



# TPM Foodservice 360-Degree View

2019 AFS USER CONFERENCE

*“Enhancing the Value of Today’s Consumer Goods Manufacturers and Distributors Through Advanced Analytics - WiiFM”*



# Speaker Introduction

**Susan Sanford**

**Sr Director TPM FS Operation & Product Mgmt**

Susan has been with AFS Technologies for more than 23 years within TPM Foodservice. Her background started in Settlement Services and application training, then in 2012 became the Product Manager. In 2016, her role expanded to included Operation Management.

# Agenda

- What is a 360 degree view in Foodservice?
- How can this be achieved?
- What can I do with this information?
- Next Steps

# What is a 360 degree view?

**Visibility: from sales to distribution to sales from distribution to the end user**

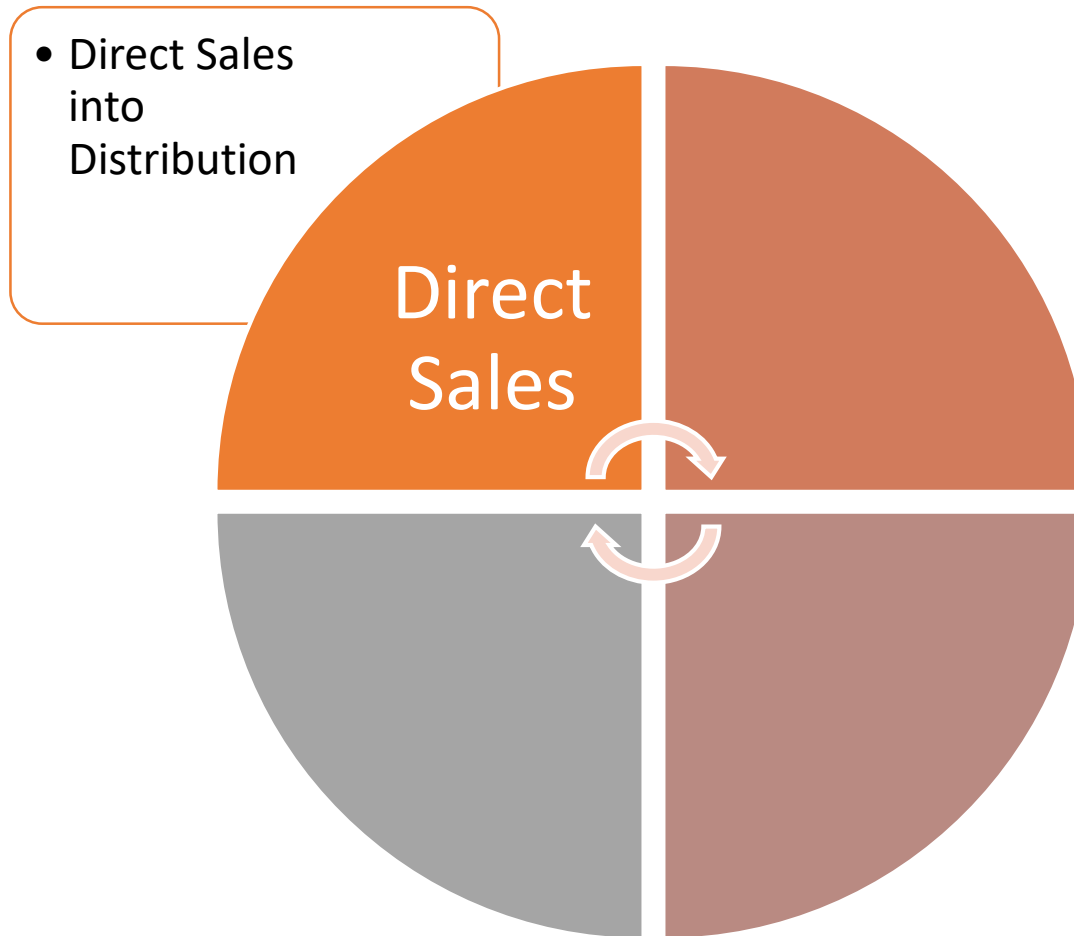
Sysco Miami buys 50 Cases



Joe's Diner buys 10 cases

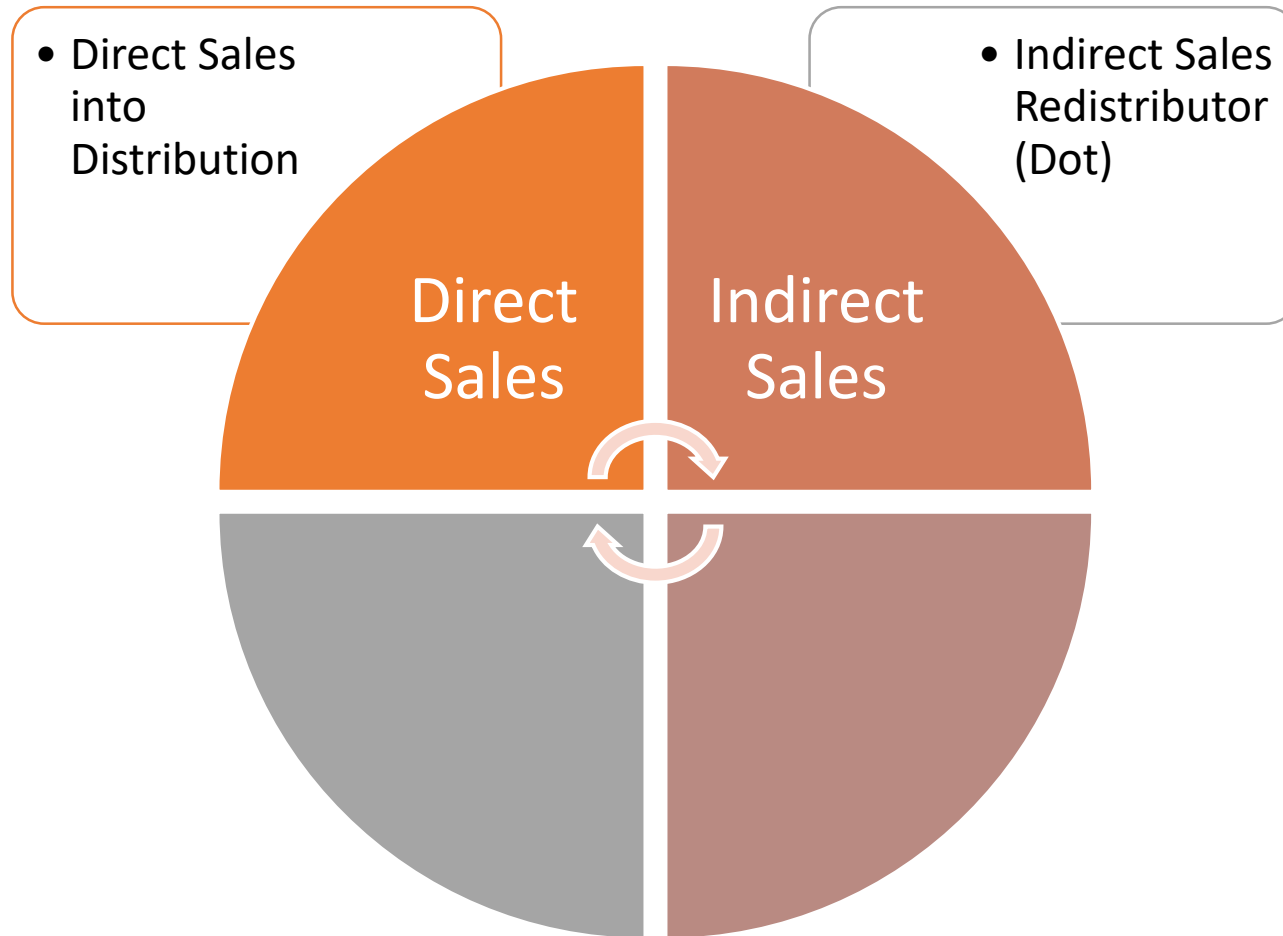
# What is a 360 degree view?

*Visibility: from sales to distribution to sales from distribution to the end user*



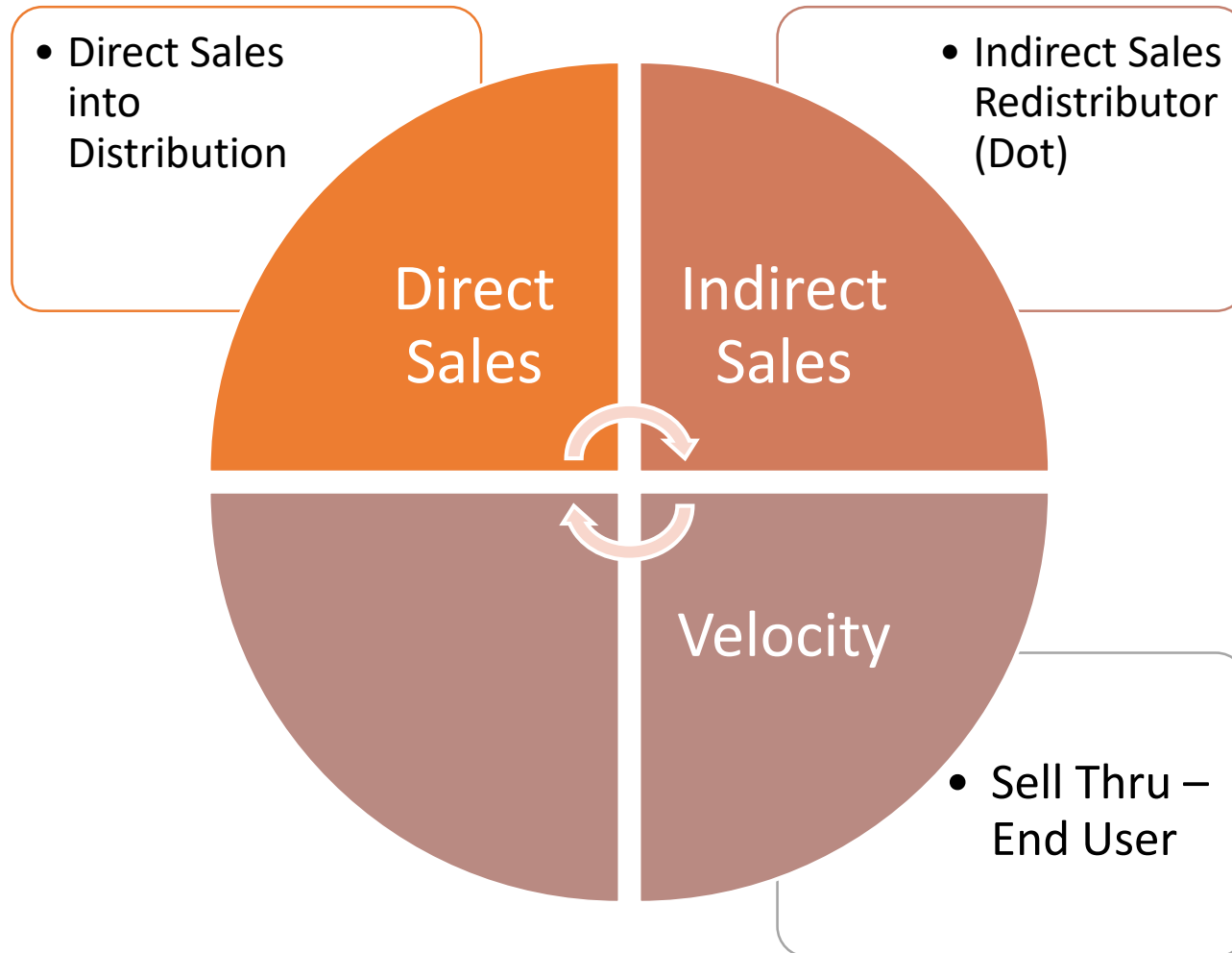
# What is a 360 degree view?

*Visibility: from sales to distribution to sales from distribution to the end user*



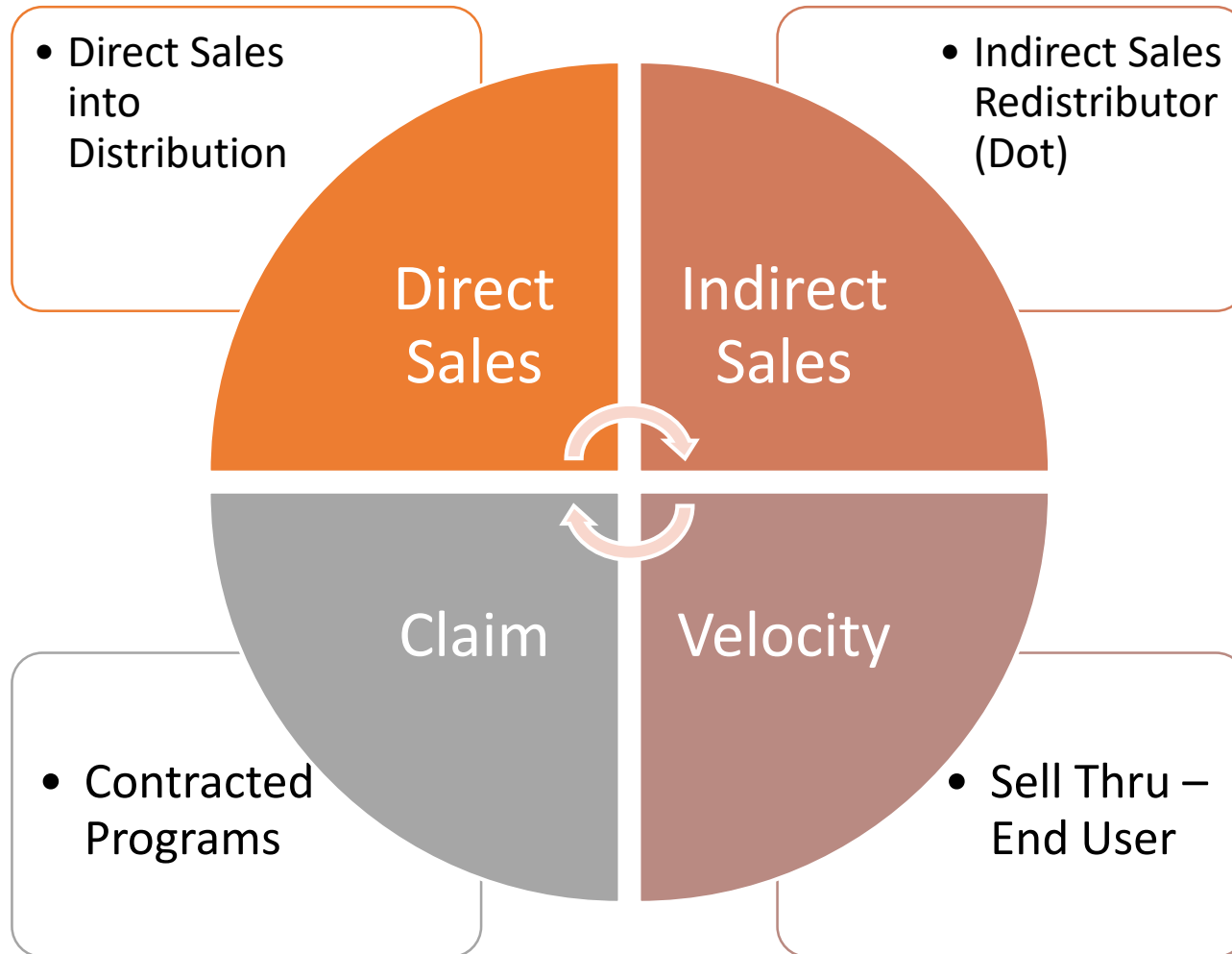
# What is a 360 degree view?

*Visibility: from sales to distribution to sales from distribution to the end user*



# What is a 360 degree view?

*Visibility: from sales to distribution to sales from distribution to the end user*





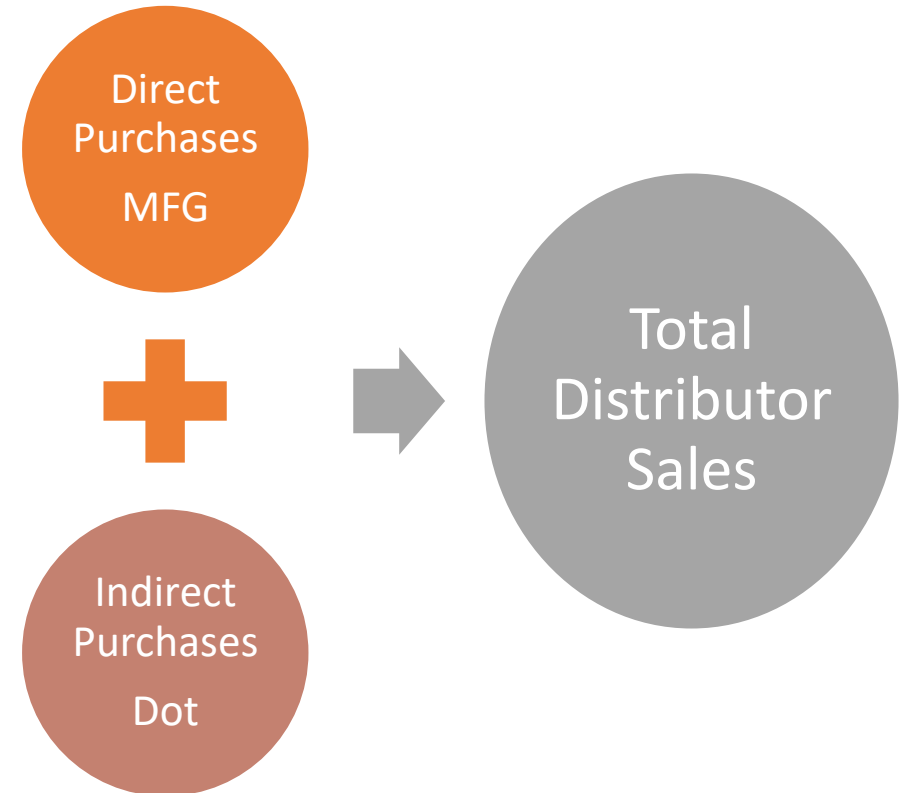
# Sales Data

## First: Sales Data – Need Full Visibility

- Direct to Distributors
- Direct to Re-Distributors
- Indirect from Re-Distributors

1. All Direct Sales = Direct to Distributor + Direct to Re-Di
2. All Distributor Sales = Direct to Distributor + Indirect from Re-Di

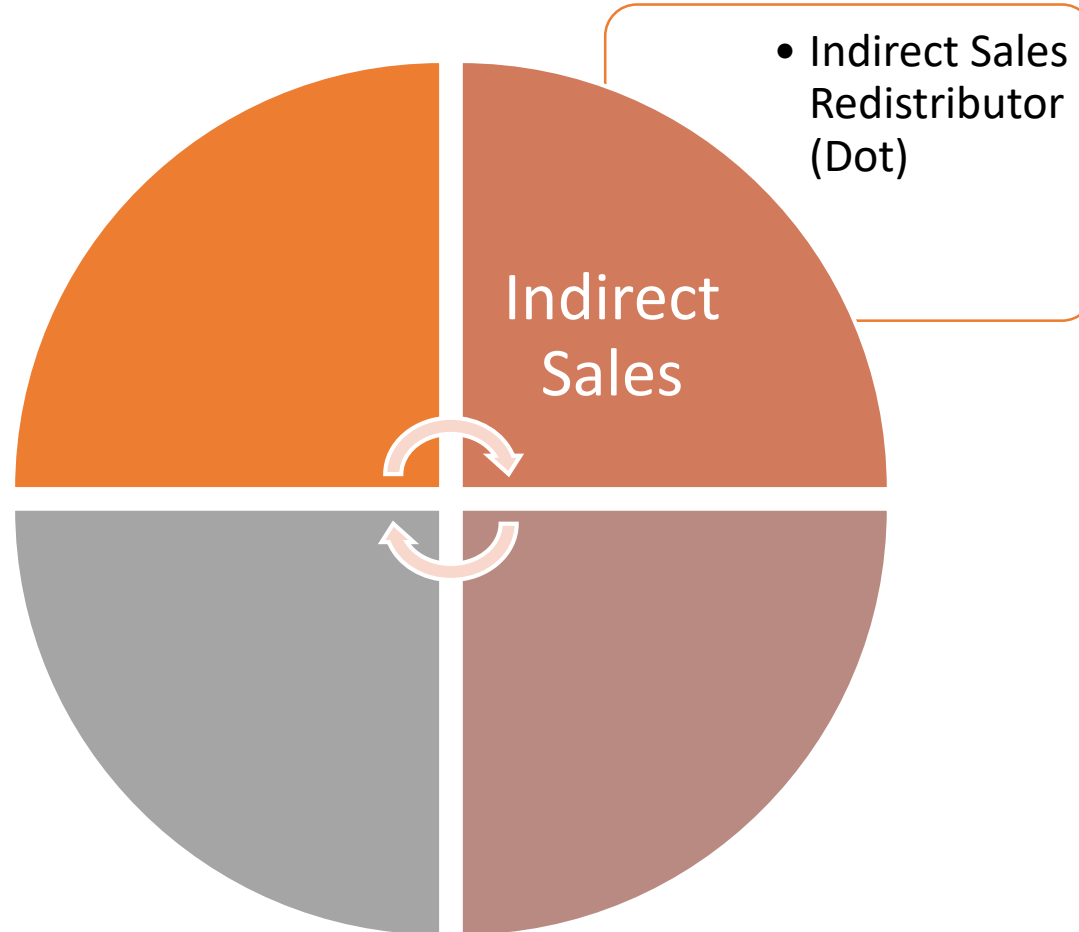
*Note: Direct to Re-Di + Indirect from Re-Di = Duplicate Sales*



# Indirect Sales

## Indirect Sales

- Re-Distribution sales data (867's)
- Customer Numbers – Need to map
- How do you want to see this in reporting?

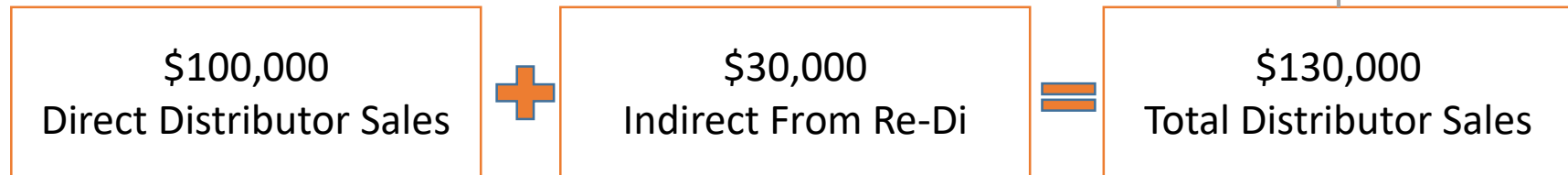


# Sales Data -Lag

## Direct Sales



## Distributor Sales

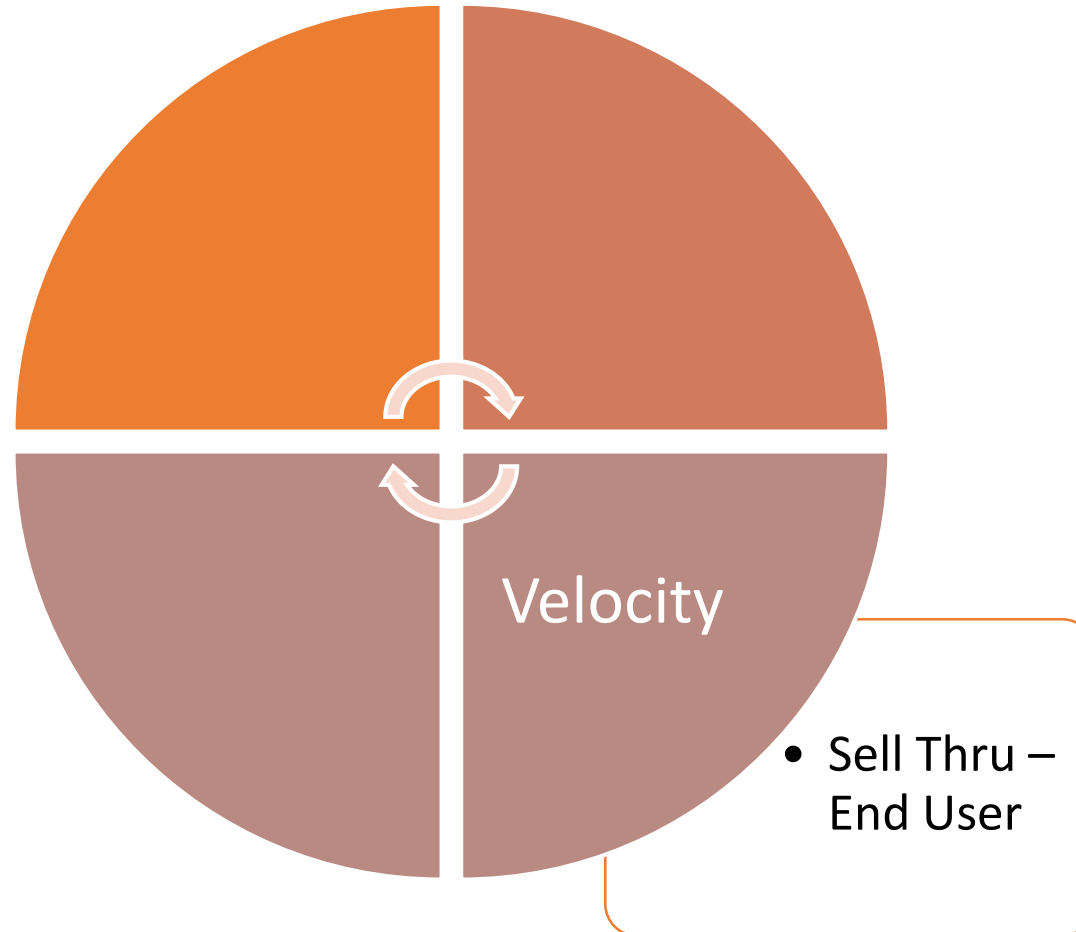


**(\$20,000)  
Sales Lag**

# Velocity Data

## Second: End User Data

- Operator Insights

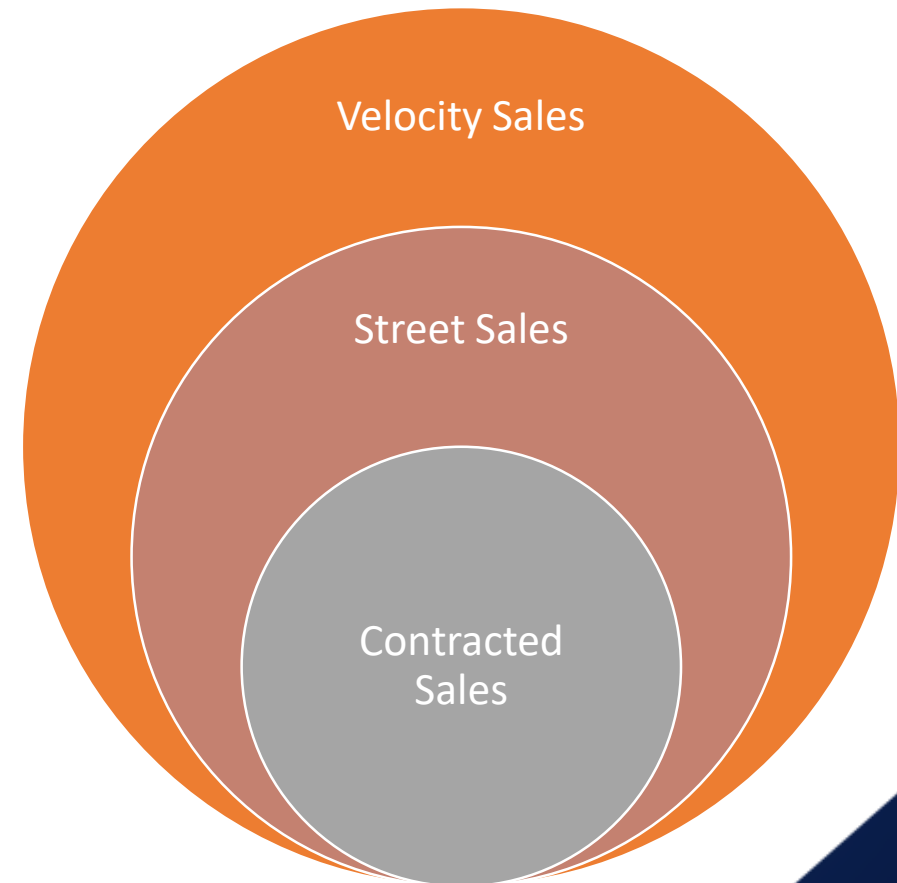


# Velocity & Claim Sales

- Velocity Sales - distributor's sell thru data
- Contracted Sales – claim data

*Velocity Sales – Contracted Sales = Street Sales*

	<b>Contracted</b>	<b>Street</b>
Product Price	\$20.00	\$20.00
Contract	\$ 3.00	\$ 0.00
5% Distributor Earned Income	\$ 1.00	\$ 1.00
Net Price	<b>\$16.00</b>	<b>\$19.00</b>



# Making it all work

## Velocity Line Item:

Distributor	Operator ID	Operator Name	Delivery Date	Product	Quantity	Duplicate Key	Reporting
Sysco Miami	12345	Hilton Miami	03/10/2019	401199	4	9191991	Discard
Sysco Miami	73736	Joe's Diner	03/05/2019	401188	2		Velocity

## Claim Line Item:

Distributor	Operator ID	Operator Name	Delivery Date	Product	Quantity	Duplicate Key	Reporting
Sysco Miami	12345	Hilton Miami	03/10/2019	Chocolate Pie	4	9191991	Claim

# What can you learn about this data?

Gain insight into the types of operators that are buying your product that are not under contract pricing

▼	<input type="checkbox"/>	1	BARSTAVENS	\$54,103.50
	>	<input type="checkbox"/>	29	DRINKING PLACE/BAR TAVERN(LTD FD)
	>	<input type="checkbox"/>	10	TRAVELLEISURE
	>	<input type="checkbox"/>	2	BUSINESSINDUSTRY
	>	<input type="checkbox"/>	3	EDUCATION
	>	<input type="checkbox"/>	4	FULLSERVICE
▼	<input type="checkbox"/>	5	HEALTHCARE	\$7,882,910.05
	>	<input type="checkbox"/>	1	ADULT/PSYCH/REHAB (FOR PROFIT)
	>	<input type="checkbox"/>	2	ADULT/SHELTER/HALFWAY/MENTAL HEALTH
	>	<input type="checkbox"/>	37	HOSPICE
▼	<input type="checkbox"/>	38	HOSPITAL & MEDICAL CENTERS	\$4,459,162.34
		<input type="checkbox"/>	100201	PROVIDENCE BEHAVIORAL HEALTH HOSPITAL
		<input type="checkbox"/>	100220	COOLEY DICKINSON HOSPITAL
		<input type="checkbox"/>	100238	WING MEMORIAL HOSPITAL
		<input type="checkbox"/>	100253	MARY LANE HOSPITAL
		<input type="checkbox"/>	100287	MERCY MEDICAL CENTER

- Type of customer
- Type of product

# Get the answers

**How long have they been buying?**



**Will they buy more?**



**Will they buy other products?**



**Were these purchases driven by a Foodshow?**



**Were these purchases driven by a Coupon?**





# Next Steps

- Receive and use Redistributor's indirect sales data in report
- Negotiate and received velocity data from your distributors
- Add these operators into your CRM tool
- Reporting
- Coupons
  - Discount to increase purchases
  - Promote new products with a rebate or sample case

# AFS Technologies Applications

- Data Acquisition
  - Process to receive, map and standardize velocity and claim data
- TPM Foodservice
  - Settlement services to validate, process, and standardize claim data
- G2 Reporting
  - Actionable Insights
- Coupon Portal
  - Execute campaigns

Add Item(s) to View Filter

Void Matrix     And     Or     Not-Selling     Selling

<input type="checkbox"/>	ID	Description
	<input type="text"/>	<input type="text"/>

# THANK YOU!

## Q & A

**Next Session:** Achieving Fact-Based Contract Programs



Microsoft



ZEBRA

Honeywell