

FREQUENTLY ASKED QUESTIONS

What is SSI Data?

SportScanInfo (SSI Data) was created in 1998 by the founders of SoundScan, which measures sales data for the recording industry, and Nielsen/VNU, one of the world's leading marketing research, information, and publishing companies. In January 2006, SportScanInfo was acquired by The SportsOneSource Group and is now the cornerstone in the company's data business.

SSI Data has been providing point-of-sale data and Analysis to retailers and manufacturers in the sporting goods market for over 17 years. Members of the snow sports specialty market can now leverage the SSI Data reporting platform to gain visibility of retail sales from smaller, single store specialty retailers and specialty chain retailers to national footwear, sporting goods, department store and discount/mass chains.

Where is the data coming from for these reports?

The point-of-sale data itself is compiled from over 15,000 retail storefronts across the Outdoor Specialty, Full-Line Sporting Good, Big-Box Outdoor Retail, Athletic Specialty, Outdoor Chain, Sport Specialty, Internet/Catalog, Mid-tier Department Store and Discount Store channels. Over 1,000 of those doors report snow sports data

Why should I report to SportsOneSource?

NSSRA members who participate in this program will provide weekly POS data to SportsOneSource which will aggregate the data and report its findings on a weekly basis. The SSI Data will cover sales of equipment, clothing and essentials for alpine and cross country skiing and snowboarding as well as footwear and apparel for the broader outdoor market. Participating members will receive complimentary access to the data via SSI's secure website and NSSRA reports.

How can SSI Data help my business?

The new platform will provide access to online weekly trend reporting across categories, brands and products each week – within 5 days of the week-end date and features the ability to track sales trends by product, style and color. Retailers can see trends as they develop each week by region and by channel. You can what is happening in the market each week and adjust your selling strategies or product selection.

Do I have to go online to view the data?

No. NSSRA is developing reports that push out to members with valuable sales trending information.

As an NSSRA member, am I required to report my weekly sales data?

Although NSSRA members are not required to report, all members are encouraged to do so. The data will be stronger as more members contribute their data and will benefit all members and the snow sports industry as a whole.

Do I have to stop reporting my POS data to SIA and NPD?

No. This is not an exclusive relationship. Many retailers report data to both companies.

Is my business information protected and confidential?

The data is submitted electronically to SportsOneSource and is aggregated with data from other retailers to create a consolidated view of the retail landscape. The data is aggregated at the channel and region level, which protects the anonymity and confidentiality of each member's data. SportsOneSource has earned the trust and confidence of both private and public companies that do not share their data with any other resource.

Can I view the SSI Data platform before making a decision?

Yes. To schedule a physical or online demo of SSI Data or to learn more about the reporting process, please contact The Client Solutions team at 303.902.7033 and/or solutions@sportsonesource.com

When will ssinowsports.com be live?

The custom SSISnowSports platform will launch in the Fall of 2015 as more specialty retailers become part of the reporting pool. Reporting retail partners are able to access the current data through SSI Apparel and SSI Outdoor.

How do I set up the weekly data feed?

There are several secure connection options available. SportsOneSource will recommend the most efficient connection type on your point-of-sale system. Most require no technical expertise and can be connected in less than 15 minutes.

How do I get started?

The Client Solutions team will walk retailers through the connection process and also provide training and support with the SSI Data Platform. Contact the Client Solutions Team at SportsOneSource at solutions@sportsonesource.com or 303.902.7033.