Sale of Data
Frequently Asked Questions

The SOD website address is https://sod.lcbo.com.
Please enter user id and password in upper case.

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1. **What is LCBO Sale of Data (SOD)?**
   LCBO Sale of Data is a service that provides information to Agents of Ontario about their product's weekly/daily sales and inventory. Competitor's sales information is also available via specific SOD subscription packages.

2. Where can I access Sale of Data (SOD)?
   The information is available via the LCBO Sale of Data website https://sod.lcbo.com.

3. **How can I communicate for additional information or guidance?**
   For additional questions or guidance, please communicate with us via E-mail: saleofdata@lcbo.com.

4. **How does an agent participate in the Sale of Data program?**

   If you are renewing your contract, your User ID and Password to this Website will remain the same as last term.

   In order to participate in the Sale of Data (SOD) program, please follow the steps below.

   Step 1:
   Complete the Application form found on the link below or simply click here

   Step 2:
   Once complete, please send the form to **saleofdata@lcbo.com.**

   Step 3:
   Once the request has been processed, you will receive an email with a User ID and Password for the SOD subscription website.

5. **What software is required for using the Sale of Data Website?**
   Internet Explorer and/or Google chrome. WinZip will also be required in order to access the .dat files.

6. **What software is required for using Infolib?**
   Infolib can be accessed via Internet explorer or Google Chrome.

7. **How do I access the data?**
   Under the Data tab, click on data-downloads in order to see the list of downloads available for your account.

   The file header will open which displays detailed information about the files. You can save the file on your local workstation or database. Most of the SOD data files are in a flat .dat format and zipped.

8. **How do I interpret the data?**

   To convert the data files to a readable format, you will need to refer to the following two documents:
   a) "**SOD RECORD LAYOUT**"
   b) "**GLOSSARY OF TERMS**".

   For the benefit of our clients, we have provided documents on how to convert the data files to Excel or Access.

   The above-mentioned documents are in the "Reference Material and Form" tab on the SOD Website https://sod.lcbo.com/reference_docs.

9. **How long are the subscribed data files kept on the server?**

   - 53 weeks from the time your contract is approved for all weekly data files.
   - 13 periods for all the period-based data files.

   Please note that it is the subscriber's responsibility to back up their files within this time.

10. **What information is in LCBO product life cycle listing status (List/Delist Code).**

    Code = 1, New product: Listed in database but not yet available in stores for sale.
    Code = 2, Current: Product is available for sale. Warehouse, Retail inventory > 0.
    Code = 3, To be Delisted: Warehouse, Retail inventory > 0.
    Code = 4, Delisted: Warehouse Inventory=0, Store inventory >0.
    Code = 5, Delisted: Warehouse, Retail inventory =0.

11. **What product information is excluded in SOD?**

    - Private Stock products.
    - Code = 1 Products

12. **What is included in Package A (options 2, 4)?**

    This package provides competitive products, except Vintages, weekly Unit sales and inventory information under options 2 & 4 at .dat format. It also includes access to Infolib.

    Option 2 provides weekly sale and inventory information at the Product Number level. Option 4 provides the weekly sale and inventory information at Product Number and LCBO Locations level.

    The file name formats are: ALLDww02,
    ALLDww04. ww=week id.
    These weekly files will be available <u>1</u> business day after the end of the week. These weekly files get updated as missing locations data is loaded into the database throughout the week.

   allwxx2- allwxx4. w = indicates weekly file, xx=week id.
    These files are available 6 business days after the end of week. It is the final file for the indicated week.

    Infolib: Provides current and historical information about the weekly sales and inventory products in a friendly format. The information can be exported to excel. The information can be at different level of sales metrics (Unit, $Net, Liters, Cases), Time (TY, LY, YTD, Roll13), Sales channel (Licensee, Agencies, Regular customer, Grocer), all Location (Warehouses, Depots (Service Centers), Retail store Type

(Super, Mini, Class), at following Time aggregations (Year, Period, Week (the most recent time is Last Week and minimum 3 years history), at different Stock Type (Vintages, X-mas, Duty Free).

Infolib also provides detail information about LCBO promotion programs and sales at Promotion Turns or Fiscal Calendar, and promotion detail level (LTO, Value Add, Air Mile, …) level.

The SOD administrator will build the reports in Infolib. The client can run the predefined "Ad Hoc" or static reports.

To access Infolib:

1) Click on Data icon

2) Click on the "Data Downloads" Link

3) Click on "LCBO Infolib" Link
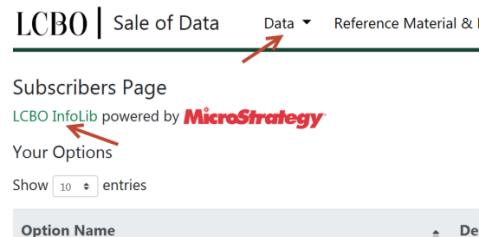
13. **What is included in Package B (option 2)?**
This package provides competitive weekly sales and inventory about all products except vintages at the Product Number level, under the option 2 data file (allww02).

14. **What is included in Package C (options 3, 5) Set Subset Specific?**
This package provides competitive weekly sales and inventory information for the products within a set subset that the agent has purchased in .dat format. In option 3, the information is at the Product Number level. In option 5, the information is at LCBO Location and the Product Number level.

The format of these files is: wxxxxww3, wxxxxww5, w = indicates weekly file, xxxx= the subscriber agent No., ww= week id., 3/5 = the options unique id.

15. **What is included in package D (option 3)?**
This package provides only Option 3 information, Set/subset specific information at the Product Number level.

16. **What is included in Package E (options 1a, 1b) agent specific, Not formatted, Formatted?** This package provides agent specific products weekly sale and inventory information, Both General List and Vintages.

Option 1a: Provides information at the Product Number level,
Option 1b: Provides information at Product Number and the Location level.

Not Formatted:
This package is free of charge, however it must be ordered by agents. The files are in zipped, .dat format.
Formats for these options are wxxxxww1a, wxxxxww1b.
w=indicates it is weekly file, xxxx=agent id, ww=week id. 1a/1b= options id.

Formatted:
The formatted package of package E is also available for clients to purchase. The data files which contained the sales and inventory information are in .CSV format. An Excel formatted template with

heading will be available in the client website. Subscribers will need to download the Excel template. Open the CSV transaction data file, and load it on the formatted template and save it on their site as an excel file.

17. **What is included in Package F (option 6a, 6b), Vintages Product Information?**
This package provides competitive Vintages Sales and Inventory information. Option 6a is at the Product Number level and Option 6b is at LCBO Location as well as the Product Number level.

The formats for these options are: allwxx6a, allwxx6b. w = indicates weekly file, xx= LCBO week id that the data belongs to. 6a/6b = option id.

18. **What is included in Package G (option 7a)?**
Provides competitive LCBO weekly sales to the Ontario Licensee from LCBO Depots (Service Centers) at the Product Number and Licensee detail information. Information displays depot number, Licensee (No. Name…) and LCBO (No. Name).
The format is: allwxx7a. w=indicates weekly file, xx=week, 7a=option id.

19. **What is included in Package H (option 7b) Licensee Sales?**
Provides competitive LCBO weekly sales to Ontario Licensee from LCBO Locations (Retail Stores and Depots) at the Product Number and Licensee detail information. Due to the size, this package has two files for each week:

1: "Licensee Look Up" file contains a list of all Licensee (Name, Address, City and Postal code).
2: The transaction file which contains the sales at LCBO Location Number, Product Number, Licensee Number level.

Format: allwxx7b. w= indicates weekly file, xx= the week id. 7b is the file id.

Subscriber will need to merge the Agency Lookup file with the weekly transaction file for the same week for themselves.

20. **What is included in Package I (option 8), sales to agencies stores information?**
This package provides LCBO competitive Weekly Sales to the LCBO agency stores that include LCBO Product Number, LCBO Location Number and Agency specific level in a .dat format.

Due to the size, two separate files are provided for each week.

1: "Agency Look Up" which lists Agency (Name, Address, City and Postal code).
2: The actual transaction file, the format of this file is, allwxx8, w = identifies it is weekly file. xx = week id. 8=option id.

Subscriber will need to merge the Agency Lookup file with the weekly transaction file for the same week for themselves.

21. **What is included package J (option 9), Warehouse to Store Shipment Report?**
This package contains the PDF formatted report of the LCBO Warehouse to Store Shipments of all LCBO active product by set subsets at LCBO No. level. The report will be available in client SOD Web interface the second Monday of the new period.

22. **When are options 1a, 1b, 3, 5, 6a, 6b, 7a, 7b, 8, *9* available?**
The files will be available to view and download six business days after the end of Week.
The option *9* files will be available the second Monday of the new Period.

The sample of the data files are available in "Sample of Data" folder, located on the first page of SOD data Website.

23. **What is included DAILYINVENTORY file? ****
This file provides the most recent daily inventory "On Hand" information of the active products (list/delist code= 2,3,4) at all LCBO locations, as of previous day closing. If a specific store's information is not received on time, then it will display the most recent received inventory and date. Store inventory listing status is also available in this file. Up to 7 days of the files are available in SOD data Website.

Format of file is dailyinventoryXXX.zip, the XXX is indicating the day name of the week (MON=Monday, TUE=Tuesday....).

24. **What is included in the "All Locations" file? ****
The ALLLOCATIONS file provides a list of all LCBO locations by (Region, District) regardless of store open or close status. This file is updated on a weekly basis.

The LCBO sales to the duty free (Land Border Point) locations will appear under Location Number =0 in SOD program as well as in Infolib.

25. **What is included in the "All Promotion" file? ****
The ALLPROMOTIONS file provides a lookup list of products participating in all internal LCBO promotions for the specific week. More detail promotional sale information is available for the package A (Full) subscribers through Infolib reports.

26. **What is included in the ALLPRODUCT and ACTIVEPRODUCT files? ****

- The ACTIVEPRODUCT file contains the list of all active products (code= 2,3,4).
- The ALLPRODUCT contains the list of all products (code = 2,3,4,5). The format of these files is "allproductsww.zip", "activeproductsww.zip".

The information is provided at: Product LCBO Number and Name, UPC No., SCC Number, Set Subset (No., Name), Agent (No., Name), Brand (No. Name), Retail Price, Product Size (ML), Container Type, Number of items per selling unit, Number of selling units per case, List/Delist Code, List Date, Delist Date.

27. **Where can I find the LCBO Fiscal Year calendar?**
Follow the link below in order to view and download the LCBO fiscal year.
https://sod.lcbo.com/calendar

28. **NEW – The following Grocery Cost Centers have been added to Packages A, B, C, D, E, F, K, as of week 27, 2019**

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SOBEYS_SQTY
FARMBOY_SQTY
WALMART_SQTY
LONGOS_SQTY
METRO_SQTY
ARTERRA_SQTY
ANDREW_SQTY
LOBLAWS_SQTY
OTHERGRO_SQTY
```

**These files are provided free of cost to our subscribers.