Drop Ship Program

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DROP SHIP SUMMARY

Drop Ship Onboarding Process

All Drop Ship setup steps will happen simultaneously. The overall goal for completion is **8-12 weeks**.

	Vendor Setup with Academy	Assortment Setup with Academy				Inventory Setup with Rithum
Overview	Setup as Drop Ship vendor with Academy & assigned vendor #.	Setup vendor items in the Academy system and create product pages.				Setup inventory and order exchange data in third-party platform.
Points of Contact	**Vendor Management** Vendor setup and documentation submission.	**Drop Ship Analyst** Primary contact for onboarding and assortment setup.	**Site Merchant** Marketing, promo cards & paid promotions.	**Content Specialist** Product images, package dimensions & product detail page (PDP).	**Virtucom** Third party vendor assisting with web page creation.	**Rithum DSCO** dscopartnersetup@commercehub.com 1-844-HUB-HELP Post Setup: support@dsco.io

Setup Checklist	Link will be sent to register for Conga, Academy's vendor setup portal.
	
	Routing Checklist
	• Vendor Term Agreement
	• Payment Works
	• Vendor Fact Sheet
	• Non-Disclosure Agreement (NDA)
	• Certificate of Insurance (COI)
	• W-9
		Assortment setup documents will be emailed by the Drop Ship Analyst.
		
		Assortment Setup Checklist
		• Complete Drop Ship Onboarding Form
		• Provide vendor catalog
		• Complete Assortment Template
		• Verify item accuracy upon request
		• Provide package dimensions & product images
						Email invitation for Rithum will be sent.
						
						Rithum Setup Checklist
						• Accept the invite
						• Follow the step-by-step instructions
						• Upload inventory for your items
						  • MPN
						  • Warehouse Quantity
						  • Quantity Available
						  • Status
						  • ean, gtin, or upc (at least one)
						• Update inventory daily
						• Initial Setup Fee
						  • Browser $750 / EDI $1,750
						• Monthly Subscription Fee $100
						• Per-order Fee $0.75

Goal for Completion	4 Weeks	8-12 Weeks				2-4 Weeks

Within the Assortment Setup section:

Coverage must include:	Category 1	Category 2	Category 3
Each Occurrence	$2,000,000	$5,000,000	$10,000,000
Personal & Advertising Injury	$2,000,000	$5,000,000	$10,000,000
General Aggregate	$4,000,000	$5,000,000	$10,000,000
Products & Completed Operations Aggregate	$4,000,000	$5,000,000	$10,000,000

Rithum DSCO Platform

The Academy Sports + Outdoors, Inc is teamed up with Rithum for the drop ship program. Rithum enables retailers to meet delivery expectations and improve customer experience. Rithum has the technical know-how and drop ship expertise to connect you to our network quickly and support your growth with the tools and services you need to be successful.

Order Management	Reporting	Support
• Quickly load required inventory data • Receive order in the format you choose • Send compliant confirmations, cancellations, and inventory updates • Print Academy Sports + Outdoors-branded packing documents for a seamless customer experience	• Receive automated alerts for late and soon-to-be-late orders • Track order status and review order history • Gain insight into valuable performance metrics to help improve your business • Create comprehensive searches to track your business	• Reach out to support teams • Gain access to on-demand help and interactive learning content • Use detailed technical documentation to help meet your retailer's expectations

Rithum Supplier Support Page:

Supplier Support Article

https://support.dsco.io/hc/en-us/categories/203763508-Supplier

Academy Support Article

https://support.dsco.io/hc/en-us/articles/7414384390555-Academy-Sports-and-Outdoors-Documentation

Connection Setup Options

① Look for the email invitation

Click the button to accept the invitation to Rithum's DSCO platform.

② Create your company's account

Create your personal login first. Once you're in, simply provide some basic company details.

③ Start the Onboarding Wizard

During this step-by-step process, you'll choose your connection method to integrate.

You'll create and run tests against your inventory, order, shipment, and invoice data as needed.

Two Ways to Connect

Rithum gives you the flexibility to connect in a way that suits your business.

Rithum Web App (Browser Connection)

Easy and cost-efficient, this is an ideal starting point for growing your order volumes.

Automated Data Exchange (Integrated Connection)

Process high order volumes with an automated connection.

Standard supplier pricing for browser connection:

Initial setup fee	$750
Monthly subscription fee	$100
Per-order fee	$0.75

Pricing subject to change.

Standard supplier pricing for integrated connection:

Initial setup fee	$1,750
Monthly subscription fee	$100
Per-order fee	$0.75

Additional fees apply for AS2 connections. Pricing subject to change.

EDI Specification Requirements:

https://support.dsco.io/hc/en-us/articles/236101188-edi-for-suppliers

ASSORTMENT SETUP & CONTENT ACQUISITION

Assortment Setup: Item Creation

You will be provided with a **Proposed Assortment Template**. Upon receipt, the buying and e-commerce team will select the items that best fit our assortment and create those items in the Academy system. After item creation your assortment will move to the next stage: Content.

Consider the Following

- Top selling items that best represent your brand
- Trending styles or extended color and sizes of existing SKUs
- Profitable brands and items may be considered for brick & mortar stores

Item Setup Detail Requirements

- Long & Short Description
- Vendor Part Number or SKU (VPN)
- Item Differentiators (Color, Size, etc.)
- UPC
- Unit Cost, Retail Price & MAP
- Product Dimensions

Assortment Setup: Content

After items have been created in our system, Content and Virtucom (3rd Party) teams will begin working on the creative component to best highlight your products. The entire assortment setup process may take 8-12 weeks.

Virtucom Requirements

- Product Names
- Descriptions, Unique Features & Functions
- Photos, Lifestyle Images, Videos, 360 Views
- Specifications
- Brochures
- Owner's Manual Catalogs
- Sales Sheets

Academy Image Standards

- 300 PPI and sized at a minimum of 2000 pixels at the longest edge (horizontal or vertical)
- Product images should be on a white/transparent background
- We can accept the following formats:
    .TIFF   .JPG   .PNG
- Provide *as many* views of your product as possible
- For delivery of large size files, we suggest using web transfer sites such as Dropbox or WeTransfer

Site Merchandising

You may connect with your respective **Site Merchant** to obtain additional assets to better showcase your products on our site.

This may include:

Search/Browse Experience Optimization	Sales Analytics	Syndicated Reviews	Promo Cards	Paid Promotions	Bundles	Outbound Marketing Support

DROP SHIP OPERATIONS

Operations Team

Once your account is live on site, any fulfillment related issues or concerns should be directed to our **Academy Drop Ship Operations Team**.

Assisted Support Topics:

- Order Fulfillment

- Inventory Unavailability & Discontinued Items

- Warehouse Closures

- Invoicing

Academy Drop Ship Operations:

Email Contact

dropship@academy.com
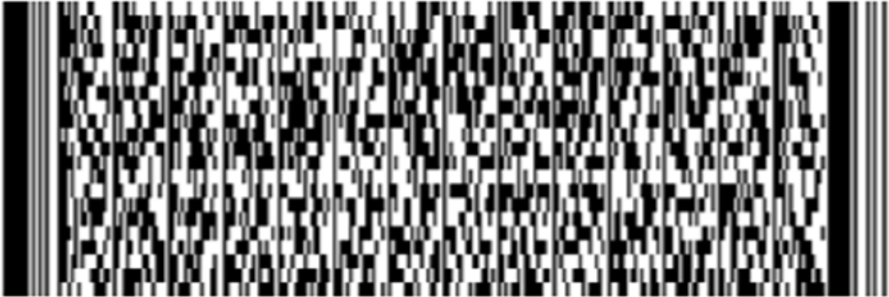
Packaging & Shipping Requirements

- Must have a UPC barcode

- Repackage product if not in a shipment-ready box

- Include product info, warranties, instructions, etc.

- Exclude inserts or outside materials

- Ship in new, plain corrugated boxes or Poly Mailer Envelope Shipping Bags
  - Apparel in inner polybag to protect from the elements

- All orders will be shipped using Academy's third-party billing account, provided prior to going live

All shipped orders must be delivered to the address on the label.

Below restrictions must be added:

- Address Change

- Shipment Reroute

- Hold for Pickup

Shipping Labels

From:
Academy Sports + Outdoors
c/o Company Name (Vendor Name)
123 Any Street (Vendor Address)
Any Town, MT 59759
(888) 555-5555

Ship Date: 02MAY16
ACTWGT: 5.0 LB
CAD: 4565107/WSXI2800

TO:
Academy Customer
111 Any Avenue
Any Town, TX 77450

(281)555-5555

FedEx Ground

Ref
INV
PO   Customer Order Number   Dept

(US)

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Inventory Management

99% fulfillment rate is expected for all Suppliers participating in the Drop Ship Program

Inventory must be updated **daily** to ensure accuracy

Items set to 0 for a consecutive 30 days will automatically be removed from our site

Items that become **out of stock** must be updated immediately to prevent order cancellations

A zero quantity must be uploaded in the inventory file for **discontinued** items *before* removal from the file

Customer Service & Returns

- All customer service issues are handled by Academy through our **Customer Care Team**. Any information needed to be communicated to the customer, or vice versa, will be conveyed through Academy's Customer Care Team

- Customers may return product to one of our stores or to our returns center. The returned product is processed according to the disposition guidelines agreed upon, when you were set up as an Academy Supplier

- If an order is refused or undeliverable, the product will be returned to your warehouse and a credit memo must be emailed to:

Academy Drop Ship Operations:

**Email Contact**

dropship@academy.com

Cost Changes

- A minimum of 30-day notice is required for all cost changes impacting drop ship items

- Submit an Excel spreadsheet to your **Drop Ship Lead** that includes:
    - Product Description
    - Supplier Style
    - UPC
    - Current and Proposed Cost
    - Proposed Effective Date

- All cost changes are reviewed by the buying office. If approved, system updates will occur

- If no prior notification is sent for items on an existing order, costs will not be changed

Cancellation

- Notification must be given within **1 business day** in the event an item or order requires cancellation due to out of stock or discontinued styles

- Supplier submitted invoices for orders fulfilled after a customer requested cancellation and confirmed will **not be paid**

- Any orders pending shipment **past 5 days** of its original estimated ship date will be cancelled automatically if there is no communication received

- High **Supplier-Initiated Cancellations** may be a cause for removal from the Drop Ship Program
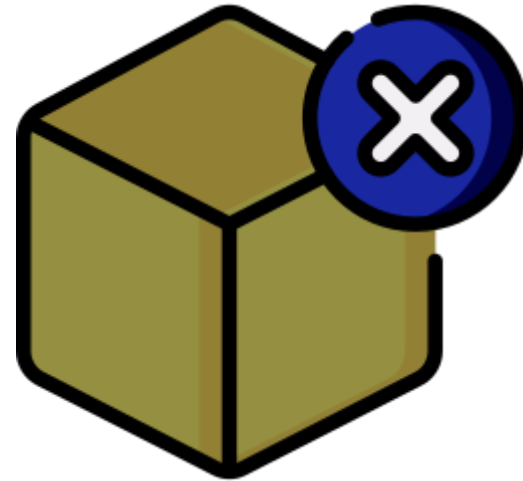
Invoicing

- Academy only accepts electronic invoices processed through the Rithum portal

- Purchase Order must be invoiced separately for each shipment

- Invoices cannot be duplicated and must have a unique number

- Invoices require shipment confirmation for payment

- Orders must be marked as shipped in Rithum prior to sending invoice file
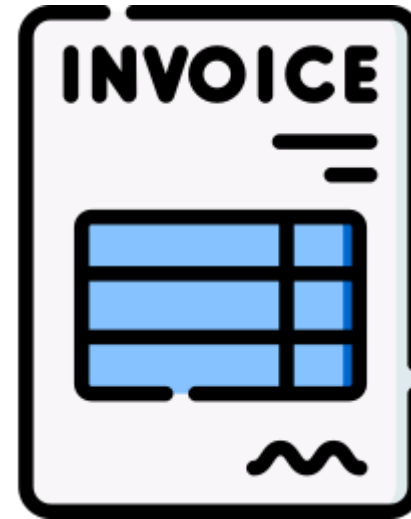
What's Next?

1 Upon agreement of the Academy Drop Ship program requirements, Drop Ship Lead will send an **Onboarding Form** to the respective Supplier contacts

2 Once the Onboarding Form is submitted, Drop Ship Team will send an email invite for **Rithum Setup**

3 You will be put in contact with **Vendor Management** for vendor setup and documentation submission

4 You will be provided with a **Proposed Assortment Template** to complete in consideration for the Drop Ship Program