Data Exchange FAQs

GENERAL INTRODUCTION

Why is inTEAM collecting data on the K-12 market and what will you do with it?

- In today's fast paced world, it's more important than ever for operators and suppliers to stay ahead of trends and access up-to-date information in real time to drive decisions as they transform the K-12 marketplace. While these types of insights are available to other food segments, like restaurants, there isn't a similar source of insights available to the K-12 food supply chain to enable stakeholders to make data driven decisions and evaluate the efficacy of their programs and businesses. To that end, inTEAM has created a groundbreaking platform to provide an accurate and complete picture of the complex and changing K-12 marketplace to help operators and suppliers innovate and grow their businesses.

- inTEAM has evolved from its origins in consulting and software into a data analytics company breaking down data silos and creating a comprehensive Data Exchange platform providing valuable insights to help operators and suppliers with actionable intelligence to make data driven decisions. Operators are able to access critical allergen and ingredient information at the click of a button and suppliers are able to more quickly respond to the needs of the K-12 market. Over three years, inTEAM has been working collaboratively with operators, state agencies suppliers, distributors, NGO's, advocates and even competitors to develop a platform that will benefit everyone. inTEAM's approach to the development of the platform is different than most companies – they are building and iterating the platform continuously as they receive feedback from stakeholders and school district pilots. Inspired by the Data for Good Movement, which encourages using data in meaningful ways to solve societal issues, inTEAM is offering operators access to its Data Exchange platform and analytics at <u>no cost</u> and will not charge suppliers to manage and maintain their product information.

How are you collecting and coordinating data?

inTEAM has developed the Data Exchange platform by working with operators, state agencies suppliers, distributors, NGO's, advocates to understand their challenges and provide them with unique industry-side solutions. inTEAM is utilizing several third-party sources, in addition to their proprietary Data Exchange platform:

- **inTEAM's Data Exchange:** The Data Exchange is a proprietary software designed to provide a powerful web-based search engine across tens of thousands of products formulated to meet the USDA meal pattern requirements and house a data warehouse of aggregated standardized operating data from schools. This combination of product data and operating data will result in powerful insights to operators, suppliers, researchers and others across the supply chain.
- **Global Data Synchronization Network (GDSN**): The Data Exchange's powerful product search engine and data warehouse is powered by GDSN. Suppliers use this centralized platform to create and update information about their products. inTEAM's Data Exchange uses this data as the foundation of their web-based search engine that is updated in real time, so operators always have the most up-to-date information about a product formulation.
- **USDA Nutrient, Food Buying Guide, and Donated Foods databases**: These critical data sources are also integrated into the powerful product database.
- **National Center for Education Statistics**: inTEAM utilizes the NCES District ID of the district and the NCES School ID for each participating building to populate the following publicly available information: Geographic location, general school details, enrollment, and school-level demographics.
- **Partnerships with K-12 software companies:** inTEAM's powerful product search engine designed to seamlessly integrate into all menu planning and related software functions as an API (Application Programing Interface). inTEAM is currently pursuing partnerships with other K-12 software companies to work collaboratively on the development of the API which, currently scheduled to be released in Q1 of 2021. Integrated into menu planning software, the API functionality will provide menu plan and related operating data back to the Data Exchange to facilitate comparative data analytics for use by operators, suppliers, distributors and other stakeholders.

Who will you be selling the data to? And under what restrictions?

- First and foremost, school operators will have access to the Data Exchange and receive basic analytics about their program at no cost. inTEAM's business model is based on the popular "freemium" business model (similar to Dropbox, Zoom, Slack & Spotify) where users get basic features at no cost and can access richer functionality for a fee. To that end, inTEAM anticipates selling and sharing **non-identifiable, aggregated analytics** and insights to operators, suppliers, researchers, non-profits and state agencies. Both the School Agreement and the Supplier Trading Partner Agreement contain detailed information about how they are keeping your data safe and complying with all laws and regulations. If you would like a copy of either of these Agreements, please e-mail info@e-inteam.com.

FOR SCHOOL OPERATORS

Why should I use and participate in the Data Exchange platform? Why is it important for my district to share data?

- Enabling data transparency is critical to the success of innovating and scaling up excellence in the K-12 segment. In today's fast changing nature of food trends and fluctuating costs, your participation will enable a more dynamic collaboration between all the stakeholders across the K-12 food ecosystem resulting in a more efficient food system. inTEAM thoughtfully designed the Data Exchange platform to address many of challenges operators face while menu planning.

What is the cost of the Data Exchange for districts?

There is **no cost** for districts to use the basic functionality of the Data Exchange platform, including:

- Access to the comprehensive and accurate K-12 product database, inclusive of nutritional data & creditable information.
- Your own metrics and KPIs compared to the aggregated performance of other schools to asses operational performance and help guide decision making.
- Menu plan insights, including comparative KPIs with peer schools.

What specific data are you collecting from schools?

With permission from the school operator, inTEAM will collect the information outlined below that will be entered by operator. Please note that inTEAM will not share or sell any information that identifies the district or the specific branded products on menus. All information that will be shared will remain in aggregate including:

- **Menu Data:** Recipes, menus and nutritional data.
- **Claims Data:** Reimbursable meals and a la carte sales by program for each day; daily enrollment and attendance levels for aggregated comparative data analysis.
- **Post Production Data:** Post Production quantities provided with reimbursable meals, items sold a la carte, leftover/waste, and labor hours for aggregated comparative analysis.

What specific data about my school and my program will be shared or sold and to whom?

- **Suppliers:** Sophisticated analytics will allow suppliers to stay on top of trends, develop better products for K-12 and do a better job at forecasting. Suppliers **will not** be able to purchase any identifiable data specific to your district or the specific brands or products that your district menus. Any analytics that will be sold to suppliers will be in the aggregate. Refer to the **For Suppliers Section** for examples of reports that will be available to suppliers.
- **Researchers & Non-Profit Organizations:** Evaluators and advocates have long sought accurate data sets to establish their priorities and evaluate the efficacy of the Child Nutrition Programs. inTEAM plans to sell its aggregated data sets to researchers and other non-profits whose missions are consistent with improving the health and well-being of schools and children.

Will I be inundated with sales emails and calls from suppliers?

- No. Suppliers will not have access to any identifiable information about your school or the products you are purchasing.

What are the current laws around data collection and selling? How can I ensure inTEAM won't share or sell personalized data?

- Both the School Agreement and the Supplier Trading Partner Agreement contain detailed information about how they are keeping your data safe and complying with all laws and regulations. If you would like a copy of either of these Agreements, please e-mail info@e-inteam.com.

What benefits/insights about my program can I expect if I use the Data Exchange platform?

By participating in the Data Exchange, operators will be able to access the following insights at no charge:

- Access to the comprehensive and accurate K-12 product database, inclusive of nutritional data.
- Its own metrics and KPIs compared to the aggregated performance of other schools to assess operational performance and help guide decision making.
- Menu plan insights, including comparative KPIs with peer schools.

Can I still use the Data Exchange platform if I choose NOT to share my data with inTEAM?

- Yes, but there will be a fee for that service.

Will this integrate with my current software platform?

- Yes. inTEAM's powerful product search engine has been designed to seamlessly integrate into all menu planning and related software functions as an API (Application Programing Interface). inTEAM is currently pursuing partnerships with other K-12 software companies to work collaboratively on the development of the API, which should be released in Q1 of 2021. Once integrated into menu planning software, the API functionality will also provide menu plan and related operating data back to the Data Exchange to facilitate comparative data analytics for use by operators, suppliers, distributors and other stakeholders.

What will I need to do to get started and what help will be provided?

- Learn more and view a short video at N2F Data Standardization

FOR SUPPLIERS

What products will be included in the Data Exchange platform?

- The data exchange platform will include product information for food, beverage and other foodservice related supplies (carts, cutlery, cleaning products etc.).

What information do you need from me and how can I share it?

- To develop the most up-to-date and accurate product database for operators, inTEAM is leveraging the GDSN as the foundation of its Data Exchange platform. Follow these two steps to register and publish your products:
    1. Complete the Trading Partner Form to be set up as a subscriber
    2. Publish your information to GLN **0860206001702**

Is there a cost to share my K-12 portfolio with inTEAM via the GDSN?

- There is no cost to suppliers to publish their portfolio to inTEAM via the GDSN.

What specific data fields do you need suppliers to complete and keep up to date in GDSN?

- Product information is the foundation of the Data Exchange platform and the key to unlocking valuable insights and reporting. To ensure the efficacy of product information in the GDSN, inTEAM is working with operators, suppliers and distributors to achieve alignment on which specific data fields should be completed by the supplier. For example, suppliers with CN labeled products can include this information in GDSN allowing schools to use the Data Exchange to access this information versus searching through each company's web site and adding them to a binder. We encourage you to download the Data Exchange Data Fields Review and provide your input. The completed form can be e-mailed to info@e-inteam.com.

How often do I need to update my product listings?
- Since the products provide the foundation for the Data Exchange platform, suppliers should update their listings as formulation changes occur and as products are added (or removed). This will ensure operators have the most up-to-date information and enable inTEAM to develop accurate analytics and insights.

What K-12 analytics about my products will be available for purchase?
- Following the pilot period, suppliers will have the option of purchasing periodic reports about their product performance in schools including geographically based market share by category reporting for past performance and forecasted use in in planned menus.

Can my competitors purchase analytics about my specific products?
- No, suppliers will not have the ability to purchase any analytics about specific competitor products. All analytics will be reported in the aggregate and will use broad categories.

When will you begin to sell data about the K-12 segment?
- inTEAM is currently piloting the Data Exchange platform with multiple stakeholders, including program operators, state agencies, suppliers and distributors, GPOs, and national nonprofits. We anticipate launching this service to suppliers in Q1 2021.

How accurate will the data be?
- Highly. Since inTEAM is pulling critical information from multiple data sources (operators, suppliers, etc.) into their Data Exchange platform, suppliers can feel confident about the efficacy in reporting.

FOR SOFTWARE PROVIDERS

Why is inTEAM pursuing partnerships with software providers?
- For the last 3 years, inTEAM has been developing a standardized data sharing and analytics platform that pulls together different data sets from multiple stakeholders across the K-12 segment, making it easier for operators and suppliers to do their jobs. Menu planning and production record data sets are critical to the development of rich analytics and market insights. During the development process, inTEAM had two options to obtain this information, 1) build proprietary menu planning software to accompany it's powerful Product Search Engine or, 2) partner with K-12 menu planning software companies to obtain menu planning and production record data sets. Given the multitude of K-12 software providers, inTEAM is pursuing reciprocal partnerships with K-12 software companies where inTEAM shares its Product Search Engine API to these vendors, enabling them to offer their customers a seamless menu planning experience. Once integrated into menu planning software, the API functionality will also provide menu plan and related operating data back to the Data Exchange to facilitate comparative data analytics for use by operators, suppliers, distributors and other stakeholders.

- inTEAM is currently working collaboratively with software providers on the development of the API which should be released and available for integration into their software in Q1 of 2021.