

Quality Item Data and Its Impact on the Supply Chain

Mike Gross - Wegmans Food Markets



Wegmans

Quality Item Data and Its Impact on the Supply Chain

The Wegmans Story...

The Wegmans Story

- The GDSN Journey begins
 - Connecting our Business Information
- What We Expected
 - Speed to Shelf
 - Eliminate errors
 - Eliminate disruptions
- But What if the Data isn't Accurate...

Connecting our Business Information

- Accurate Data Synchronization
 - Data Sync allows us to connect our business information.
 - Data Quality allows us to use the information to run our business.

Expectations: The Realization

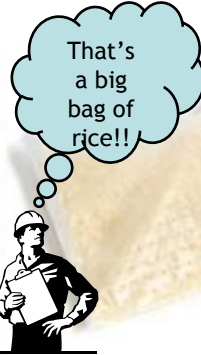


Speed is ppoor subsittute fo accurancy.

Lucky Numbers 2, 37, 5, 11, 27, 19

But What if the Data isn't Accurate... "Houston, we have a problem"

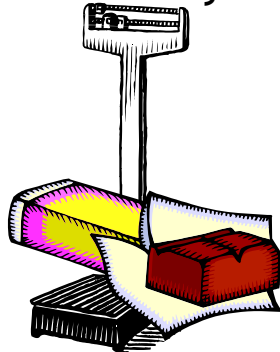
22ft long bag of rice



7ft tall bottle of shampoo



53lb candy bar



It's easy to spot a 7ft bottle of shampoo, but
What Don't We Know???

Value of Accurate Data

Freight Deductions Eliminated

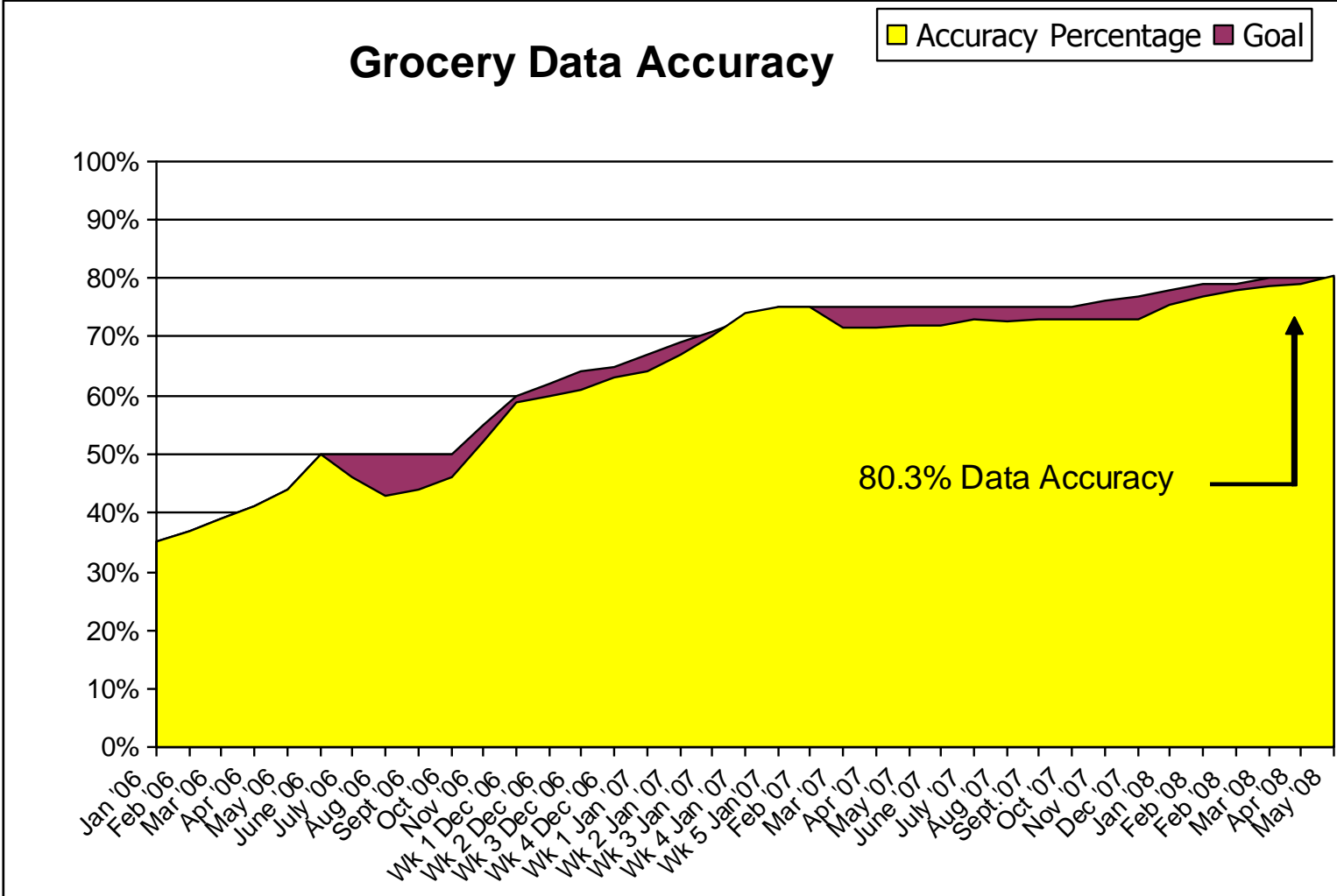
- Aligning Business Information Reduced Disruptions
 - \$20,000 annually
 - Countless Hours Spent
 - 1% of Customer Pick Up Program

Logistics Savings

- 1lb Case Weight Difference Saves Trucks
 - 6 trucks
 - \$10,000 estimated annual savings (fuel and freight charges)
 - Only 7 items of over 5000 warehouse item

Imagine the Possibilities!!!

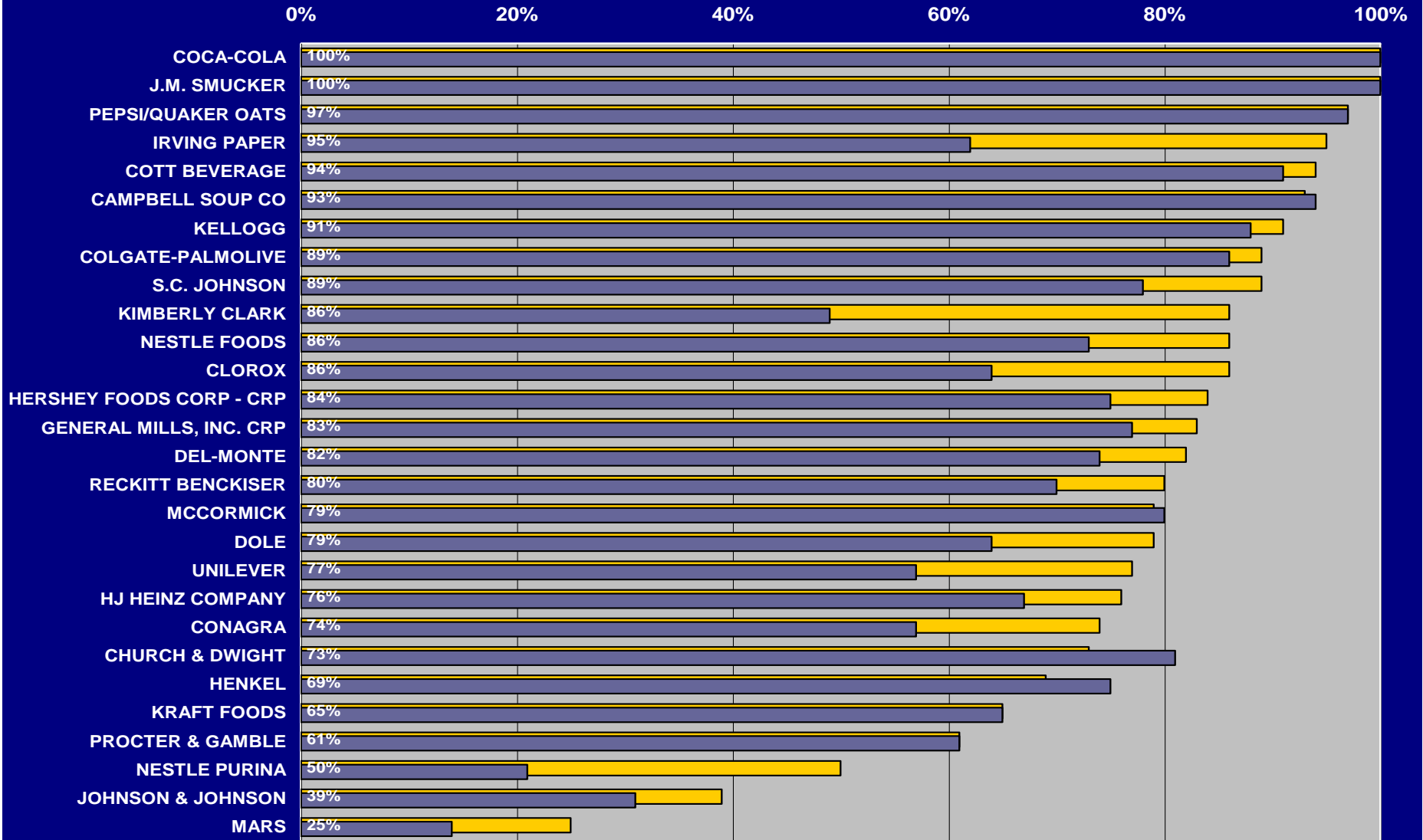
Great Strides – Where We Are



Grocery Data Accuracy - Strategic Suppliers

Overall Data Accuracy Percentage May 19, 2008

■ May '08
■ Dec '07



Why This is Important: Using the Information

Wegmans Master Data

Print Refresh Search View Edit Item Edit by List Save Cancel

Search Mode
 67253 UPC
 Unit InrPk Case Pallet
 67253 \$
 Show Image
 Show Advanced Options

Item 67253 Wegs Honey Mustard

Logistics

Status	Consumable	Orderable	GDSN	Cost List Cnt
Store Active	Unit	Case	Yes	0
Store Replenished in	Replenishment Type	Merchant		
Case	Warehouse	Dwight Battles		

Dimensions and Quantities

Store Repl	Level	Retail Units	Children	Depth (inches)	Width (inches)	Height (inches)	Weight (pounds)	Cube (cubic ft)
	Unit	1		2.66	3.17	6.8		.033
	InnerPk							
<input checked="" type="checkbox"/>	Case	12	12	10.75	10	8	14.2	.498
	Pallet	1872	156					

Vendor Order Units: 12 Store Replenishment Units: 12

Store Replenishment Level: Case Orderable Level: Case English Metric

Replenish Stores in Multiples of: 1

Pallet TI	Pallet Tier	Vend Pack Cube	Qty	Depth (inches)	Width (inches)	Height (inches)
26	6	.498	Retail Tray	0		

DC Shipping Multiple: Pallet

Warehouse Info

DC Delivery Temp	Min	Max	DSD Non UPC Prod Code	Not Applicable
	F	F	Auth Catalog Dept	01
Whse Risk Code	[Not Set]		<input type="checkbox"/> Received in Random Weight	
Insurance Risk Id	0		Package Cnt	0
			Average Case Weight	
			Recipe Reference #	

Item Maintenance
 Description
 Fact Sheet
 Item ID
 Item Indicators
 Life Cycle
 Logistics
 New Item Setup
 Other Descriptors
 POS Indicators
 Reports
 Shipper-Mod
 Store Authorization
 Substitution
 UPC/EAN Codes

New Item Create
 Add a New Item

Product Group Maintenance
 Sort Sequence
 Item Moves

Reference
 DSN Data View
 Item Reactivation Checklist
 Item Maintenance
 Location
 User Permissions
 Product Group
 Store Auth Status
 Item Manual

Transportation Planning



Wegmans.com

Purchasing System

Shelf Planning



Warehouse Operations

We Can Still Get Better!

Recent Examples:

- Buyer rewriting trucks
- LTL freight discrepancies
- Shelf Planning

what we believe

At Wegmans, we believe that good people, working toward a common goal, can accomplish anything they set out to do.

In this spirit, we set our goal to be the very best at serving the needs of our customers. Every action we take should be made with our customers in mind.

We also believe that we can achieve our goal only if we fulfill the needs of our own people.

To our CUSTOMERS and our PEOPLE we pledge continuous improvement, and we make the commitment:

“Every Day You Get Our Best”

Working With Our Partners

- Immediate Data Accuracy Improvements
- Patience with the Process
- Vision: Sustainable Data Accuracy
- Partner Spotlight: Coca-Cola