Partnership Growth Insights (PGI) Supplier FAQs -- Overview

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Partnership Growth Insights is a new platform that represents the future of how Sysco shares data with you, our supplier partners, to enable better, stronger, and more efficient collaboration to drive growth.

The following FAQs are designed to help answer any questions our supplier partners may have, provide additional clarity regarding this new program, and help provide insight into what's changing and what it will mean for our supplier partners in the coming months. This document will be continually revised as we refine the program details and determine what you want to know and how we can best address your questions.

Table of Contents

PGI Supplier Frequently Asked Questions (FAQs)

General

What is Partnership Growth Insights (PGI)?

PGI is an evolution of how Sysco partners with you, our suppliers, on data and analytics, centered around a suite of custom-configured insights to enable every participating supplier (and at the same time internal Sysco business center users) to perform data-driven business planning and improved performance management and optimization.

PGI was designed by Sysco to realize a core set of aspirations:

- *Stronger, deeper, and more consistent data-driven partnership*
- *Secure and tailored sharing of data and insights*
- *Democratized data access*

How will PGI help me?

We want to build a better data platform that can be accessible to participating suppliers and internal Sysco users at any time. The portal was built to create efficiencies to be able to analyze data quickly and effectively to generate answers to key business questions. This should allow for consistent and seamless flow of data that empowers both the supplier and Sysco with information. As a shared platform containing relevant data based on custom-configured insights, PGI will enhance our connectivity with a common language and shared facts.

PGI will help you, our valued suppliers…
- *Identify the categories, geographies, and products where growth opportunities exist*
- *Streamline your collaboration with Sysco using standardized analytics, while also allowing for deep dives where needed*
- *View, track, and analyze your own product performance against your peers and your past performance to inform assortment optimization plays and motivate strategic decisions*
- *Collaborate with your counterparts on the category teams through viewing a common set of insights*

What's the relationship between PGM, PGP, and PGI?

Partnership Growth Management (PGM) is the evolution of our Category Management process and represents a new approach to how we partner with suppliers in all categories across our business.

The Partnership Growth Platform (PGP) is a comprehensive suite of marketing activations that will be offered to our best supplier partners to enable them to fully tap all available resources and levers at Sysco to grow their business. PGP will only be offered to select PGM awarded suppliers at Sysco's discretion.

Partnership Growth Insights is a new tool to enable better collaboration on data and insights as per the information presented in these FAQs.

Program Content and Available Data

What does the structure of the data look like in terms of frequency and level of detail?

The structure of the data is based on weekly sales transaction data and will contain detailed information about categories, products, Markets, Sites, etc. For any visual, users will also be able to download the supporting data. Using this data and layering in additional data over time, we will continue to build a robust pipeline of use cases to ensure that PGI meets the needs of both our internal and external stakeholders.

Can I request custom modifications to PGI content?

You can submit feedback to PGIcustomersupport@sysco.com; the PGI team will log all feedback. Your feedback will be an important input into what we develop and how we prioritize development. Individual customization is not supported, however, the PGI team will continuously enhance the platform based on user feedback in the best interest of all PGI users.

Enrollment and Access

Who will be able to participate in PGI?

All corporate-billed suppliers can subscribe to the PGI portal.

Is there a cost to participate in PGI?

Yes. We strongly believe in the power of the data and insights hosted in PGI, and you (our valued supplier) can elect to purchase PGI at an annual fee. PGI has been priced to reflect the value of the offering.

How do I sign up for PGI?

Please send an email to PGIcustomersupport@sysco.com to indicate that you want to enroll in PGI, and we will provide you with a package of subscription details via email inclusive of the End User License Agreement, Terms & Conditions, and detailing the benefits of PGI and the cost structure.

Is PGI granted through PGM status awards?

PGI is a separate program offering at Sysco open to all corporate-billed suppliers and will not be provided through PGM awards.

Conversely, PGI enrollment will be regarded positively as a sign of a supplier's ability and willingness to actively partner with Sysco to grow the business through collaboration on data.

Collaboration and Resourcing

What does PGI mean for strategic partnership and joint business planning meetings?

Sysco remains focused on enhancing our strategic supplier relationships and will continue to seek touchpoints for collaboration at an appropriate cadence. More information will be forthcoming in the coming months. PGI will be a critical tool to enable future joint business planning efforts, and we look forward to collaborating, discussing, and setting strategy based on the data and insights hosted in PGI.

What onboarding and training will be offered to PGI subscribers?

Training materials can be found within the PGI platform and are also provided in your initial welcome email. Our PGI team will also set-up a virtual onboarding training session through Microsoft Teams. These meetings will focus on how to navigate through the platform, work on example business questions, share best practices, and answer any questions the team has. The PGI team is also available during office hours to answer any questions that come through the PGIcustomersupport@sysco.com inbox.

How can I contact the PGI support team?

We welcome all feedback and questions; you can direct all question, comments, and feedback to the PGIcustomersupport@sysco.com inbox. A PGI support team has been stood up to support the success of PGI and will aim to promptly respond to your questions.

Addressing the Change from our Category Management Data Model

Why is Sysco changing its data sharing program?

We have collectively assessed our data sharing strategy. We have listened to many of your concerns, frustrations, and recommendations. Our leadership has considered this feedback carefully and strongly believes a new approach on data sharing is necessary to not only address your concerns, but also enable stronger collaboration and strategic growth together moving forward.

How is the program different?

The portal was designed to create efficiencies that enable users to analyze data quickly and effectively glean key insights. This will allow for consistent and seamless flow of data that empowers you (the Supplier) with information. Through a shared platform containing relevant data based on custom-configured insights, we will enhance our connectivity with a common language and shared facts.

PGI will also contain several novel data elements, features, and analyses that have not previously been available, including inventory KPIs, cross-year comparisons, easy one-click report generation, and competitive benchmarking and supplier category share metrics at Sysco. PGI offers more consistent and higher quality analyses for all users with sufficiently flexibility to answer granular and specific questions.

Finally, we are continuing to invest in PGI to improve the product through incorporating feedback from you, our supplier participants. Actively engaging with you to better serve your emerging data and analytics needs is a primary goal of ours through PGI.