

LION Overview

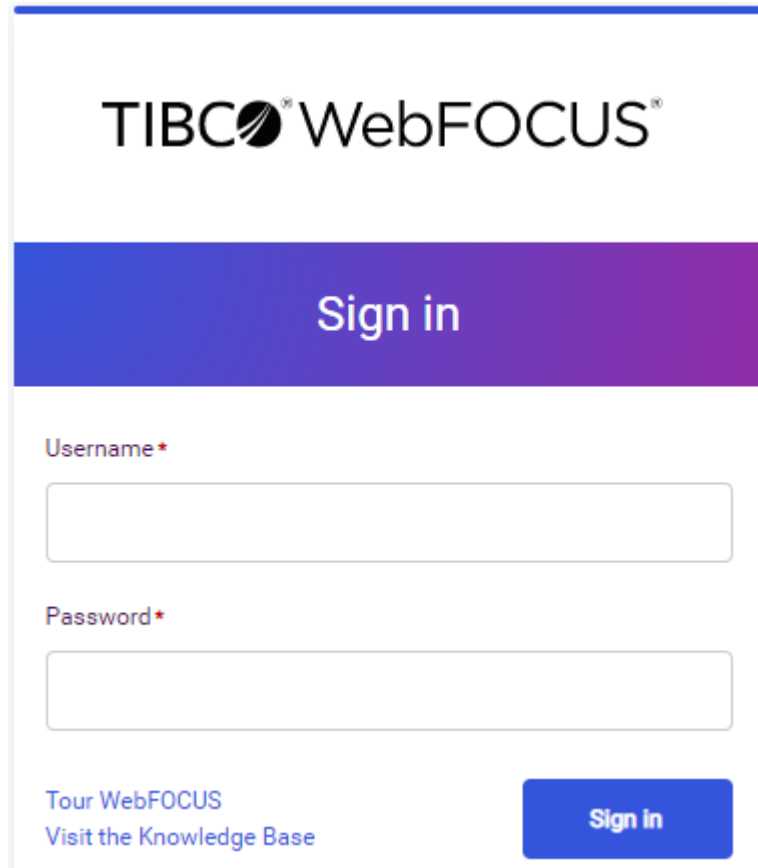
February 2023

Agenda

1. What is LION?
2. What information is available in LION?
3. How to get access
4. FAQs
5. Q&A

LION Access

www.slga.com >> For Liquor Suppliers >> Portals & Tools >> LION Login



TIBCO® WebFOCUS®

Sign in

Username*

Password*

Tour WebFOCUS
Visit the Knowledge Base

Sign in

Don't have an account?

- Email servicedesk@slga.com with the following information:
 - First & last name
 - Organization
 - Job title
 - Phone #
 - Full mailing address

LION (Liquor Information Online Network)

Contains reports on:

- Sales data
- PO history
- Wholesale pricing
- Wholesale price promotions
- On-hand inventory and purchase orders

Top 10 FAQs

1. *How do I see sales at the store level?*
2. *How much is tequila selling in SK?*
3. *What are the top 5 liqueur SKUs in SK?*
4. *Can I export the data to Excel?*
5. *I represent multiple suppliers... can I see separate data for each of them?*
6. *What's my inventory?*
7. *Can I see past purchase orders?*
8. *What's the current price of all Gin SKUs?*
9. *What are the historical prices of a given SKU?*
10. *What were the WPPs in the Christmas season?*

FAQ #1

Q: How do I see sales at the store level?

A: Use the “Sales to RSP” report.

Keep in mind:

- You can see your products’ sales, but your competitors can’t.
- Retailers can opt in (or out) from disclosing their information.
- 82% of the sales are being disclosed.
- Undisclosed sales are reported as “Other”.

FAQ #2

Q: How much is tequila selling in SK?

A: Use the “Sales History” or “Comparative Sales/Rankings” reports.

Keep in mind:

- The sales data is provided at the provincial level, not by account.
- You can see all products, including your competitor’s products.
- The “Sales History” provides a high level breakdown into sales channels.
- The “Comparative Sales/Rankings” report compares to the previous year and provides a SKU ranking.

FAQ #3

Q: What are the top 5 liqueur SKUs in SK?

A: Use the “Comparative Sales/Rankings” report.

Keep in mind:

- The sales data is provided at the provincial level, not by account.
- You can see all products, including your competitor’s products.
- Sales are compared to the same period last year.
- In-category and overall rankings are provided.

FAQ #4

Q: Can I export the data to Excel?

A: Yes! All reports have a CSV data download option.

Keep in mind:

- CSV files can be opened in Excel.
- Excel allows for further manipulation if needed (formulas, pivot tables, etc.)
- Data can be used in any business intelligence tool.
- Data can be loaded to a data warehouse.

FAQ #5

Q: I represent multiple suppliers... can I see separate data for each of them?

A: Yes! Use the vendor search box.

Keep in mind:

- The “Vendor” search box is available in all reports.
- Useful to look a sales, purchase orders, inventory, pricing and promotions.

FAQ #6

Q: What's my inventory?

A: Use the “On-hand inventory” report.

Keep in mind:

- This is inventory at the SLGA Distribution Centre.
- We can't see inventory of private distributors (BDL, Sleeman, Minhas)
- You can see your products' inventory, but your competitors can't.
- Data is refreshed every night. Refresh time is printed on the report.
- Historical inventory levels not available.

FAQ #7

Q: Can I see past purchase orders?

A: Yes! Use the “PO History” report.

Keep in mind:

- Current and past purchase orders are displayed.
- You can see your purchase orders, but your competitors can't.
- If you represent multiple vendors, you can see their purchase orders separately.
- Purchase orders are reported in their original currency (as stated in application form).
- Only “Printed” and “Completed” purchase orders are displayed.

FAQ #8

Q: What's the current price of all Gin SKUs?

A: Use the wholesale price report.

Keep in mind:

- Wholesale base prices are displayed.
- You can see prices of all products, including your competitor's products.
- The report indicates whether a SKU is on WPP. Refer to the WPP report.

FAQ #9

Q: What are the historical prices of a given SKU?

A: Use the wholesale price report.

Keep in mind:

- Historical and current prices are available.
- Wholesale base prices are displayed.
- You can see prices of all products, including your competitor's products.
- The report indicates whether a SKU is on WPP. Refer to the WPP report.

FAQ #10

Q: What were the WPPs in the Christmas season?

A: Use the Wholesale Price Promotions report.

Keep in mind:

- Historical and current WPPs are available.
- You can see WPPs of all products, including your competitor's products.

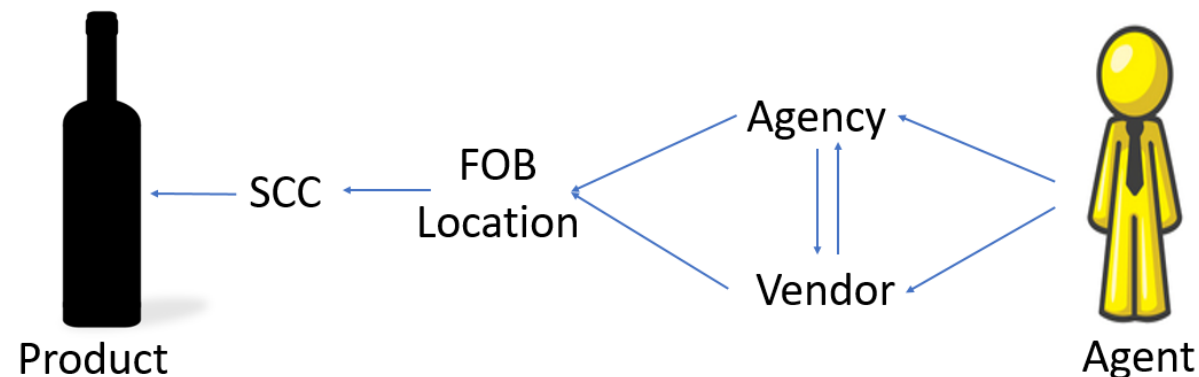
Privacy Settings Summary

Supplier / Agent Specific	Equally Open to All Users
<ul style="list-style-type: none">• Sales to RSP• On-hand Inventory• PO History	<ul style="list-style-type: none">• Sales History• Comparative Sales/Rankings• Wholesale Price Report• Wholesale Price Promotions

Product Associations

Notify the pricing team (wholesalepricing@slga.com) if:

- A product changes representative agency.
- An agent is hired or leaves an agency.
- A product changes source location (even if temporary).
- A new SCC is added to a product.



Questions

If you have additional questions, email listings@slga.com or call a Product Manager.