



PET SUPPLIES PLUS

Services: Analytics, Assortment, Fulfillment
Industry: Pet supplies retailer

Trading Partners: Pet supply vendors

Case Study: Pet Supplies Plus

Obeying the Commands of the Omnichannel Consumer

Americans love their pets. And just like other consumers, people who buy pet supplies expect larger assortments, instant fulfillment and a consistent shopping experience, regardless of whether they're in a store or online.

Improving Pet Supplies Plus Trading Partner Relationships



SUPPLIERS

Pet Supplies Plus is a retail pet supply business with 320 stores in 25 states. As a convenient alternative to big-box competitors, the company offers smaller stores located in easily accessible strip malls. Over the last few years, the company has been making various technology investments to keep pace with the needs of its customers, including pursuing the adoption of e-commerce capabilities. Investments began with an updated warehouse system, followed by the adoption of new product management and ERP systems.

Next, Pet Supplies Plus needed a way to ensure that the proper product assortment would always be available through all its channels. Such an effort requires efficient information exchange between the retailer and its trading partners, many of whom operate on different technology platforms. The manual mode of information exchange was resulting in multiple sales reports showing different figures, leading to long discussions over whose information was most accurate.

“We knew we would get left behind if we moved at the same pace as in the past, and our biggest hurdle for moving faster was just getting the data to flow back and forth,” said Derek Panfil, Pet Supplies Plus SVP of Merchandising. “We needed to find the right partner to help us move quickly.”

“**[W]e don't spend time wondering how our information is different. Instead, we're asking ourselves what is driving performance.**”

— **Derek Panfil, SVP of Merchandising, Pet Supplies Plus**

Collaboration Achieved

To optimize the speed and flexibility of its trading partner network, Pet Supplies Plus selected **SPS Commerce Integrated Fulfillment**— a cloud-based solution that automates the exchange of forms and information between retailers, suppliers and 3PLs. The **pre-built solution integrates seamlessly with more than 100 business systems**, simplifying the onboarding process. Trading partners connect to the SPS network once to facilitate their exchange of data with Pet Supplies Plus from that point forward.

“We are now literally looking at the same data, and we don't spend time wondering how our information is different,” Panfil said. “Instead, we're asking ourselves what is driving performance.”

One recent example of EDI-enabled efficiency involved Pet Supplies Plus going from learning about a new supplier to offering that supplier's SKUs in its stores within two weeks. According to Panfils, this same process would have taken months when done the old way.

Off to a Strong Start

Today, Pet Supplies Plus is getting new products into its assortment with unprecedented speed and agility, a major step forward for competing in the omnichannel marketplace. The retailer's newfound transparency and its collaboration with trading partners are allowing it to stay responsive to changing customer preferences, such as being able to quickly customize assortments at specific store locations. All trading partners also have greater visibility across the supply chain, yielding new insights for streamlining the shopping, ordering and fulfillment processes.

In addition, Pet Supplies Plus is sourcing suppliers based more on the quality of their offering and less on the relative difficulty of their technology integration. This will be critical as the company builds out its e-commerce site and onboards new suppliers to satisfy the "endless-aisles" expectations of online shoppers.

Learn more about how Pet Supplies Plus is [retailing at the speed of today's consumer](#).