Traditionally, sales routes have been static where sales reps have visited the same stores at pre-determined frequencies and on specific days of the week. The measure of success, which is the strike-rate, doesn’t necessarily reflect the meeting of the revenue goals. A solution that considers near-real time demand signals, progress against periodic goals without compromising the distribution and coverage objectives is the need of the day. A responsive route plan would maximize the return on store visits and help drive non-linear growth.
Barriers to Enterprise Growth

- Low Sales Rep productivity due to manual / static routes
- Large number of Un-served and Under-served stores
- Underutilized channel insights such as, sales potential of an outlet by channel/type, sales targets, travel distance, etc.

Route Planning Solution Overview

Unlike traditional route planning tools, TradeEdge Route Planning identifies ‘what stores to visit?’ as against ‘in what sequence to visit?’ a predetermined / static set of stores.

This is done by considering near-real time demand signals, current achievement vs target, sales potential (driven by suggested order) in addition to conventional logistics parameters.

Enabling Powerful Benefits

- Eliminates bias and time taken in manual route planning
- Increase in outlet coverage and reach by balancing the visit frequency for high impact to low performing outlets
- Increase in sales rep efficiency and productivity
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TradeEdge provides insights across the demand value chain to accelerate profitable growth and get one-step closer to an autonomous supply chain. TradeEdge is a cloud-based solution that enables brands gain maximum channel visibility, add new channel partners, improve retail execution and reach new markets faster.

TradeEdge Execution Analytics solution overview
TradeEdge Execution Analytics helps you go beyond insights and drive action. Leverage its capabilities to optimize execution to drive business growth, improve fulfillment performance, enhance revenue realization, and improve customer experience.

Features:

- **Outlet Segmentation and Clustering**
  Based on configurable business attributes such as sales potential and outlet profile

- **Configurable Business Constraints**
  Based on route type (pre-sales, van sales, delivery) configure relevant business constraints such as, number of available sales rep/drivers, number of outlets per route, start and end point, Maximum travel distance, Maximum shift time, working days of week etc.

- **API-First Architecture**
  to support integration with existing downstream applications such as SFA and DMS

- **Compliance Tracking**
  to provide visibility into planned vs actual adherence to generated route plans

TradeEdge

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