

Point of Sales (POS)

ISA Industry Standard



...from data crunching to marketing analytics...

Point of Sales (POS)

ISA Industry Standard

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The Purpose



As big data continues to accelerate and change the world around us, it is imperative for channel partners to leverage data to better position their organizations and their teams for success.

With an eye towards the future, POS presents a real opportunity for Distributors and Manufacturers to join forces and fight above their weight class.

In a world where e-tailors are aggressively taking market share by leveraging their full data arsenal and capabilities, our channel can compete by looking at data differently, through a strategic lens and as a strategic advantage.

Up for the challenge, ISA assembled a taskforce of 5 leading Distributors and 5 leading Manufacturers to work through the legacy POS issues. The goal was simple - land on an industry standard that would create real value and a competitive advantage for all stakeholders in the channel.

Trust, value added expectations as well as an inefficient data crunching model were all on the table, discussed at length and worked through.

The team created our industry's first POS standard based on a simple matrix of data levels and expectations.

The Purpose

To move the competency from data crunching to marketing analytics, helping channel partners win better, faster.

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The Team



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Three Levels – Understanding of Expectations

The below represents the expectations as defined by the POS taskforce for each increasing level of data provided. This addresses the appropriate trust needed by level based on the strategic relationship between the Distributor and Manufacturer.

For each row below, “The Manufacturer...”

Field Name	Level 1	Level 2	Level 3
...will compensate their sales team based on the POS provided	X	X	X
...will motivate sales teams to support Distributor	X	X	X
...will promote the strategic relationship with the sales team	X	X	X
...will provide zip code growth opportunities to Distributor		X	X
...will identify outdated products sold reducing mutual risk		X	X
...will provide Distributor, analytics and benchmarking for product categories sold		X	X
...will ensure effective contract management across channel partners		X	X
...will support Distributor and End User by effectively managing channel conflict			X
...will help Distributor identify new End User growth opportunities			X
...will help Distributor identify opportunities for complementary product sales			X
...will expedite rebates and marketing funds payment to Distributor			X

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The Standard

Field #	Field Name	Level 1	Level 2	Level 3
1	EU Name			X
2	EU Zip	X	X	
3	EU Zip +4			X
4	Product Description 1		X	X
5	Product Description 2		X	X
6	Product ID# <i>material # or catalog #</i>		X	X
7	UPC		X	X
8	Qty Sold <i>net qty sold</i>		X	X
9	UOM <i>qty sold UOM</i>		X	X
10	Unit Cost <i>purchase cost</i>		X	X
11	Total Cost <i>total purchase cost</i>	X	X	X
12	SPA# <i>special pricing agreement contract #</i>		X	X
13	Invoice Date		X	X
14	Region <i>distributor selling region</i>			X
15	Branch <i>distributor selling branch</i>			X

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How to Use



STEP 1 - ADOPT

Adopt the ISA POS standard as defined in this document as the best practice for our industry. Apply the POS levels that make sense based on your strategic relationship(s).



STEP 2 - IMPLEMENT

Implement the POS fields as defined on page 6 of this document into your ERP system. Standardize your POS reporting to enable the 3 POS levels based on your strategic relationship(s).



STEP 3 - FEEDBACK

We welcome your feedback and suggestions on how to improve on the standard and make it even more value added for your business. Send your feedback to: egerber@isapartners.org