

# Crisp Data Connectors

Powering an open information ecosystem for food brands

## Part of the Crisp Data Platform

At Crisp, our mission is to enable food industry organizations to thrive financially while reducing global food waste. Crisp's data platform is a powerful analytics solution helping food brands collect, consolidate, visualize and analyze the data that makes this possible.

The Crisp data platform is an open information ecosystem. We specialize in breaking through the barriers around isolated silos of data to ingest and intelligently consolidate your information. This gives you the power to explore and reveal impactful, convincing sell stories for your retail and distribution buyers.

## Extract the full value of your data

Pulling raw data from multiple retailer and distributor portals and harmonizing it into a meaningful picture is a massive challenge. Crisp connects you with your organization's data by automatically ingesting and consolidating your information into its secure online data warehouse, building a large data set covering a long time period. This saves you a lot of time, effort and frustration by building you a live data feed of critical information about sales performance, inventory, products, locations, channels and more.

## It's your choice

Crisp gives you multiple options for engaging with your organization's information. One option is Crisp's business dashboard, which vividly displays your data in easy-to-understand visualizations, helping you see the big picture that your data conveys.

When you opt to use your own choice of analysis tools, such as Microsoft Excel or Power BI, Crisp will continuously feed your organization's up-to-date, consolidated information into your environment. You can focus on finding and sharing greater insights while Crisp automates the data housekeeping.



# Supplier Portal

## Data Availability

The data ingested into the Crisp platform varies by source. Each retailer and distributor portal provides different information, on different time scales.

Crisp’s platform ingests multiple snapshots of portal data at regular intervals, then consolidates and stores it in Crisp’s secure online data warehouse. This provides the highest possible consistency across data sources.

\* Available through Crisp’s outbound connectors

Frequency of update:

- D** : Daily
- W** : Weekly
- M** : Monthly
- Q** : Quarterly



|                        | Sales Reports | Inventory Reports | Location Reports | ACV Reports | Category Reports | Promotions Reports | Accounting Reports | Fulfillment Reports |
|------------------------|---------------|-------------------|------------------|-------------|------------------|--------------------|--------------------|---------------------|
| Amazon Sellers Online  | D             |                   |                  |             |                  |                    |                    |                     |
| KeHEConnect            | D, M          | D,W               |                  |             |                  | M                  | D                  | W                   |
| Target Partners Online | D,W           | D,W               | W                |             |                  |                    | W                  |                     |
| UNFI SIS               | D             |                   |                  | M           | Q                | D                  | W                  |                     |
| Walmart RetailLink     | D, W          | D*                |                  |             |                  |                    |                    |                     |