

# COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



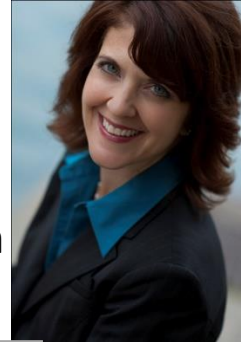
**SPRING  
SUMMIT 2018**

“Winning with TPx, Retail Execution,  
and Advanced Analytics Capabilities  
Across Channels”



**Moving the Needle on Profitability with Amazon –  
How to Successfully Enable IT Capabilities  
to Support Amazon Business Requirements**

# Panelists:



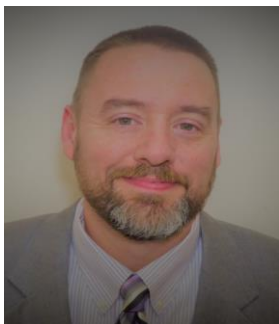
Moderator: Pam Brown  
Del Monte Foods, Inc



Rich Wyse  
Customer Logistics Manager  
Del Monte Foods, Inc.



Lisa Malleus  
eCommerce Digital Solutions ITS Leader  
Mondelēz International



Shawn McLeese  
Director of Services  
Longbow Advantage

# Business with Ecommerce & Amazon?

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### Retail Offerings

**amazon.com** Amazon Fashion **prime student** **Handmade**

**amazon Prime** **prime now** **Amazon's Choice** **BABY** **amazonfamily**  
**REGISTRY**

**amazonvehicles** **Subscribe & Save** **amazon trade-in** **amazon restaurants**

**amazon launchpad** **Wedding Registry** **amazon EXCLUSIVES** **amazon.com**  
**#1 Best Seller** **SHOPBOP** **OUTFIT COMPARE** **You shop. Amazon pays.**

**Physical Retail:** **amazon books** **amazon POP-UP** **amazon.com gift card**

**amazon fresh** **amazon assistant** **Zappos** **6pm**  
**EAST DANE**

### Global Sites

Americas: **amazon.ca**  
**amazon.com** **amazon.com.br**

EU: **amazon.co.uk** **amazon.es** **amazon.fr** **amazon.it** **amazon.nl**

APAC: **amazon.co.jp** **amazon.in** **amazon.com.au** **亚马逊** **amazon.cn**

Middle East: **SOUL**

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### Devices

**Kindle** **fire 7** **fire TV stick** **amazon echo** **echo dot**

**Kindle Paperwhite** **amazon dash** **amazon dash** **amazon tap**

**Kindle Voyage** **fire HD8** **amazon look** **echo show**

**Kindle Oasis** **fire TV**

### Deals Platforms

**amazon.com** **Alexa's Best Deals**  
"Alexa, what are your deals?"

**Deal of the Day** **TREASURE TRUCK**

**amazon.com Lightning Deals** **amazon warehousedeals**

**primeday** **junglee**

**PRIME EARLY ACCESS DEAL** **woot!**

Instant Gratification **Digital Deals on Amazon**

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### Private Label Prime Exclusive

**Fashion:** **amazon essentials** **BUTTONED DOWN** **Elle Nova** **GOODTHREADS** **James & Erin**

**Lark & Ro** **mae** **NORTH ELEVEN** **SCOUT + RO**

**CPG:** **PARIS SUNDAY** **amazon elements** **HAPPY BELLY** **Presto!** **mama bear** **wickedly prime**

### Miscellaneous Consumer

**amazon home services** **TENMARKS** **amazon inspire** **Primephotos**

**amazoncash** **DPREVIEW**

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### Private Label

**amazon basics** **DENALI** **pinzon**  
**PIKE STREET** **STRATHWOOD**

**Fashion:** **FRANKLIN & FREEMAN** **iris lilly** **SOCIETY NEW YORK**  
**Franklin Tailored**

### Media Offerings

**kindleunlimited** **audible** **Freemove unlimited** **music unlimited**

**prime reading** **Kindle First** **Withoutabox** **Prime Music**

**goodreads** **amazon direct publishing** **amazon video direct** **amazon Rapids**

**amazon acx** **amazon** **amazon** **COMIXOLOGY** **amazon**

**Amazon photos** **amazon** **Box Office Mojo** **IMDb** **Book Depository**

**AbeBooks.com** **twitch** **twitch** **amazon jobs**

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### amazon services

**amazon seller central** **amazon vendor central** **amazon selling coach**

**amazon A+ Enhanced Marketing Content** **Amazon Vine** **amazon vendor express**

**amazon pay** **amazon global selling** **amazon associates**

**selling services on amazon** **ARAPremium**

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### amazon fulfillment

**fulfillment by amazon** **amazon fulfillment** **amazon FLEX**

**amazon robotics** **amazon air** **amazon drone**

**amazon Prime Air**

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### amazon advertising

**amazon marketing services** **amazon advertise your app with amazon**

### amazon developer

**amazon dash** **Subscribe with amazon** **Alexa Skills Kit** **The Alexa Fund** **Alexa Voice Service**

### Misc Business Offerings

**amazon business** **amazon mechanical turk** **Alexa**

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### AWS Offerings

**Amazon Web Services**

Compute: **Amazon EC2**, **Amazon S3**, **Amazon Glacier**, **Amazon ElastiCache**, **Amazon EMR**, **Amazon Redshift**, **Amazon Athena**

Database: **Amazon RDS**, **Amazon DynamoDB**, **Amazon ElastiDB**, **Amazon Kinesis**

Management Tools: **Amazon CloudWatch**, **Amazon CloudTrail**, **Amazon IAM**, **Amazon CloudFormation**, **Amazon OpsWorks**, **Amazon CloudFront**, **Amazon Route 53**

Analytics: **Amazon EMR**, **Amazon Redshift**, **Amazon Athena**, **Amazon Kinesis**, **Amazon S3**, **Amazon ElastiCache**

Application Services: **Amazon EC2**, **Amazon ElastiCache**, **Amazon IAM**, **Amazon CloudFormation**, **Amazon OpsWorks**, **Amazon CloudFront**, **Amazon Route 53**

Mobile Services: **Amazon Cognito**, **Amazon AppSync**, **Amazon Amplify**, **Amazon S3**, **Amazon ElastiCache**

Business Productivity: **Amazon Chime**, **Amazon WorkSpaces**, **Amazon AppFlow**, **Amazon AppSync**, **Amazon Amplify**, **Amazon S3**, **Amazon ElastiCache**

Hardware: **Amazon Device Farm**, **Amazon Rekognition**, **Amazon SageMaker**, **Amazon Lex**, **Amazon Polly**, **Amazon Transcribe**, **Amazon Textract**, **Amazon Comprehend**, **Amazon Rekognition**, **Amazon SageMaker**, **Amazon Lex**, **Amazon Polly**, **Amazon Transcribe**, **Amazon Textract**, **Amazon Comprehend**



# Company Commitment:

For companies kicking off business with ecommerce & Amazon, gaining “holistic” company support for this channel is critical.

***Q: How was company and leadership commitment driven at your organization?***

## **Critical Commitment Components:**

- Steering committee
- Dedicated team
- Organizational patience, flexibility & ongoing commitment
- Cross-functional, total company endeavor (Amazon Accelerator)
- Brand and product specific digital content
- Product assortment and demand planning alignment
- Redefining the approach to WMS implementations for eCommerce
- Partnerships with TMS vendors to expedite parcel integration within the supply chain

## Peer Sharing:

It's important to fully understand Amazon's business requirements prior to entering into business. There are heavy fines when labeling and EDI when a manufacturer doesn't facilitate business by the rules. This reduces or eliminates profitability for the manufacturer.

***Q: What steps did your company take to connect with the peer-set that was already in business with Amazon? What was the benefit of the exchange for both parties?***

### **Benefits of Peer Sharing:**

- Gain business requirements early
- Understand realistic profitability expectations
- Discuss stand-alone team vs. other options of support
- Review label requirements and label examples
- Discuss supply chain needs & capabilities
- Share ecommerce learning & best practices
- Identify capabilities needed to support and drive growth in eCommerce
- Understand vendors that can enable ecommerce & Amazon capabilities

# Product Assortment:

Amazon would like to sell “all products” from a manufacturer, though not every product is a good fit. It’s important to think about what products make sense to ship, as this greatly impacts profitability.

***Q: What product assortment advice would you give to other manufacturers getting started with ecommerce/Amazon?***

## **Product Assortment Filter:**

- \$10-15 price range sweet spot within Food + Grocery category
- Differentiate online vs. retail item offerings, as Amazon will price match every day
- Create e-pack options for smaller pack size and variety packs... and forecast, forecast!
- Ask Amazon what works well for them, with like items they are already selling
- Velocity of the item
- Supply Chain: Identify ship-from location before order intake and have product in position
- Size/weight: Impact transportation costs and profitability

# Labeling:

Understanding Amazon's labeling requirements can make or break profitability with this retailer.

***Q: What were the most critical labeling aspects to get right with Amazon to enable success with this vendor?***

## **Critical Labeling Aspects:**

- Ensure all technical requirements are captured- SSCC labels (Perfect Inbound Player Handbook)
- Gather required data for label – product, shipment & carrier information and SSCC
- Set up printers to enable the SSCC labeling
- Make adjustments to deployment systems (w/o affecting all customers)
- Engage the DCs doing the work and incorporate their feedback:
  - Input on printer type -holster vs mounted- and placement on the forklift
  - Discuss DC changes to truck loading & processes
  - Determine label printing timing
  - Execute the right label on the right case/pallet
- Executing efficiently in the operation, and not impacting other customer accounts

# EDI & Other Enabling Capabilities:

As with labeling, other enabling capabilities like EDI can make or break profitability with this retailer.

***Q: What are other enabling aspects do we need to get right with Amazon to drive success with this vendor?***

## **Critical Enabling Aspects:**

- Strong cross-functional team: Agile, problem-solvers
- EDI PO Confirmation (855) transaction and confirm POs within 24 hours
- Utilize Vendor Central to update confirmed quantities to shipped quantities
- Prioritize your product catalog data quality... clean, accurate and timely
- Ensure master data is correct at item level in your ERP and matches data in vendor central
  - Capture correct UPC & Case Pack
  - Promotional values (oi)—you need your case oi to be divisible by the case pack
- Ensuring physical product information matches EDI – especially in the case of exceptions (shorts, damages, cancellations, etc.)
- EDI timing – triggering ASN and delivering to Amazon before product arrives





Q&A: