



## **ITCs:**

With the goal of providing more accurate and reliable data to GGA and other suppliers, the ITC tests have been upgraded. This table serves as a comparison for you on the old parameters vs the new ones. It is effective immediately (as of January 2017).

<b>Type of Test</b>	<b>Parameters per Assessment period</b>
Integrity (I) – Old	12 fails allowed
Integrity (I) – New	7 fails allowed
Timeliness (T) – Old	14 fails allowed
Timeliness (T) – New	14 fails allowed (Remains the same)
Continuity (C) – Old	12 fails allowed
Continuity (C) – New	7 fails allowed

Number of Files (NoF) – XchangeIT members who have a retail store must send at least 18 sales data files (.SL2) per 31 day performance period (remains the same).

## **FAQs**

### **I pass my ITCs all the time, why am I not a Gold store?**

The Gold Standard for stores is measured by ITC's as well as Variance; therefore, while you may be passing your ITC's, you could be having problems with your variance.

Variance is calculated as Reported Sales (on SL2 Data) - Derived Sales (magazines allocated minus magazines returned) / Derived sale.

A common cause of Variance inaccuracies is sub agent magazine management.

For your exact Variance score, and further explanation, please contact XchangeIT.

### **Can I monitor my variance like I can my ITC's?**

Variance is calculated monthly (usually on the 7<sup>th</sup> of the month for the previous month), after Returns have been finalized, and therefore (Variance) cannot be monitored on a daily or weekly basis like ITC's.

Currently, you can get your monthly Variance results and explanation by contacting XchangeIT.

In upcoming months, we will be publishing Variance results just like ITC's.

#### **Support**

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