WOLVERINE

VIDEO TRANSCRIPT

SYNOPSIS:

When important retail data is coming at your sales teams in spreadsheets, hand-written messages and Post-Its, days become overwhelming and unproductive. It's time to find a better way. Wolverine was facing this challenge across its portfolio of brands and was looking for a solution that would place sell through and other sales performance details from their retailers into the hands of their sales teams every Monday morning.

With SPS Commerce Analytics, the Wolverine sales teams now access one place for all of their retail data, quickly finding regions, stores or products that need attention and/or additional inventory. The SPS team provided dashboards and training to equip Wolverine's sales teams with ability to quickly decipher sell through information from across their many retailers and direct their buyer discussions using retail analytics. What they've found is that retailers are turning to them to understand their retail sales, as Wolverine often has access to the sales data before the buyers.

The data-driven buyer discussions are delivering more business to Wolverine. In one instance, the retail data showed several areas of untapped sales. When Wolverine's sales team brought this to the retailer's attention, they doubled their order for fall.

Today, SPS Analytics is being used by several of Wolverine's brands, including Sperry. Armed with retail analytics at their fingertips, Wolverine brings data-driven insights to its customers and stands out from the competition.

Randy Morgan
Vice President of Sales
Sperry

Nichole Keith
Retail Intelligence Manager
Wolverine Worldwide

Nichole Keith (NK): Wolverine Worldwide is a portfolio company comprised of footwear and apparel and accessory brands. If we had to aggregate data from all of the retailers across all the brands that we get data for, it would take a crew of people to do that.

Randy Morgan (RM): The information in the past was, I would say, more archaic, jumbled up on a spreadsheet with a bunch of numbers.

NK: I would find that we would have a lot of handwritten notes of what's sold, a lot of anecdotal information.

RM: Sometimes there could be two weeks passed before we get information from the buyers. And now today, we're able to provide to them faster than they can get it to us.

NK: It is very important for our teams to have this as soon as they come into the office on Monday. Retailers typically place reorders on Monday or Tuesday throughout the week, and so to have the data readily available as they begin their week of planning is key in unlocking those insights and additional opportunities.

"My retailers are blown away with what I'm able to provide them now… But when we're able to walk in with the information we're getting from SPS, it provides us that edge"

RM: My retailers are blown away with what I'm able to provide them now. We sit down and go through the analytics, we look at business, where we're at, from sell through to weeks of supply of stock. It's just amazing, and they're actually looking at me going, "How do you get this information?"

I think information is king, and I think the more information you're able to provide to your retailers, the more business you'll receive from it. And if I don't know more about their business than they do, it's a disadvantage. But when we're able to walk in with the information we're getting from SPS, it provides us that edge.

NK: I think it's really unlocked a new way of thinking at Wolverine Worldwide. We've been able to show the brands and the account managers what we've been able to do with the data. Recently, we partnered with a retailer and looked at the data in their specific regions. They doubled their orders for fall, and we're really excited to see what this does to the business moving forward.

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