

CASE STUDY

SPOTLIGHT: Lifetime Brands

How Lifetime Brands Became an A+ Vendor



Lifetime Brands is one of the world's leading designers, developers, and marketers of a broad range of branded consumer products used in the home. Their products are available in 117 countries, and they are the #1 supplier of kitchenware products in North America. The company operates through three segments: U.S. Wholesale, International, and Retail Direct.

Lifetime Brands was consistently receiving poor compliance ratings from its top retailer in the U.S. They needed greater visibility into their scorecards to correct the issues and minimize chargebacks.

LIFETIME BRANDS AT A GLANCE

Founded in 1945

\$704.5 million in net sales (2018)¹

1,500 employees (2018)²

Over 20 leading brands in 27 categories

Over 1,000 patents worldwide

THE CHALLENGE

Without visibility into the precise factors contributing to mounting costs in the form of chargebacks, Lifetime Brands could neither easily identify nor address the source of non-compliant shipments.

REAL-WORLD RESULTS

With Traverse Systems' vendor portal, Passport, Lifetime Brands:

- **Increased** their vendor score from an F to an A+ with their largest U.S. retailer, creating additional sell-through opportunities and recapturing hundreds of thousands of dollars in revenue.
- **Reduced** problems associated with non-compliant shipments, which reduced chargeback costs and contributed to overall performance improvements.
- **Gained** access to comprehensive performance boards to view actionable information including charges, charge reversal, fill rate, and more.

¹ Lifetime Brands Annual Report, 2018.

² Lifetime Brands Annual Report, 2018.

Poor Compliance Ratings

Lifetime Brands was consistently receiving lower compliance ratings from its top retailer in the U.S., leading to mounting costs in the form of chargebacks and potential lost revenue. Solving the problem was a matter of gaining visibility and understanding the supply chain issues that were contributing to the rise in non-compliant shipments. The standard scorecard Lifetime Brands was receiving from its retailer was not sufficiently detailed to allow the company to identify the source of the problems and make course corrections that would lead to better outcomes.

As a company with over 20 leading brands, Lifetime manages a large number of distribution centers. Identifying which were the source of each particular issue proved a costly and time-intensive endeavor. In fact, allocating the resources required to manually identify vendor-compliance issues was a larger source of lost revenue than the chargebacks themselves.

“With Passport, I can determine – in mere minutes – which distribution center is the source of any given problem. Passport pays for itself.”

*Jerry Glinnen,
Director of Vendor Compliance, Lifetime Brands*

For many, ignoring the problem or simply accepting the chargebacks as a cost of doing business seemed to be the only good solutions. Jerry Glinnen, Director of Vendor Compliance at Lifetime Brands, found this deeply unsatisfying. After Jerry learned that Lifetime Brands had received an F vendor rating, the lowest score possible, from their leading U.S. retailer, he contacted Traverse Systems to learn more about Passport, a supplier subscription service that aligns retailer and supplier incentives and improves supplier performance.

How Lifetime Brands Became an A+ Vendor

Jerry signed up for a free trial of Passport and immediately began to see results. Taking the next step was a no-brainer; Passport was already paying for itself. At the end of the trial period, Jerry decided to become an annual subscriber to Passport Premium and is now a power user of Passport Premium’s custom scorecards.

Lifetime Brands and their top U.S. retailer now share a unified view of performance with a custom scorecard that allows Jerry to drill into the details of each metric to perform root-cause analysis and troubleshoot supply chain issues in seconds, before they become a bigger problem.

For example, when Jerry sees something like a 98% fill rate on his scorecard, he wants to know what the problem is with 2% of the purchase order. With Passport Premium he is able to see exactly how and where the problems occurred. He can then put the information in his core execution systems and give distributors advanced information.

Jerry also uses Passport Premium to address problems related to chargebacks. When he receives a chargeback

from a retailer, he needs to figure out which distribution center the problem came from. Before Passport Premium, this was a time consuming task since Lifetime Brands manages multiple distribution centers and its retailer did not identify which one was the source of the problem. With Passport Premium, Jerry is able to figure out which distribution center has the problem in minutes.

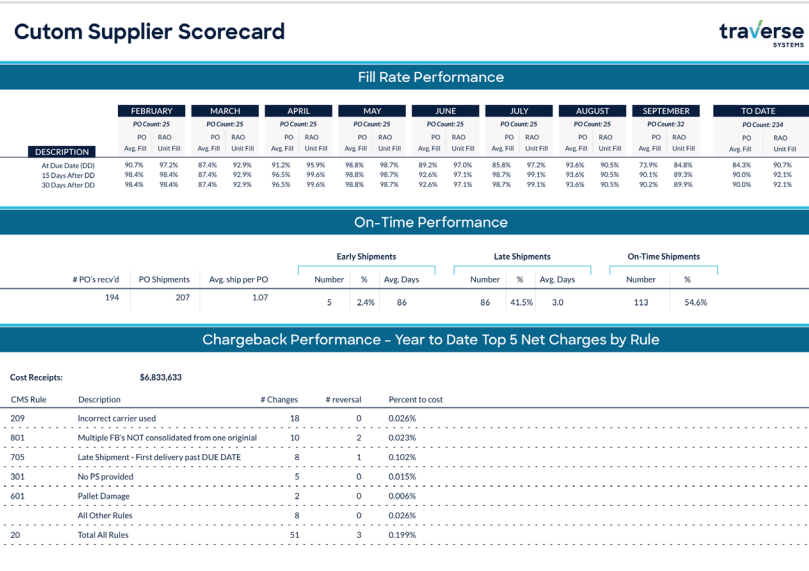
Lifetime Brands also has access to specialized performance panels, including a Recent Account Activity panel where users can see all the charges deducted, resolved disputes, and reversals applied by their retailer over the last 30 days. They can also view open disputes and drill into the details of each.

Passport's This Year/Last Year panel instantly shows Lifetime Brands if they are winning or losing the chargeback battle, comparing this year to last year for the last 30 days and for the trailing 12 months.

With access to these comparative metrics, Lifetime Brands and other suppliers can easily benchmark performance. This kind of historic visibility helps Lifetime Brands rapidly identify any lapses in performance long before they become critical, systemic problems.

Over the course of the next two-and-a-half years, Lifetime Brands' vendor rating with their largest U.S. retailer rose from an F to an A+, which has helped the company recapture hundreds of thousands of dollars in revenue. Solving for the causes of non-compliant shipments not only reduced chargeback costs but also contributed to overall performance improvements.

As a result of their supplier transformation, Lifetime Brands was also invited by its retailer to train other suppliers on how to become A certified.



Custom Scorecard

Lifetime Brands used Passport Premium's custom scorecards to recapture hundreds of thousands of dollars in revenue.

"I would never recommend a solution provider who has not proved to me that their product is worth it. I can honestly say that Traverse has proven it. I will always be an advocate for their product."

*Jerry Glinnen,
Director of Vendor Compliance, Lifetime Brands*

The benefits of Passport Premium extend to the retailer as well. Passport Premium has helped a significant number of the same retailer's many suppliers improve their performance.

Passport drives high-performance partnerships. And good partnerships are good for business.

Passport Essentials

EVERY PASSPORT ESSENTIALS SUBSCRIPTION COMES WITH THE FOLLOWING CAPABILITIES:

✓ A Unified View of Performance

With Passport, your suppliers gain access to specialized performance panels that provide them with a clear path to success.

The **This Year/Last Year** panel helps suppliers determine at a glance whether their performance is getting better or worse over the last 30 days and the trailing 12 months. With this critical information at their fingertips, they can drill into the details and quickly remedy lapses in performance and identify opportunities for improvement.

In the **Recent Account Activity** panel suppliers can see all charges deducted, resolved disputes, and reversals applied in the last 30 days. It also includes open disputes and enables the user to drill into the details of each.

✓ See More With Advanced Data Visualizations

When both parties have access to the right data, incentives naturally align. With Passport's advanced data visualizations, suppliers gain access to all the information they need to identify trends, quickly react to change, and avoid problems that lead to lost revenue.

Suppliers gain access to comprehensive performance boards where they can see actionable information including charges, charge reversal, fill rate, and more. They're able to drill into the details and export data for additional analysis.

✓ Effortless Collaboration

Good collaboration is the key to strengthening supplier relationships. Retailers can rapidly disseminate key performance information to their entire supplier base. Suppliers can easily share reports, dashboards, and alerts with their collaborators directly from the Passport portal.

✓ A Passport to Ease

Passport is full of additional features designed to save suppliers repetitive steps and improve efficiencies.


Favorites – All inquiry, adhoc, and analysis screens can be saved as favorites. Suppliers save time by easily navigating to the information they care about.

Conditional Formatting – No need to spend hours looking for events. Simply tell Passport what you care about and what action to take when conditions are met. Anytime the condition happens, the action will be performed.

Advanced Spreadsheet Functionality – Users can easily hide or re-sequence columns in an order that makes the most sense for their specific needs. Manage vast amounts of data with multiple column sort and simple filters.

✓ World-Class Knowledge and Support

With Passport, you have access to a self-serve knowledge base for seamless training and onboarding as well as email support.



If you'd like access to even more actionable information – from point-of-sale data to check remittance details to scorecard drill downs – we can work with you on a premium solution that unlocks an even more successful business partnership.



Get started with a 30-day trial of Passport today.

Contact Barry Garvin for more information at
barry.garvin@traversesystems.com or 281-340-2034.

ABOUT TRAVERSE SYSTEMS

Traverse Systems is an interdisciplinary team of supply chain professionals. Our platform drives a unified understanding of your entire supply chain. Since 2000, we have served some of the world's most respected brands including CVS Health, Burlington Stores, Michaels, Tractor Supply, Kohl's, and more. Our platform aggregates data from disparate systems and provides a holistic understanding of your operations so that nothing is left to chance.

Traverse Systems is proudly based in Sugar Land, Texas. To learn more, please visit: www.traversesystems.com.