



Possibilities Unlimited

Strengthening demand planning with scalable and cost-efficient data acquisition for a global consumer goods conglomerate

TradeEdge Demand Sensing enabled the seamless acquisition of secondary sales data for a multi-billion-dollar consumer goods enterprise - 400 GB/month across 35 markets.

CASE STUDY



Overview



The client was a multi-billion-dollar global consumer goods company, producing some of the world's best-known brands in the health, hygiene and home products space. They have operations in over 60 countries; 20 million products sold every day in over 200 countries - primarily conducted through a network of primary sales to distributors and secondary sales to retailers, and then the consumer.

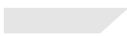
Challenges



Data challenges



Myriad unorganized data sources



Our client's partners-distributors, retailers, third-party data consolidators-were large in number, varied in size and spread wide geographically, at varying levels of technology maturity. This meant that there was an acute lack of data from the ground.

Varying data formats



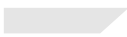
Even while data was captured, our client's partners delivered data in disparate file formats, and levels of data granularity, causing information to fall through the cracks. Unable to collate information from across the value chain, our client was unable to get timely visibility into their sales.

Questionable data quality



Our client lacked an organization-wide master data validation system, without which there was no single source of truth for secondary sales data to drive business insights.

Inconsistent data availability



Frequency of data availability was also varied, some available, weekly, monthly and some ad hoc, leaving the client unable to have a timely view of their data.

Data synchronization was sub-optimal



Being spread across different platforms, our client was finding it difficult to bring together all their data, to enable a single dashboard to glean insights and inform actions.

Existing solutions were expensive and unsatisfactory

To overcome these challenges, our client had explored a few options. They subscribed to third-party data from research firms like Nielsen, IMS etc. This came at a significant cost. More importantly, it was neither real-time data, nor complete - acting on this data was still the 'best guess' decision.

On the other hand, local markets had independent solutions for data capture and insights. This only solved part of the problem and did not give them a clear picture.



Business Challenges

These data related challenges had a significant impact on our client's business:

On sales efficiency

Stakeholders didn't have access to the view of data they needed, often flying blind. This led to inefficient sales processes and operations often unable to measure sales vs targets.

On partner relationships

Partner onboarding was slower and more expensive, slowing down products reaching the consumer.

On partner productivity

Partner productivity in emerging markets were low; our client was unable to take timely action without accurate data from the ground.

On supply chain efficiency

There was a higher rate of non-productive inventory through the supply chain, which cost our client avoidable losses - given much of their products also came with an expiry date.

On the bottom line

Third-party data was expensive, while also often ineffective in solving business problems.

To overcome these challenges, drive sales efficiencies in emerging markets and strengthen their supply chain, they needed:

- Near real-time visibility of secondary sales
- Single-pane view of secondary sales, inventory and other related data streams
- Support for varied files formats and input data-transfer modes
- Consistent, accurate and higher quality data through master data validation
- Managed services for partner data acquisition

Solution: TradeEdge Demand Sensing enables seamless data acquisition for 400+ GB data/month across 35 markets and 2300+ partners for better demand planning

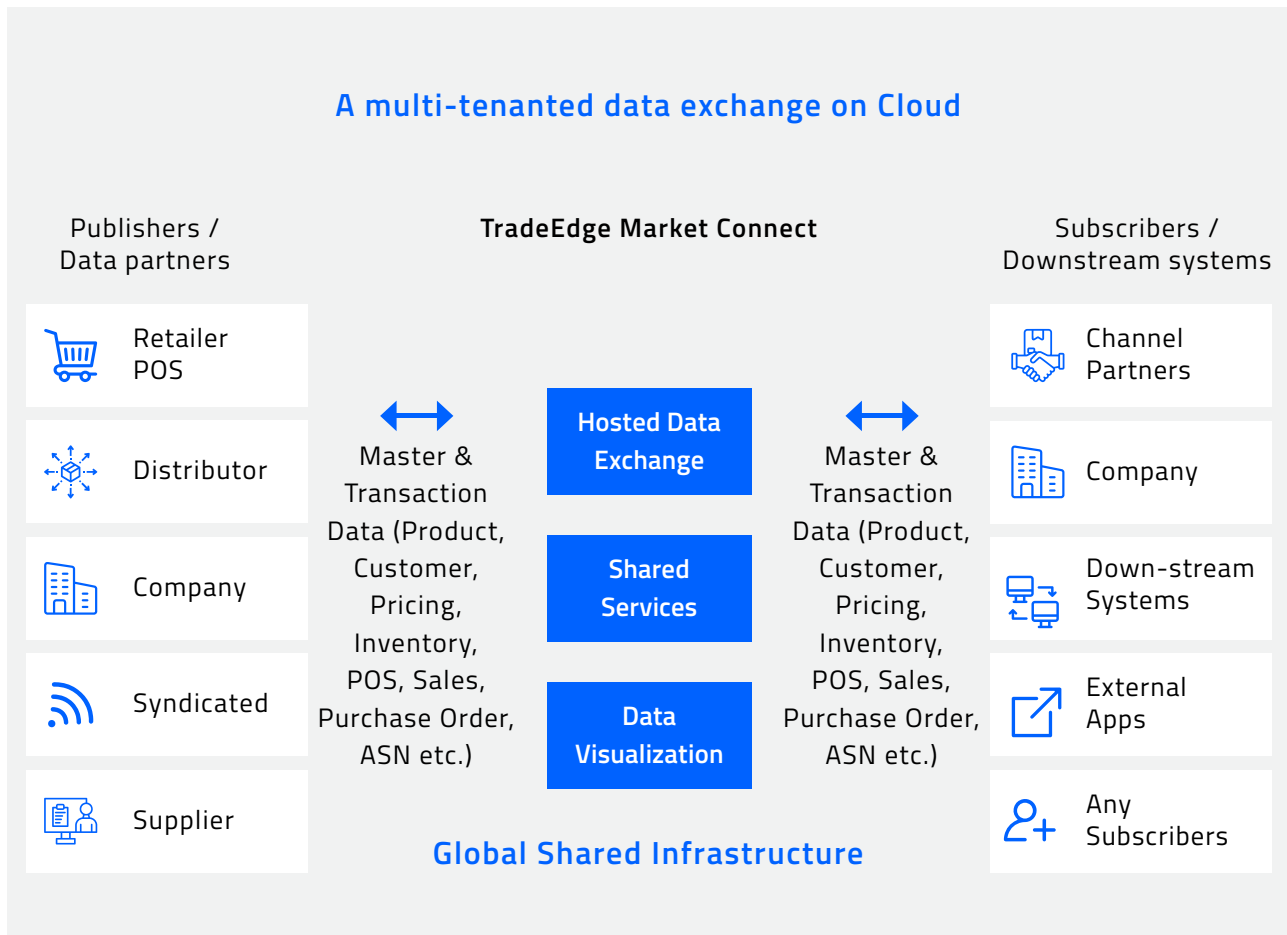
After exploring a wide range of products in the market, our client chose TradeEdge for its proven impact in the Consumer Packaged Goods (CPG) space, including our work for another global CPG player. The product's implementation as a cloud-based, low-cost, pay-as-you-go solution helped the client spread their risks. Our global delivery model and managed services offerings enable the client go-to-market quicker-within the 12-month goal they had set for themselves.

The team at TradeEdge adopted an end-to-end partnership approach, delivering consulting, product implementation and managed services, to help our client meet their business goals.

Consulting and process definition

We began with market assessment and pilot for one of their key markets. We built the data acquisition process and the corresponding models to set up TradeEdge as the default consolidator of all their secondary data across emerging markets - Latin America, Middle East, Turkey, Africa, Association of Southeast Asian Nations (ASEAN), North America, South America, and Russia and Commonwealth of Independent States (RCIS). TradeEdge also expanded its footprint in developed markets like Europe and Japan.

TradeEdge Demand Sensing - Under the hood



Data acquisition

TradeEdge Demand Sensing acquires near real-time data from distributors, consolidators, retailers, customer DMS and online retailers. This includes data about secondary sales, inventory, retailer POS, retail execution and e-com analytics across various formats such as spreadsheets, documents, xml, e-mails and more.

Data validation

TradeEdge Demand Sensing enables master data validation, mapping data over AS2/sFTP/e-mail, transforming external data from across partner ecosystems to seamlessly fit into our client's context.

Hosted data exchange

Entirely on secure cloud, TradeEdge Demand Sensing served as the single-pane view-a hosted data exchange-enabling flexible data acquisition through a configurable rules engine, performing data cleansing, validation and transformation.

Managed services



Shared support services

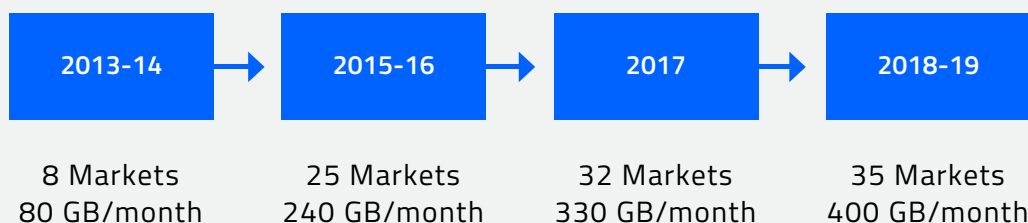
In parallel, a managed services team offered 8x5 onboarding and operations support for on-boarding distributors, issue resolution, and follow-ups with distributors for timely data submission.

Data extraction for insights

TradeEdge extracted periodic reports - daily, weekly and monthly - for six different applications used by the client's team, including those for business intelligence, sales and operations planning, demand planning, statistical forecasting, promotion, life-cycle planning and local market solutions.

Business outcomes

Customer TradeEdge Journey



TradeEdge Demand Sensing platform driving client's business through a strong 5+ years partnership to drive secondary sales insights

5x Growth in 5 years

TradeEdge Demand Sensing delivers near real-time visibility into data from 2300+ partners, across 35 markets. From 8 markets and 80 GB of data per month in 2013-14 TradeEdge now supports five times the data.

Improved data quality

The data delivered is consistent and accurate, with improved standards of data quality ~ 96% SKU-to-data mapping.

Reliable support services

The managed services team consistently meets 98% data delivery SLA targets.

Significant costs savings

TradeEdge Demand Sensing on the cloud delivers substantial cost savings; and the quick onboarding of retailers also delivers significant savings in opportunity costs. Our client has seen 4-10% improvement in sales and has automated 90% of efforts spent on data acquisition and harmonization.

Never-seen-before business efficiencies

With near real-time visibility into secondary sales and inventory data, the supply chain teams optimized must-have stock levels (MSL) and performed more effective demand planning.

Way forward

Having successfully met the tougher challenge of data acquisition in emerging markets, our client has approached us to replicate the model for developed markets such as Europe. In addition, they are considering moving up the TradeEdge value chain, towards adopting the product's data harmonization solution.

Unlock new possibilities by building an intelligence-driven supply chain.

Possibilities Unlimited

Inspiring enterprises with the power of digital platforms



www.edgeverve.com



About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, drives demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meeting increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

EdgeVerve. Possibilities Unlimited.

www.edgeverve.com/tradeedge



About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more.

EdgeVerve. Possibilities Unlimited.

www.edgeverve.com

Copyright ©2022 EdgeVerve Systems Limited, Bangalore, India. All Rights Reserved. This documentation is the sole property of EdgeVerve Systems Limited ("EdgeVerve"). EdgeVerve believes the information in this document or page is accurate as of its publication date; such information is subject to change without notice. EdgeVerve acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. This document is not for general distribution and is meant for use solely by the person or entity that it has been specifically issued to and can be used for the sole purpose it is intended to be used for as communicated by EdgeVerve in writing. Except as expressly permitted by EdgeVerve in writing, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior written permission of EdgeVerve and/ or any named intellectual property rights holders under this document.