

## • How do I access SRM?

SRM is accessed through the **Foodstuffs** supplier website where other supplier guidelines and trading information is currently found (see URL below).

<http://suppliers.foodstuffs.co.nz>



## • SRM's future features

SRM in the future will have the ability to post messages of importance to suppliers either in its database entirety, or to specific groups. This might include such messages as moratorium dates, SAP store updates, regulatory matters of importance, business review dates etc. SRM is intended to be a "place of interest" for suppliers to visit.

We are also committed to using and introducing new technologies to the industry. SRM will be regularly updated and enhanced with new innovations capitalising on the latest web and mobile technologies.

## • What is expected of me with SRM?

- Simply to keep your contact details accurate and current.
- Utilise the resource in such a way to benefit the mutual relationship.
- Provide constructive feedback to allow continuous improvement.

## • Will SRM be used outside the Foodstuffs/Supplier community?

We will work closely with our industry allies with a view to extend the use of this real-time database for mutual benefit.

## • How do I join SRM?

- Simply complete the application form at the SRM home page.
- We will then establish an account for your company and send a welcome email confirming your access details.

<http://suppliers.foodstuffs.co.nz>

# FOODSTUFFS

Proudly New Zealand



## SUPPLIER RELATIONSHIP MANAGEMENT (SRM)

**FOODSTUFFS**  
Proudly New Zealand

[www.foodstuffs.co.nz](http://www.foodstuffs.co.nz)

## ● Introduction

Great relationships are built on good communication. To achieve good communication we believe the first start is for all parties to be able to easily access reliable contact information.

The reality is we all develop and try to manage our own databases. Whilst disciplines drive the success of our internal contact databases it's an ongoing challenge to eliminate duplication and integrity issues with managing those ever changing external details.

**Foodstuffs** would like to share with you our latest initiative, a single national Supplier Relationship Management (SRM) contacts database.

## ● What is SRM?

Following our web and e-commerce developments, we have developed a web enabled real-time solution to host key contact information for all **Foodstuffs** organisations and our supply partners.

- Firstly, it's a database with all **Foodstuffs** key contacts that will be commonly shared by Foodstuffs and our supply partners.
- Secondly, it's a database with our approved supply partner's key contacts that will be shared by Foodstuffs only.

## ● Foodstuff SRM is nationally supported

SRM has been jointly developed by **Foodstuffs** and includes all banner stores, regional support offices and our subsidiary organisations.

It has been endorsed at the highest level of **Foodstuffs** management.

## ● How does it work?

- **Foodstuffs** and suppliers will identify the appropriate people in their respective organisations who would and should be mutual contacts (multi level organisation contact should be carefully considered and not just restricted to sales and marketing).
- These contacts are initially uploaded to the SRM website by the **Foodstuffs** and supplier "administrator/Super-users".
- The individual user contacts will then be prompted to extend a greater level of detail for search field options and then encouraged to maintain this information going forward.

*"Ownership and Maintenance disciplines by all parties will be the key success factors".*

**Foodstuffs** will own their own internal contacts, and our supply partners will initiate and maintain their details.

## ● Who will manage SRM in my organisation?

It is key for you to identify and establish an administrator/Super-user as an anchor/primary contact point.

- They will set up the base data in SRM for your users to access.
- They will manage any data changes to your company details and can edit any changes to employee details.

There is expected to be limited work demand in this role once the initial data has been created.

## ● How will data integrity be monitored?

The system has an automated data monitor that will prompt users and administrator/Super-users by email where data is thought to be requiring attention.



## ● Who can use SRM?

- Any approved supplier with a trading account dealing with one or more of the **Foodstuffs** companies.
- And any **Foodstuffs** employee dealing with suppliers or other **Foodstuffs** companies.

## ● SRM security measures

- SRM is managed by accounts with user ID and passwords in place.
- **Foodstuffs** can search across all **Foodstuffs** and all suppliers.
- Suppliers can search across **Foodstuffs** but cannot search other suppliers.

## ● What contact detail can I access?

- Name
- Position/title
- Telephone/facsimile numbers
- Email address
- Photo ID
- Street address including Google Maps feature.



## ● What will SRM be used for?

It will give you the correct contacts for

- **Foodstuffs** – supplier day to day business contact.
- **Foodstuffs** to **Foodstuffs** company contact.
- **Foodstuffs** and supplier contact with banner group stores and their respective key contacts.

The ability for **Foodstuffs** to manage internal/external direct mail out communications (mail merge) allowing target supplier audience from search criteria options (i.e. All Liquor suppliers for licensing regulations).

To remove the "Dear Supplier" address of old and more appropriately replace it with your name and title.

## ● Can I print out a contacts list from SRM?

Yes you can print out individual contacts details or download more extensive group lists you have searched.

As a supplier you have the ability to select a specific list of banner group stores in a specific **Foodstuffs** Company region including the store address, phone, email and charge through number.