

### Retail Vendor Management

*Efficiently managing vendor submissions, pricing and promotions*

#### Industry Challenges:

Retailers often manage thousands of brands, and the bigger the retailer, the broader its vendor base. Keeping pace with an ever-changing marketplace that thrives on change forces retailers to constantly move inventory. Top retailers know that to remain on top, they must obtain the right merchandise at the right price point, and get it on the shelf as quickly as possible. However, there are numerous hurdles that retailers must overcome before an item can be sold.

An inordinate amount of documentation and approval processes accompany each vendor and its merchandise. Retailers must set forth guidelines to ensure that shipments arrive accurately and on time; items are priced correctly; vendor markdowns are reflected appropriately; logos are used properly; brands are merchandised according to vendors' desires; and promotions are set up properly. And with each new item, price modification, or promotion, a colossal domino effect is initiated as retailers scramble to mirror the change across sometimes hundreds of retail locations and online stores.

Retailers must remain organized and agile, as pricing and promotions are subject to varying market conditions and seasons. They battle a continual cycle of change to ensure that fresh, new merchandise is available to meet customer demands. Unfortunately, managing the paperwork and monitoring the processes of incessant cyclical unrest poses significant and time-consuming challenges for retailers.

#### Key Business Requirements:

- ▶ Streamline the paperwork and duplication associated with vendor applications and product submissions
- ▶ React in real time to fluctuations in demand
- ▶ Improve the management of merchandise pricing and promotion
- ▶ Cut the new item review cycle time by up to 50%
- ▶ Stock shelves with the latest hot demand merchandise as soon as the market shifts!



Dayhuff Group's Retail Vendor Management is a solution for retailers seeking to streamline and automate tasks related to pricing and promotions, ultimately enabling them to place sought-after merchandise on the shelves more quickly. Powered by IBM software, Retail Vendor Management allows retailers to reduce the tremendous effort spent in managing vendor relationships, removing the mountains of paperwork from pricing and promotions processes, while eliminating the tedious routing of documents through approval and administrative cycles.

Using Retail Vendor Management, retailers are able to more efficiently manage all pricing and promotions-related processes, including the automatic routing of various forms and documents to decision-makers for review and approval. Retail Vendor Management permits information to be processed in hours, rather than days, effectuating pricing and promotional changes immediately throughout all stores. Vendors are able to submit price-adjustment forms and promotional materials to a secure section of a retailer's Web site, signing all related forms and documentation electronically. Forms are then routed automatically through approval processes, and all steps tracked so reports can be run to assess the status of a particular item or vendor.

Retail Vendor Management resolves routine business problems using the power of the Web, drastically reducing costs and improving customer service. Vendors and retailers alike are able to securely monitor each stage of any process, easily responding to questions or instituting additional changes, while reducing promotional development time and overall day-to-day workloads. Additionally, Retail Vendor Management enables retailers to provide customers with the ability to place orders over the Web, as well as obtain answers to frequently asked questions using self-help options.

### **Value Proposition:**

The Dayhuff Group guarantees its clients a short-cycle project completion, working within real-world budgets, and innovative, problem-solving technology services that improve efficiency, reduce costs, and increase revenues.

While delivering a fast, focused, high quality and cost-effective pricing and promotions solution, Dayhuff Group's Retail Vendor Management enables retailers to:

- ▶ Reduce promotional development and deployment time
- ▶ Cut the cycle time of promotions by up to 50 percent
- ▶ Implement pricing changes instantaneously to remain competitive
- ▶ Get the hottest selling items on the shelf more quickly

### **Return on Investment:**

Documents are processed accurately and efficiently, eliminating up to 100% of man hours required to manually redact documents. Use the solution to deter cost associated with financial loss, legal claim or embarrassment from content related disclosures

## Overview:

### **Target Retail Segments**

- ▶ Specialty
- ▶ Food (grocery) and drug
- ▶ Hard goods, electronics, furniture
- ▶ General merchandise and mass merchants
- ▶ Department stores
- ▶ Gas & Convenience
- ▶ Direct Marketing & Catalog

### **Business Application -**

Streamline and automate the task of vendor applications, merchandise submission, and pricing and promotion changes and remove tedious and inefficient tasks.

### **Product(s) -**

FileNet Business Process Manager  
FileNet Content Manager  
IBM Content Manager v8  
IBM Workplace Forms  
System integration needed  
Custom development needed

### **IBM Brands Supported**

Information Management  
WebSphere

### **Company Description**

Dayhuff Group specializes in delivering fast, focused, high-quality yet cost-effective Enterprise Content Management solutions. Our range of experience, the scope of our expertise, and our delivery model makes Dayhuff Group a special breed in the technology services field. We put those attributes to work in order to guarantee our clients short-cycle project completion with real-world budgets. The result: innovative, problem solving technology services that improve efficiency, reduce costs, and increase revenues.

## Contact Information

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