



Services: Community development
Industry: Grocery retailer

Case Study: Winn-Dixie

Winn-Dixie, a subsidiary of Bi-Lo Holdings, LLC, operates more than 480 stores in Alabama, Florida, Georgia, Louisiana and Mississippi. It is one of the largest food retailers in America and employs approximately 63,000 team members. The grocery retailer was connected via EDI to almost all of its direct suppliers but had almost none of its indirect vendors onboard.

Teaming with SPS Commerce

In 2010, Winn-Dixie looked at the electronic order fulfillment market to find a partner for an indirect community development campaign. SPS Commerce was already providing fulfillment services to Winn-Dixie vendors, so Winn-Dixie reached out to learn more about SPS Commerce's

onboarding capabilities, programs and staff.

Winn-Dixie was impressed with SPS Commerce's solution and chose to move ahead with SPS Commerce as their partner.

“The best part of working with SPS Commerce was their staff. They were very responsive, always able to answer our questions and followed up on their commitments. They are the type of people that you trust and look forward to working with.”
—Brett Mauer, director of sourcing strategy, Winn-Dixie

Realizing New Efficiencies

During a three-month period, Winn-Dixie and SPS Commerce teamed to build and structure a community development program to onboard Winn-Dixie's nearly 500 indirect suppliers. The program addressed internal communications and outreach to indirect vendors, and it also defined the testing and implementation process, because success depended on Winn-Dixie's ability to reach the right suppliers and communicate with them in the right way.

Supply Chain Vision

After the successful completion of this initiative, Winn-Dixie is now looking at implementing additional transactions with select indirect vendors, including the EDI 855 Purchase Order Acknowledgement and the EDI 856 Advance Ship Notice.

“It's always a joy to work with a company that is forward-thinking, pushes the envelope and tests people's ability to go beyond where they are,” commented Brett Mauer, director of sourcing strategy for Winn-Dixie. “SPS Commerce helped us to see a future that we may not have seen otherwise.”

Improving Winn-Dixie's Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS