



Solutions: POS reporting and analytics, EDI services
 Industry: Consumer goods - outdoor recreation
 Brands: Minn Kota, Cannon, Humminbird, LakeMaster, Old Town, Ocean Kayak, Scuba Pro, Eureka!, and many more.

Trading Partners: Academy, Amazon, Bass Pro, Cabela's, Dick's Sporting Goods, Gander Mountain, Mills Fleet Farm, Sport Chalet, Wal-Mart and West Marine

Case Study: Johnson Outdoors

Johnson Outdoors designs, manufactures and markets some of the world's best known outdoor recreation brands including Minn Kota, Humminbird, Old Town, ScubaPro and Eureka!. The company found itself wanting to see a more complete picture of their business and, therefore, decided to partner with SPS on Point of Sale (POS) analytics and EDI.

"We were only able to analyze half of the picture," said Julie Hendricks, Sales Analyst Supervisor at Johnson Outdoors. "Once our products left the warehouse, our sales information from retailers was incomplete and difficult to secure. We knew that a POS analytics solution was needed to view our entire business and to manage it more effectively."

The company began using SPS Commerce's cloud enterprise EDI services, and POS reporting and analytics solutions. "The tools provided by SPS for POS analytics have advanced and comprehensive capabilities that fit our needs for ease of use and flexibility. We've been delighted with their solutions and customer service ever since," continued Hendricks.

Seeing the Whole Picture

Johnson Outdoors uses the POS solutions every day to proactively manage the sales performance of their products, including fishing, boating and other outdoor equipment. The seasonality of Johnson Outdoors' products makes it all the more critical to have the right products in the right retail locations, especially during the busy selling season from spring to fall.

Users of SPS's sales analyses and POS information are far reaching at Johnson Outdoors and include executives, finance, sales, planners and Johnson Outdoors' third-party representatives. Currently, Johnson Outdoors is able to analyze sales data from retail customers representing a good share of their business. This coverage continues to grow as more retailers make their POS data available and as the company adds new categories and retailers.

"Every day we grow in our use of SPS's POS solutions," continued Hendricks. "We are continually defining new reports to match requests from sales and our executives, and even our controllers are using it frequently to find the information they need. The solutions allow us to view our products throughout the supply chain, not just when it is in our possession."

Improving Johnson Outdoors' Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

“SPS’s suite of POS solutions provides a powerful combination for our users. This is an important initiative and it has paid off by identifying new sales opportunities and by proactively managing our inventory levels.”

- Julie Hendricks, Sales Analyst Supervisor at Johnson Outdoors

Providing Advanced Flexibility

SPS’s Enterprise Analytics solution provides Johnson Outdoors’ users with the advanced flexibility they need by analyzing POS sales from a summarized view to the item level, and everything in between. The agile solution allows them to define their own report templates to accommodate an unlimited number of attributes and locations, and deliver many views of the same report to match each user’s specific needs.

They are able to see Johnson Outdoors’ inventory on-hand, inventory turns and average inventory across any timeframe they wish, including small or unique, weekly reporting blocks such as Black Friday, Fourth of July, as well as their summer selling season running from Memorial Day through Labor Day. In addition, the data can be viewed and analyzed based on the retailer’s fiscal calendar, the National Retail Federation calendar and the company’s own reporting calendar.

Rapid POS Reporting

SPS’s POS reporting solution allows users to leverage reports to rapidly locate data points on the go. “When someone asks me how an item sold in a specific store or region, I can respond very quickly by using the reporting solution. It’s a perfect fit for the many times when we need a data point quickly,” states Hendricks.

Johnson Outdoors’ staff often uses SPS’s POS solutions and can download their information so they can work with the data even when disconnected from the Internet such as when they are on a flight.

About SPS Commerce

SPS Commerce perfects the power of your trading partner relationships with the industry’s most broadly adopted, enterprise retail cloud services platform. As a leader in on-demand supply chain management solutions, we provide prewired, proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. With a singular focus on the retail marketplace, we revolutionized traditional EDI systems by developing a platform that enables highly cost-effective and reliable trading partner collaboration. SPS Commerce has achieved 50 consecutive quarters of revenue growth and is headquartered in Minneapolis. For additional information, please contact SPS Commerce at 866-245-8100 or visit www.spscommerce.com