Championing Self Service Data Governance

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Tractor Supply Company

About Us

- Tractor Supply Company is the largest operator of rural lifestyle retail on the NASDAQ exchange under the symbol "TSCO"

- The company operates over 1,600 retail stores in 49 states, employing more than 24,000 team members and is headquartered in Brentwood, Tenn.

Products Include:

- Clothing & Footwear
- Dog, Cat & Pet Supplies
- Trailers & Accessories
- Lawn & Garden Supplies
- Propane & Heating Supplies
- Tools & Gun Safes
- Fencing
- Welders & Welding Supplies
- Lawn Mowers & Power Generators

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Digital Business Transformation

Digital Transformation Drivers

• Tractor Supply Company operates over 1,600 stores in the U.S. but fierce market competition is driving the need to be faster and more efficient in making new products available to customers.

• Better collaboration with its external vendors and making internal process management more efficient will drive reduced costs and increased customer loyalty.

Digital Transformation Goals

• Reduce the time to market for new product creation

• Streamline product maintenance

• Increase Product Data Quality
The Self Service Environment
Tractor Supply Company + TIBCO — Partnership

- Partnership that Delivers Top Line Results
  - 2016 – Relationship began with project to onboard expense vendors to back end ERP
  - 2017 – MDM introduced for product information maintenance
  - 2018 – Onboarding of product vendor to back end ERP

- TIBCO Technology Implemented
  - EMS, BusinessWorks, MDM, Spotfire, BPM
  - InfoSys partnering with implementation of PIM

- TIBCO Professional Services
  - Built out initial hardware and software landscape designs
Opportunity Costs

- Expense of using third Party FTP site used to collect vendor data (sku data, images, warranty information)
- Slow delivery of updates to vendor product data on E-Commerce site *(only receiving weekly updates from vendors)*
- Manual validation and formatting of vendor data prior to export to web site
- Manual upload of vendor images to back end repositories for web and sales catalogs
- Inability to support governance Digital Asset Management system
- Cost of incorrect product data being displayed on the web site
- Reconciliation costs

Positive Business Outcomes

- Time to market metrics reduced 50% from 30 to 15 days – within 6 months
- Reduced third party data quality dependency by enabling vendor data management self service
- 50% reduction in time needed to create and maintain vendor information
- Vendor data quality improved from 97% to 100%
- Workflow is more efficient to achieve SLAs
- Faster integration of product data with the company e-commerce site
Future
What’s next for Tractor Supply Company –

• Automated on-boarding of Merchant vendors into back end ERP
• Integration with Digital Asset Management system
• Product life cycle management

Out Here...
It takes hard work and a can-do attitude.

ON TRACK TO:
- GROW TO OUR GOAL OF 2,500 DOMESTIC STORES
- IMPROVE CUSTOMER ENGAGEMENT
- USE TECHNOLOGY TO SUPPORT GROWTH