

CLARKS TESTIMONIAL - VIDEO TRANSCRIPT

SYNOPSIS

For more than a decade, leading shoe brand Clarks has relied on retail analytics to strengthen their retailer relationships and provide actionable recommendations. Retailers appreciate these insights, especially when the data used to produce them matches their data exactly.

FEATURING



CHRISTOPHER MARCAL
Director of Customer Planning
Clarks

“We have a lot of confidence to go to the retailer using nothing but SPS data.”

TRANSCRIPT

SPS helps us stay ahead of the curve by giving us a first look at what the consumer is buying. So, whenever a trend starts to develop, we can catch it a lot of the time before a retailer. We show up as such a trusted advisor to the retailer when we can say, “Hey, there is a trend going on in your business that you may not have noticed yet or noticed in some small way.” To be able to package that up as something that is emerging and share it back with the retailer, they appreciate that so much that we’ve spotted this bubbling opportunity (or bubbling problem) and address it in a direct way.

SPS really understands our business. That is why I love working with SPS. They understand what I am trying to do. A lot of folks that work there have been in my shoes and working for brands and for retailers and understand what those really impactful insights are going to be and what the impactful delivery methods of data are going to be. So, to have a system that is designed by those people who know what a retailer is looking for is really helpful. It really shows when you are working with a company that understands your business, opposed to someone who doesn’t.

SPS has really evolved with our business over the past ten years by working with us and making sure that the way they are delivering the data and the cadence they are delivering the data is appropriate for our businesses. So, things like data extracts and being very flexible with how it is being delivered has kept up with the different ways we are taking the data in. A lot of the things around e-comm and demand fulfillment on the web and in-store, and really working with us on how all the different methods are accounted for in the sell-through data and being clear with us on where things show up as they’ve been onboarded has been really helpful. So, around e-commerce and data delivery, SPS has kept up with how we run our business.

We have so much trust that the data is right. When we match back to a buyer report, it’s spot on and we have a lot of confidence to go to the retailer using nothing but SPS data. We have the confidence that retailer is going to say, “yeah, those are my numbers, and this is my calendar, and this is how I look at my business.” Coming in speaking their language, that’s what SPS helps us do. It’s really not replaceable in the industry.



SPS COMMERCE
THE WORLD'S RETAIL NETWORK

Headquartered in Minneapolis with offices around the world, SPS Commerce (NASDAQ: SPSC) powers over 350,000 trading partnerships between retailers, distributors, grocers, suppliers and 3PLs. Learn more at www.spscommerce.com