TradeEdge for Distributors

Expand reach, optimize operations, and do business better with TradeEdge
The working capital dilemma

Distributors, especially in emerging markets, operate on lean margins. Their working capital is stretched thin between advance deposits to manufacturers, ongoing credit to retailers, and workforce requirements to run operations and sales. This drain on working capital is intensified with the need to invest in additional devices and operational staff to manage different DMS for multiple brands. In addition, lack of salesforce automation means revenue growth is linear and heavily depends on sales rep productivity. Finally, the inability to get advanced visibility into orders often translates to overtime payments to warehouse personnel. These everyday struggles affect a distributor’s ability to grow their business.

Multiple billing systems for multi-brand distributors increase cost, hinder productivity, and create data silos

Limited retail outlet coverage impacting non-linear growth

Operational overheads due to technology investments and workforce costs
TradeEdge: Unlock new opportunities for growth

To maximize their working capital effectiveness, distributors need to know:

- How they can improve the productivity of their sales representatives
- How they can cover more retail outlets without additional workforce
- How they can optimize operations with minimal investment
- How they can improve inventory efficiency

Knowing the answers to these can help distributors drive better return on their investments. This is precisely what TradeEdge enables for distributors.

TradeEdge is an intelligent supply chain management platform that enables distributors to optimize operations and maximize profitability. This multi-tenanted, cloud-based, highly configurable platform requires minimal technology investment and drives growth for distributors.

Key capabilities

- **Single app for everything**: Easily manage multi-brand catalogs on a single app reducing cost and effort
- **Unified view across the business**: Get a consolidated view of P&L and product/customer-wise profitability for smarter business decisions
- **Smart route planning and suggested ordering**: Make sales reps more efficient with the dynamically adjusted route plans, maximizing their productivity and strike rate
- **Self-service mobile ordering app**: Help retailers place orders without sales rep intervention to improve retail outlet coverage and expand market reach
- **Inventory management**: Get better visibility into inventory obsolescence and release working capital tied up in non-productive inventory
Get the pulse of your business with TradeEdge. Maximize visibility in emerging markets across your distributor network and drive business growth.