

A few TradeEdge Case Studies...

Enabling a leading sportswear brand build partner exchange platform and drive real-time order orchestration

Client:

Our client is an internationally renowned athletic footwear and apparel brand. With a global footprint spanning 170 countries and a network of 1000+ retail stores, they have a market cap of \$146.54 Billion.



Business Need

- During the pandemic, with retail stores closed and inbound shipments still landing in US ports, client had a serious inventory glut.
- Concurrently, with online sales booming and retail partners running out of stock, the challenge was enabling them to continue accepting customer orders without having their own physical inventory
- Therefore, the client needed a solution that allowed their partners to sell without actual inventory and to easily navigate future demand shifts and disruptions



Solution

- With TradeEdge Market Connect at the core, we enabled client build a **global partner exchange platform & drive real-time order orchestration** (order anywhere, fulfill from anywhere)
- Our innovative solution made client inventory visible to partners in real time (Virtual inventory) and thereby enabling online sales
- Customer orders placed on partner site would then be routed to client for confirmation and fulfillment.
- The Partner exchange platform, connects multiple platforms, systems, and partners using APIs and seamlessly orchestrate 12+ workflows from creating orders, updates, and cancellations etc.
- Integration with logistics partners offers platform customers real-time visibility and tracking status.
- Solution also facilitated **linking customers' partner loyalty membership accounts** with that of client, enabling benefits dual membership credits

Benefits

- Realtime order orchestration with SLA of response times <2 secs
- 27K products visible on the partner platform, without actual physical stocks, eliminating sales loss
- Processed 750k orders in a day during a year-end sale
- Client recorded shipments of 100K in less than 7 days
- Eliminated cost of shifting inventory from client WH to partner WH

A fortune 50 consumer goods company improved case fill rate by 8-10% with channel data visibility

Client:

Our client is an American multinational consumer goods corporation specializes in a wide range of personal care and hygiene products. Has a global coverage - North America, Latin America, Europe, the Middle East, Africa, Asia, Australia, and New Zealand.



Business Need

- Our client wanted to gain visibility into channel sales (direct and indirect), to understand what retailers and distributors are selling, their inventory positions, to improve planning, fulfillment, and increase sales & market reach
- However, manual processes and the technology maturity of channel partners was resulting in long latencies to get trustworthy demand information.
- This visibility into partner sales was also crucial for trade spend effectiveness.



Solution

- We implemented TradeEdge Demand Sensing to automate channel partners sales data acquisition and harmonization.
- The platform connected all key partners across the globe so they could exchange information and have better visibility. It also augmented their capacity to plan effectively.
- Data visibility by bringing relevant metric such as Sales [Units, \$\$]; Inventory [Units, \$\$]; Order fulfilment and Order Cuts; NPI ; Focused store for Focused brand distribution
- Covered Global Markets with multiple language support: Russian, Spanish, Portuguese, English

Benefits

- 8-10% improvement in case fill rates
- 3-4% reduction in non-productive inventory at the distributor level
- 80% Reduced Manual Order touches

A leading global logistics firm slashes customer onboarding time by 75% and accelerates transition to a new business model

Client:

Our client is one of the world's largest contract logistics and warehousing providers, with a presence in 27 countries, 970 locations, over 200 million sq ft of warehouse space, and an annual revenue of USD 9 Bn



Business Need

- The client aimed to shift business model & broaden customer base to include smaller enterprises (We Work model for WH)
- However, they were constrained by lengthy onboarding cycles of 3-5 months.
- Tightly coupled Point to Point integrations, manual configurations & IT dependencies, causing onboarding delays and hampering the client's ability to add new services at speed
- Poor UX and the absence of single system to get visibility into business transactions, impacted holistic customer experience
- Hence, the client needed a solution, for faster onboarding, provides complete visibility and enhance overall CX



Solution

- Using TradeEdge, our multi-tenanted, cloud based solution, we empowered the client with real-time bi-directional integration and transaction exchange with customers.
- Our solution seamlessly integrate siloed technologies, support various channels EDI, API, SFTP etc. and data formats.
- The solution's **pre-built canonical models, and marketplace integrations**, enabled rapid and scalable customer onboarding.
- TradeEdge **orchestrated business transactions with internal systems (WMS/ TMS)**, handling INV transfers, WH confirmations, and outbound orders, offering unified, real-time customer visibility
- **The Network portal** allows customers manage and get info/ timely updates on business transactions, all with a single sign on

Benefits

- Accelerated onboarding, from 3-5 months to just 4 weeks
- Faster time to first transaction
- Real-time, unified view of all customer transactions
- Reusable configurations for scalability and future-readiness
- Enterprise-Wide single platform for B2B Partner Integrations

A cosmetics major can now track sales promotions performance within 72 hours

Client:

The world leader in beauty, present in 150 countries on five continents. The company provides the best in cosmetics innovation to women and men around the world with respect for their diversity.



Business Need

Our client leverages "coupons" as part of marketing and promotional efforts to attract customers to stores (physical & online), and visibility into redemption data is crucial to analyze promotional performance and to optimize it. However, our client was challenged by:

- Limited visibility into POS data
- Data latency (up to 3 months) impeding real-time promotional interventions
- Highly complex data with variations due to multiple data sources, sales channels, and data from data syndication agencies.



Solution

- We implemented TradeEdge Demand Sensing to acquire sales data across channels (online sales, syndicated data providers). Using AI/ML we harmonized data to provide our client with timely and accurate visibility into coupon redemption and sales activity.
- Our shared services team made sure that partners were onboarded quickly and that follow-ups were done on time to improve the quality of the data.
- Within 72 hours, our client had visibility into the performance of their coupon-based promotions with 100% reliable partner data.

Benefits

- Near real-time (<72 hours) visibility into effectiveness of coupon-based promotions
- Efficiency – Reduced manual efforts
- Accuracy – Reduced manual errors
- Scalability – platform can scale to onboard global partners
- Speed – faster onboarding to partners
- Shared Services – to ensure data quality & timeliness

Agro-tech leader now acquires 90% of its primary orders digitally

Client:

A leading global agro-tech firm with US\$ 28 billion in annual revenues and a presence in 90+ countries wanted to scale its distributor base for market reach, enable seamless order management, and gain real-time visibility into the value chain.



Business Need

- Client wanted to expand market reach by scaling up distributor base, drive seamless order management, and gain real-time channel visibility in emerging markets.
- However, there were challenges such as a lack of standardized operations across divisions & distributors, a lack of centralized & integrated data management system, and low technology adoption of distributors.
- Limited timeframe for distributor onboarding due to the unique nature of agro business, as implementation can only be done in the off-season, makes this even more challenging.



Solution

- Implemented TradeEdge Demand sensing with customized automation and a mobile ordering app on a unique revenue-led subscription model. Demand sensing helped standardize processes for all distributors
- Customized automation enabled a faster distributor onboarding process, with hundreds of distributors onboarded in a matter of weeks.
- Mobile ordering app accessibility and usability boosted adoption & digital order management even among low technology-mature distributors.
- The solution aided the client in onboarding distributors swiftly, automating the ordering process, and removing operational inefficiencies in managing channel partners.

Benefits

- **Onboarded 3700+ distributors in record time**
- **90% primary (distributor) orders acquired through TradeEdge - digitized ordering process & shortened Procure to Receive cycle**
- **~50% of primary orders are originating from the Mobile Ordering App**
- **Improved Secondary Sales & Inventory Visibility**

World's largest spirit producer reduces stock-out scenarios by nearly 20% with TradeEdge

Client:

Our client is a global leader in spirit manufacturing with distributors and wholesalers across Europe, Australia, Asia Pacific, South America, and Africa and a partner base of over 400..



Business Need

- Diverse data systems and heavy manual intervention to collect & process data in time affected accuracy, decision-making, and increased stock out rate. The existing technology was time-consuming and costly. The client wanted a global distributor management system that could:
- Automate acquisition and analysis of depletions, stocks, and claims data from partners with varied file formats with minimal manual intervention.
- Act as a single place to host depletions, stocks, and claims data.
- Transform the data in the client's context for better visibility and deeper insights.
- Quickly onboard new wholesalers and partners.
- Ingest the acquired data into the client's global data lake reporting solution.



Solution

- We deployed TradeEdge Market Connect – a robust, cloud-based, and scalable data ingestion and reporting platform to allow a two-way data exchange for sales, order, and invoice information across the globe.
- This cloud-based, fully managed, collaborative data exchange platform received data in any file format and mode of transfer and supported multiple languages. It also cleansed and harmonized raw business data to make it consumption ready.
- Data collection process was streamlined with a fixed window for data submission. Automated alerts & TradeEdge support team took care of the follow-ups.
- The platform collected data, checked data quality, reported discrepancies, and made the data ready to be fed to upstream systems for decision-making.
- The well-structured and automated processes helped reduce costs and aided quicker partner onboarding.

Benefits

- **400+ partners, distributors, and wholesalers connected**
- **90% reduction in manual report generation**
- **40-50% improvement in distributor data accuracy**
- **~ 40% faster partner onboarding**
- **Same-day custom reports for audits**
- **Reduced stock out rates & improved case fill rates**
- **Increased promotion effectiveness**
- **Improved employee satisfaction**

A global sporting goods company powered up its demand planning with improved visibility

Client:

Our client is an internationally renowned athletic footwear and apparel brand. With a global footprint spanning 170 countries and a network of 1000+ retail stores, they have a market cap of \$146.54 Billion.



Business Need

- Due to the lack of real-time wholesale network data sales and supply chain leaders were unable to optimally manage existing inventory.
- Without clear real-time visibility into sales performance across regions, and product demand planning was sub-optimal too



Solution

- We implemented TradeEdge Demand Sensing to automate channel partners sales data acquisition and harmonization.
- The platform connected all key partners across the globe so they could exchange information and have better visibility. It also augmented their capacity to plan effectively.
- Eliminated complexities related to integration formats, data granularity, frequency using machine learning models.
- Harmonized metrics reduced time to channel insights from weeks to daily.

Benefits

- Onboarded 325+ across 30+ countries
- 60% increase in partner network and brand visibility
- Better planning and analysis across seasonality led to revenue and margin maximization
- **30% increase in inventory turnover**
- **Transformed work for 2500+ business users**

FMCG leader saved 12% CAPEX/ MRO with enhanced spend visibility

Client:

The company wanted to manage their category spend of Euro 1.2Bn. Spread across 70 countries in CAPEX and MRO categories, the spend data constituted 14 different languages. The data had to be classified and analyzed within 4 weeks.



Business context / Need

- Our client needed to manage their category spend (CAPEX & MRO) of €1.2bn, spread across 70 countries and 14 languages, to gain spend visibility and improve cost savings.
- Lack of a 360° view of the category was hindering clients' ability to manage and support the implementation of category strategies and drive global synergies.
- Limited spend visibility and a lack of proactive market & supplier insights was also resulting in poor monitoring of suppliers' risk and compliance issues.



Solution

- Implemented TradeEdge Spend Analytics, our AI-powered solution that provided client with accurate and complete visibility into their organization's spend data.
- The solution automated data cleansing, normalization, and classification of disparate spend data across customer organization, creating an integrated data & intelligence hub.
- Implementation & project management for global categories is standardized too.
- Client is now able to manage over 2000 sourcing projects centrally and monitor 300+ suppliers actively, with improved savings & working capital.

Benefits

- Over 12% in savings achieved in CAPEX / MRO against a 6.5% target
- Working Capital benefit of €6.2 M through Payment term optimization
- Enhanced vendor rationalization @10% of active supply base
- Enhanced Data Management:
 - 10% Vendor Normalized
 - 80% accuracy for ML Model for data classification
 - Cleansed data lake used for client specific Dashboards

Queensland State Government

Our client is "The Department of Children, Youth Justice, and Multicultural Affairs" of the Queensland Government, which provides vital social services to vulnerable Queenslanders.

The department collaborates with 600+ service providers and spends AU\$1 billion annually to deliver social services



[Procure to Invest Overview - YouTube](#)



Business Challenges / Need

The Department as part of the "Social Investment Program" was transitioning from traditional approach of granting towards a **commissioning-for-outcomes model** to deliver improved social outcomes.

However, the ability to offer higher-quality social services was hindered by:

- Inconsistent business processes across service types, departments.
- Poor visibility into social service investments performance
- Myriad bespoke, non-integrated, systems for social service procurement
- Low service provider productivity as providers are spending a lot of time on paperwork related to payments contracts
- Compliance issues as manual processes frequently resulted in payment errors

Hence, the department needed a solution, that streamlines end-to-end social services procurement, provides visibility, and enables them to measure the outcomes of social service investments



Solution

- We implemented a **new social services platform - Procure to Invest (P2i)** for the department, to manage the end-to-end procurement of social services, including contracting, payments, and the acquittal of funding by 600+ service providers delivering social services across the state.
- P2i platform is powered by TradeEdge Social Services Procurement (SSP) — a SaaS platform that leverages the capabilities of TradeEdge (Contract Performance Management and Payments) and JAGGAER One (Sourcing and Contract Management);
- The blueprint created by the Department and EV team across contracting, payments, and service delivery is further being leveraged by other departments of the Queensland State Govt. as well

Powering Queensland Government's transition to outcome-based social services commissioning to better serve 5M+ Queenslanders

Benefits

Increased visibility and uniformity of business processes across departments, service types, and service providers

Improved compliance and substantially reduced the potential risk of incorrect or fraudulent payments

Significant improvement in transaction probity

Enhanced social investment decision making with improved visibility, consistent reporting, and process uniformity

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Rebecca Peet
Program Director

*I've worked with **Infosys EdgeVerve and JAGGAER on the Procure to Invest implementation** as part of the Social Investment Program. The program has been highly complex in scale, scope, and stakeholder breadth, and I have found their team to be at all times professional, having strong platform knowledge and expertise and always demonstrating a passion for problem-solving.*

We look forward to seeing the intended benefits come to fruition, including freeing funded organizations and department staff to focus on higher value activities, streamlining the experience for funded organizations, and improving auditability, approval processes, and separation of duties.

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Arthur O'Brian
DDG & CIO

***Infosys' EdgeVerve's collaboration with the Department** brought to fruition our concept of an integrated procure to pay system for the provision of government-funded social services in Queensland.*

A multinational brewing company improves sales rep productivity by 20% with TradeEdge SFA

Client:

Our client is one of the top brewing companies in the world with presence in over 190 countries and revenues of over €21.9 billion.



Business context / Need

- Van sales is a critical sales channel for our client in Africa, with a complex distribution network.
- However, the client's van sales activities depended heavily on manual processes. For instance, in one of the regions, their sales representatives created over 5000 manual invoices daily, taking valuable time away from actual sales.
- Reliance on manual processes hindered visibility into distributor and retailer data.
- Lack of adequate IT infrastructure, long power cuts, poor and expensive Internet connectivity, a lack of IT skills, and language challenges made it difficult to implement a sophisticated DMS.
- They needed a simple mobile solution with tremendous offline capabilities that could help them automate order taking, invoicing, collections, etc., and provide data visibility.



Solution

- Leveraging TradeEdge Sales force automation (SFA), we enabled client to digitize, automate and standardize van sales operations across 10+ countries in Africa, ensuring compliance with country specific legal, tax regulations.
- TradeEdge SFA's easy-to-use mobile app. helped sales representatives perform all their tasks including invoicing, payment collection, order taking etc. digitally, faster, and better even in regions with poor connectivity.
- Our solution also provides recommendations on routes, stock to carry in vans, expected orders at each outlets, promotions, enabling sales reps outperform their goals
- SFA's supervisor app allows sales managers to ensure sales representative discipline and make inventory/stock adjustments and reconciliation.
- TradeEdge SFA is system agnostic and is fully integrated with the DMS and other client systems, providing timely visibility into secondary sales data.

Benefits

- 1000+ sales reps using SFA
- 20% improvement in sales representative productivity
- 100% invoicing through the app
- Rapid scaling to 10 countries in just 2 years
- Reduced manual work and ensured seamless visibility into secondary sales data
- Standardized the way of working across markets
- Helped deliver a consistent experience to distributors at all maturity levels