest way to bring our entire supplier community onto an EDI automated platform.

When we think about the drop-ship initiative, it's something that should open up to our customer base a whole breadth of items that otherwise wouldn't be available today because of not being able to meet minimums to really bring into our warehouses. And the SPS platform will really help us to create that seamless integration with our online eCommerce platform.

I absolutely would recommend SPS Commerce. Their expertise with EDI automation really shows through, not just with distributors, but bringing on a vendor community in this process.

**John Roussel:** Our vendors are of all different shapes and sizes, and we want to make sure that we had a vendor that could meet all of those needs. And, that's frankly what SPS Commerce was able to bring to us.

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