

# THE ICONIC VIDEO TRANSCRIPT

## SYNOPSIS:

As the leading online fashion and sports retailer in Australia and New Zealand, THE ICONIC strives to be at the forefront of creating seamless shopping experiences. Since launching in 2011, THE ICONIC has focused on channeling the latest technology to provide unrivaled access to more than 1,000 local and international brands and a huge 60,000 fashion and sports products for men and women. With the rapid expansion and growth of THE ICONIC over the years, the company reached out to SPS Commerce to find a more efficient way of engaging with vendors for managing purchase orders.



**Linda Chen**

Head of Vendor Management  
THE ICONIC

THE ICONIC

## TESTIMONIAL:

**Linda Chen:** Hi, I'm Linda. I'm the head of vendor management here at THE ICONIC. Our department is responsible for onboarding vendors, working with them about compliance, in charge of domestic international logistics and EDI that supports our entire workflow.

THE ICONIC is Australia and New Zealand's leading online fashion and sports retailer. Our purpose is liberation. We want people to express the best version of themselves through fashion. And we help do this by creating seamless and inspiring experiences. We currently have over 1,000 best local international brands, 60,000 products and over 250 new arrivals on site daily.

With the rapid expansion and growth of THE ICONIC over the years, we needed to find a more efficient way of engaging with vendors for managing our purchase orders, which is why we reached out to SPS.

**Linda Chen:** We needed to partner with a vendor that could grow with us. We were, and still are, going through a rapid growth. So it is important to find a vendor that has the capability and adaptability to join us on this journey.

Aside from the technology expertise SPS offers, for me personally, it is that trusting partnership that we have invested with THE ICONIC; one that you can trust to invest as well as continue to innovate and collaborate.

Engaging with our vendors before collaborating with SPS was manual. Everything you can think of from faxes, emails, phone calls and text messages. After collaborating with SPS, they were able to help us go on the journey of setting up and streamline our procure-to-pay process by trading using EDI. And then that really allowed us to focus on the things we're really good at.

Since we started working with SPS Commerce, things started getting a lot easier.

In 2016, we converted 97% of our vendors on to using EDI in three months. From there, we continued to grow at such a rapid speed that we had to establish our own designated function, vendor onboarding, as well as having a designated team in SPS, to continue onboarding brands and vendors all around the world on to using SPS EDI.

**"In 2016, we converted 97% of our vendors on to using EDI in three months."**

SPS recently has approached us with a 60-day program. What that means is a vendor is able to trade with us by EDI after 48 hours of signing trade-in terms. That gives us a significant benefit over our competitors in the market because it allows us to, beat the speed to market and bring in new fashion to our customers a lot faster.

I would gladly recommend SPS Commerce to other business, based on our experience working with SPS Commerce since 2016. They have provided us with expertise and guidance and grow with our business and I've personally really enjoyed talking to other supply chain leaders in the retail industry. And I've learned lots and I really think this is one of the many unique selling points SPS Commerce can provide to your business.