

**Direct Store Distribution**

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**DSD**



# Direct Store Delivery (DSD)

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## › Advantages:

- › Increased visibility due to Line Item Receiving

## › Responsible for:

- › Responding to all DSD related Help Desk Infra Tickets received from SD-O (Store OPS)
- › Screening of DSD New Item Adds
- › Initiate /Testing of DSD Service Requests (SR's)
- › Sourcing New DSD Suppliers in RMS
- › DSD Assortment Analysis Support

# EXCHANGE™ **DSD CAPTURE RATE**

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## ➤ **Local Item Adds**

- ASAP gives us the capability to create Local Item Adds
- Effect Capture Rate
- Primary Cause for Departmental Rings

## ➤ **New Item Adds**

- If approved by the Buyer the item will be coded in RMS



## › Advantages:

- › Assortment SKU rationalization
- › Simplify the store receiving process
- › Enhance the customer shopping experience
- › Providing Analytical Tools to support Buyers and Merchandise Planners

## › Planned Improvements

- › Sales
- › Margin
- › Turns
- › GMROI

# EXCHANGE **DSD Snacks Centralized Assortments**

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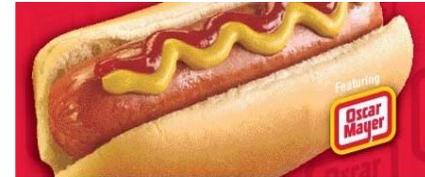
## › Sandwiches

- › EA Sween
- › Global Military Marketing
- › Great American Deli



## › Roller Grill

- › Global Military Marketing
- › Ruiz
- › Kraft



## › Frito – Lay

- › Regional
- › CONUS





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## DSD FUEL SURCHARGES

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- With Oil prices now up 29% for the year, we anticipate you may see an increase in the number of suppliers adding a Fuel surcharge to the invoice
- When a DSD vendor Invoices you a fuel surcharge, please use the specified UPC to process the charge.
- *Do not use the Container Charges field to process the charge.*



## DSD FUEL SURCHARGE

CRC	UPC	FUEL CHARGE DESCRIPTION
3000295	612761559057	SNACKS DEPT 1320
3000301	612761559064	GROCERY DEPT 1220
3000302	612761559071	BKS AND MAGS DEPT 1069
3000303	612761559088	SPIRITS DEPT 1025
3000304	612761559095	BEER DEPT 1023
3000305	612761559101	WINE DEPT 1022
3001939	612761570984	PLANTS DEPT 1789
3001997	612761571318	NON-ALCOHOLIC DEPT 1029

# EXCHANGE™ **Direct Store Delivery Team**

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- › **John Donnell – Business Analysis Manager**
  - › [donnellj@aafes.com](mailto:donnellj@aafes.com)
- › **Operations (DSD Help Desk, New Items, Policy & Procedures, SR's )**
  - › Christine Brown – Supervisor
  - › [brownchristine@aafes.com](mailto:brownchristine@aafes.com)
    - › Donald Boese
    - › Perla Sapanza
- › **DSD Assortment Analysis (Assortment Optimization)**
  - › Gregory Moore – Supervisor
  - › [mooregreg@aafes.com](mailto:mooregreg@aafes.com)
    - › Art Chavarria
    - › Carolyn Fischer



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## HOW TO REACH US

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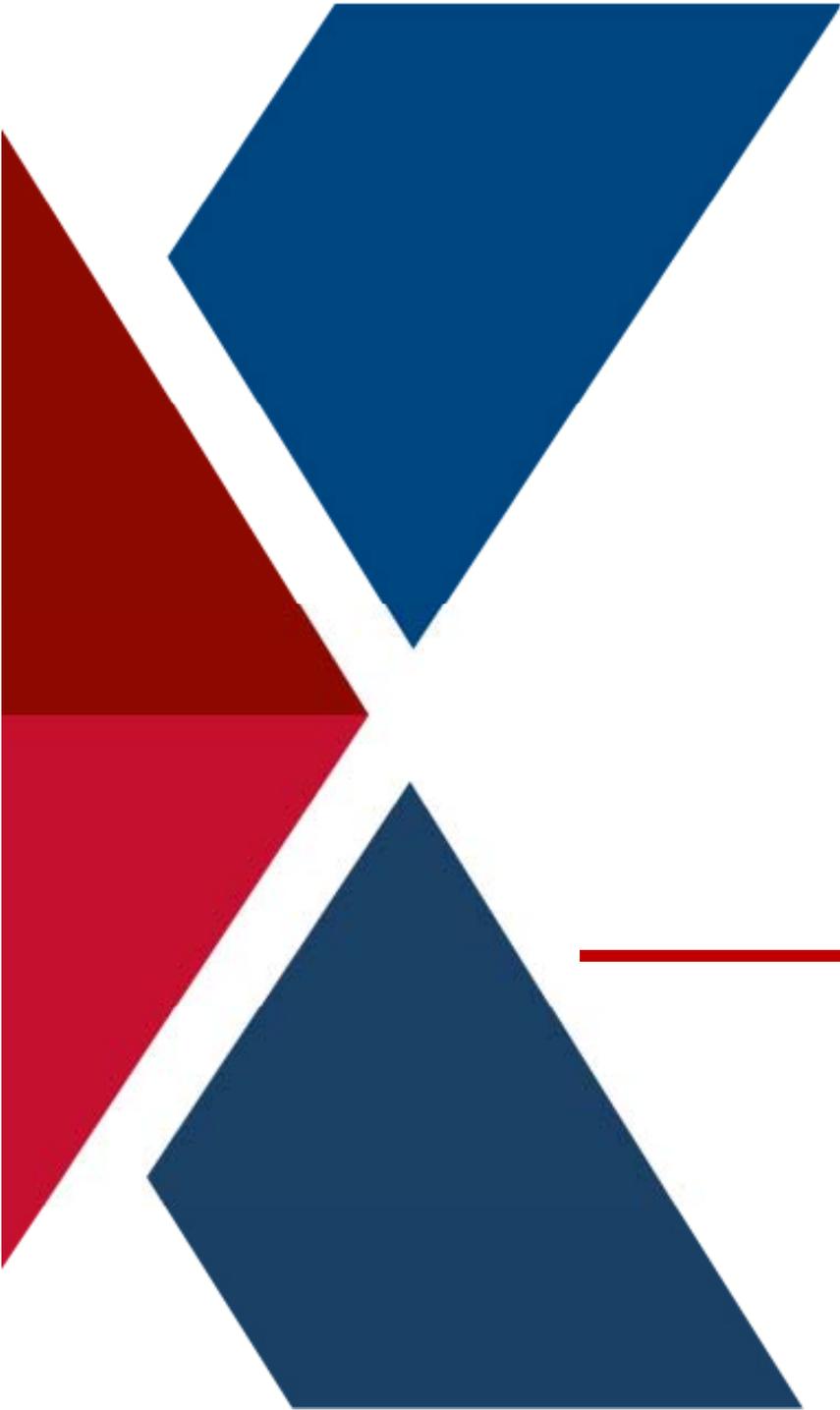
- › **DSD Portal:**
  - › <http://h2.aafes.com/sites/14/ebusiness/DirectStoreDelivery/default.aspx>
  - › Tutorials
  - › Vendor Lists
  - › Tips
  - › New Item Request
- › **Phone: 1-800-289-3800, Option 7, Option 2**
  - › Monday thru Friday 0630-1600 CST.
- › **E-Mail: [zzHQ SD-E DSD@aafes.com](mailto:zzHQ SD-E DSD@aafes.com)**



 Questions?

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March 2011



# AAFES Supplier Seminar

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Day 2