CoopMetrics - Introduction

A “shared service” cooperative…

- Whose members share the costs of a sophisticated data warehouse
- Providing Fortune 500 quality business intelligence tools
- For locally owned independents, non-profits, and co-ops.
CoopMetrics –
Tools for Davids Competing with Goliaths

Co-ops
NonProfits
Locally Owned
CoopMetrics

Big Boxes
Public Chains
MultiNationals
CoopMetrics - Introduction
CoopMetrics Ownership Classes, BOD seats, & Distribution

Chuck Snyder
NCB - CEO

Terry Simonette
NCBCI - CEO

Brad Langhorst
CM CTO

Walden Swanson
Founder and Chair

Robynn Shrader
NCGA - CEO

Consumers (2)  Workers (2)  Developers (0)  Founders (0)  Investors (2)
CoopMetrics - Sectors

- Retail Grocery
  - National Cooperative Grocers Association
  - Independent Natural Food Retailers Association (a cooperative)

- Agriculture
  - Grain / Farm Supply Cooperatives
  - Ethanol

- NonProfits
  - Affordable Housing Developers
  - The Data Collaborative – (the Foundation Cooperative)

- The Green House Project (Nursing Homes)
CoopMetrics

- How did such a small company
- Achieve what big companies said couldn’t be done
- And do it so inexpensively and well?
CoopMetrics – What Worked

- Design of data warehouse
- Ease of data submission
- Focus on Tech; Partner with Sponsor
- Sharing benchmarking best practices across sectors
CoopMetrics Data Flow

One time customer setup:
1. Initial Chart of Accounts, Trial balance
   - Setup accounts
   - Create locations
   - Automate extraction of data
   - Map to Common COA
   - Checking and revising COA mapping

Ongoing data submission:
1. Quarterly submission
   - Parse input
   - Map new accounts
   - Add new locations
   - Import to data warehouse
   - Deliver reports

Make better decisions 😊
Profile Survey: 3/31/2006

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1. Corporate Organization Type (Parent organization)
   - Non-Profit
   - For Profit
   - Public Housing Authority
   - Community Action Projects
   - Cooperative
   - Other

2. Business Lines
   - Multifamily Rental Development
   - Single Family Development
   - Commercial Development
   - Property Management
   - Resident Services
   - Ownership/Asset Management
8. Staff size - Corporate

- < 10
- 11 - 25
- 26 - 50
- 51 - 100
- >100

9. Service Area (The largest area you serve)

- Neighborhood
- City
- County/Region
- State
- Multi-State
- National

10. Regions

- Northeast
- Southeast
- Mid Atlantic
- Midwest
- Southwest
- Northwest
- California
Profile Survey: 1/3/2001

Page 1 of 1, Category: Property

1. Census Tract
   1262

2. Number of Units
   32

Unit Mix

3. # of Studios

4. # of 1 Bedroom Units
   8

5. # of 2 Bedroom Units
   16

6. # of 3 Bedroom Units
   8
Ten member co-ops of the Co-op Grocers Association (CGA) have been involved in a year long project using CoopMetrics tools to identify operational gaps in performance. $800,000 of annual savings has been realized for the stores in the first year by making changes in systems in only one department per store.
One member of the ethanol group said that first year savings of $2,000,000 could be attributed to participation in the program.
Chasing the Gap

BY MEAD STONE

#140 JANUARY - FEBRUARY - 2009

Download the spreadsheet for this article
download pdf of article

CoCoGAP is a data sharing program, a tool that measures a co-op’s performance in key operational areas against the top 25 percent of other co-ops with similar sales. The “Gap” is the amount of additional profit your co-op might be able to realize each year if it were to perform at the top of the peer group.
<table>
<thead>
<tr>
<th>Category</th>
<th>Baseline</th>
<th>Q2 F08</th>
<th>Q3 F08</th>
<th>Q4 F08</th>
<th>Q1 F09</th>
<th>Chng</th>
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</thead>
<tbody>
<tr>
<td>Store Sales Growth</td>
<td></td>
<td>-0.1%</td>
<td>3.5%</td>
<td>5.3%</td>
<td>5.5%</td>
<td>5.6%</td>
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<td>Sales/Labor Hour</td>
<td>$92</td>
<td>$92</td>
<td>$93</td>
<td>$94</td>
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<td>$2</td>
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<td>Sales/Linear Foot</td>
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<td>$1,620</td>
<td>$1,646</td>
<td>$1,671</td>
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<td>$78</td>
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<td>Margin</td>
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<td>37.4%</td>
<td>37.2%</td>
<td>37.4%</td>
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<td>-0.2%</td>
</tr>
<tr>
<td>Labor % B4 Taxes and Benefits</td>
<td>18.2%</td>
<td>18.4%</td>
<td>18.1%</td>
<td>17.6%</td>
<td></td>
<td>-0.6%</td>
</tr>
<tr>
<td>Inventory Turns</td>
<td>13.5</td>
<td>14.2</td>
<td>15.4</td>
<td>16.4</td>
<td></td>
<td>21.6%</td>
</tr>
<tr>
<td>Margin Minus Labor</td>
<td>19.4%</td>
<td>19.0%</td>
<td>19.1%</td>
<td>19.8%</td>
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<td>0.4%</td>
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<td>Gross Profit Dollars Minus Labor Costs</td>
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<td>$896,000</td>
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<td>$59,000</td>
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<td>$182,000</td>
<td>$172,000</td>
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<td>-$27,000</td>
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<td>Turns X Earns</td>
<td>2.62</td>
<td>2.71</td>
<td>2.93</td>
<td>3.26</td>
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<td>24.3%</td>
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Using CoopMetrics’ data, the Iowa Institute for Cooperatives was able to show concerned regulators that grain cooperatives were operating profitably, despite being out of compliance with current ratio, debt to asset and equity requirements. The cooperatives were operating profitably in a high operating debt environment. The regulator accepted that they were operating in a safe and sound manner.
Today, The Green House Project had the honor of accepting the GE Healthcare Award for Best Paper.