Chewy's vendor-facing data-shares currently operate through two primary channels: CPFR (Collaborative Planning, Forecasting, and Replenishment) and VDS (Vendor Data Services). CPFR serves as the foundational data-sharing platform, reaching approximately 70% of Chewy's vendor population through weekly emailed reports containing tactical inventory and forecasting data. In contrast, VDS operates as a premium, revenue-generating service offering strategic insights to a select group of vendors through dashboard and API access.

The table below illustrates the distinct positioning, scope, and operational characteristics of these two systems. Key differentiators include CPFR's broad vendor reach (2,275+ vendors) versus VDS's targeted approach (70 total vendors across both tiers), their contrasting revenue models (free versus fee-based), and their differing data granularity and access methods. This comparison becomes particularly relevant as Chewy evaluates options for modernizing CPFR's email-based delivery system while considering the broader implications for data accessibility, system integration, and vendor relationships.

|  |  |  |  |
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|  | **CPFR** | **VDS Premium** | **VDS Direct** |
| Purpose | Provides fundamental data used by vendors and ISMs for Inventory and order planning | Provide a broader set of data to facilitate insights and deep analysis of supply, operations, and performance | Provides highly granular and customizable data feeds designed to integrate directly into vendor systems |
| Share Method | Emailed | Dashboard (Tableau Server) | API access |
| Level of Granularity | SKU/weekly | SKU/daily; SKU/weekly | SKU/daily; SKU/weekly  *(depending on subscription)* |
| Principle Characteristics | * Weekly 'snapshot' data * "Tactical" data-scope * Principle performance metrics * Tiered subsets of data * Fixed aggregation levels | * On-demand access * Weekly or daily-refreshed, depending on type and source * "Strategic" data-scope * Limited ability to 'drill-down' into data | * On-demand access * Weekly or daily refreshes * "Exploratory" data-scope * Integrates directly into vendor systems * Permits complex queries |
| Data-Shared | * Forecast * Autoship * Inventory * OOS * Fill Rate * DOS * NOP * Catalog Details   ***CPFR Knowledge Domain VDS Knowledge Domain*** | * Autoship Analysis * Inventory & Forecast * Location Out of Stock * PDP Out of Stock * Procurement Scorecard * Customer Experience Insights * Attachment Detail * Basket Overview * Competitive Comparison * Returns * Sales & Geographical Metrics * Trial & Repeat | [Daily & Weekly]:   * Sales * Autoship * Receipt / Returns * Trial Rate / Review Avg. * ASN & Compliance * Inventory direct feed * Forecast direct feed |
| Revenue Model | None (Free) | 3% of COGS, $400K max | + $100K (weekly); +$250K (daily) |
| Users Served | * ≈1,650 FC-inventory vendors * ≈625 Drop-ship vendors | * 65 unique vendors * Includes Top 20 | * 5 unique vendors * All within Top 10 |
| Use-Cases | * "Plan-of-record" forecasting * Joint business planning * Vendor scorecard reference * Tracking inventory health * Basis for over/under performance alerts | * Root-cause analysis (vendor) * Sales auditing * EDI issue confirmation * Consumer purchase behavior * Competitor analysis | * Complex/granular analysis * POS * Direct database integration |

CPFR's tiered data access structure demonstrates how Chewy balances comprehensive vendor coverage with differentiated data needs. The four-tier system serves 2,274 total vendors, with Tier 1 (10 vendors) receiving the most comprehensive dataset including extended forecasting horizons, detailed inventory metrics, and complete catalog information. As tiers progress from 1 to 4, data granularity decreases while vendor count increases significantly—Tier 4 alone serves 1,255 vendors with basic operational metrics. This structure reflects Chewy's approach to scaling data-sharing across a diverse vendor base, with ISMs tailoring data access to align with each vendor's operational capabilities and business needs.

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| **CPFR** | **Tier 4** | | **Tier 3** | | **Tier 2** | | | **Tier 1** | | | |
| Forecast | Current Month Forecast | | Current Month Forecast | | Current Month Forecast | | | Current Month Forecast | | | |
| Next 3-Months Forecast | | Next 6-Months Forecast | | Next 6-Months Forecast | | | Next 6-Months Forecast | | | |
| Autoship |  | |  | | AS Demand (30 days) | | | AS Demand (30 days) | | | |
|  | |  | |  | | | AS-Backorders | | | |
| Inventory |  | |  | | OH Units | | | OH Units | | | |
|  | |  | | OO Units | | | OO Units | | | |
| OOS |  | |  | | PDP % (trailing 30 day avg) | | | PDP % (trailing 30 day avg) | | | |
| Fill Rate |  | |  | | Fill-Rate % (trailing 30 day avg) | | | Fill-Rate % (trailing 30 day avg) | | | |
| DOS |  | |  | | DOS | | | DOS | | | |
| NOP |  | |  | |  | | | NOP by FC | | | |
|  | |  | |  | | | NOP by Region | | | |
|  | |  | |  | | | NOP / OP Demand | | | |
|  | |  | |  | | | Total Demand | | | |
| Catalog Details |  | |  | |  | | | Published Y/N | | | |
|  | |  | |  | | | Discontinued Y/N | | | |
|  | |  | |  | | | MOQ | | | |
|  | |  | |  | | | Base UOM, Purchase UOM | | | |
|  | |  | |  | | | Eaches per Case/Layer/Pallet | | | |
|  | |  | |  | | | Order divisibility by Pallet/Layer | | | |
|  | |  | |  | | | Temp Disable | | | |
|  |  | |  | |  | | |  | | | |
| Vendors Per Tier \* | 1255 | | 955 | | 54 | | | 10 | | | |
|  |  |  | |  | |  | | | |
| *\* Includes FC + Drop-ship vendors; Tiers 1 - 4 are sent by unique vendor number… does not consider parent company* | | | | | | | | | | |
| *\*\* CPFR enrolls approximately 70% of overall vendor population* | | | | | | |  | |