



Possibilities Unlimited

TradeEdge

Unlock new possibilities by harnessing
the power of value networks

Brochure



Channel growth

WHAT'S MISSING?

"With explosive growth in online commerce and new product introductions, demand signals have become highly fragmented. Positioning inventory at the right place has become ever more critical"

A global FMCG Leader



**Timely
visibility**



**Trustworthy
data**



**Harmonized
metrics**

Poor and latent demand visibility

<70%

Forecast accuracy

No clear view on key business
Drivers for promotions

18-20%

Of revenue is spent annually

Low reach in emerging markets

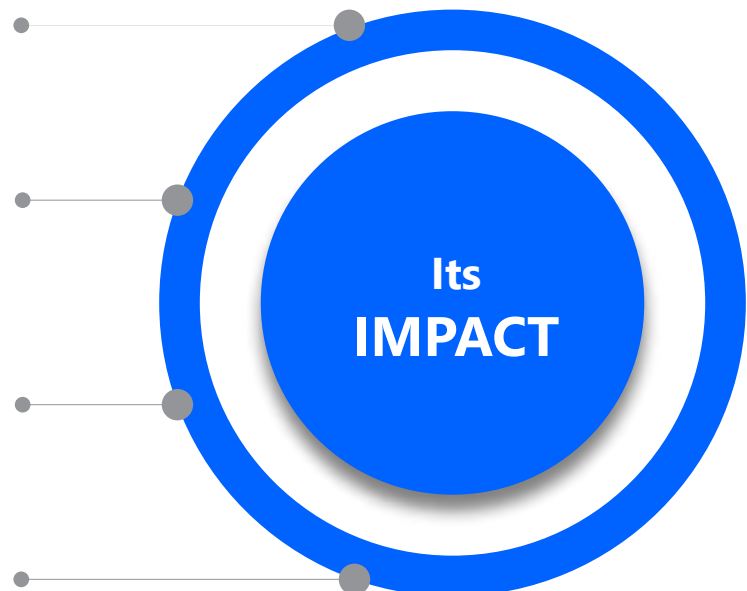
30%-35%

Outlet coverage

Increasing supply risks

8%-10%

Out-of-stock



TradeEdge value proposition

Enabling brands accelerate profitable growth and get one step closer to an autonomous supply chain



Understand consumer offtake

By getting daily POS visibility at store-item level and transforming to demand-driven supply planning



Forecast and optimize promotional spend

By leveraging AI driven predictive capabilities through sophisticated causal analytics



Maximize demand fulfilment

Through alternate sources of supply and reduce lost sales



Enhance pricing and promotions control

And receive better sense of promotional spend effectiveness in indirect channels



Expand market coverage non-linearly

Through mobile ordering app and reach unserved and underserved customers in emerging markets with speed



Reduce product recall times

By tracking product movement in near real time across an entire value chain of disparate systems of record

TradeEdge suite overview



Market Connect

A channel data acquisition and harmonization platform



TradeEdge DMS

An intuitive and highly configurable order management and fulfilment system with inbuilt Business Reporting



TradeEdge Harmonization

An AI-ML based data contextualization platform



Promotion Effectiveness

An AI-ML based analytics framework to evaluate, plan and optimize promotions



Perfect order measurement

An AI-ML based early-warning system for shipment delays or incomplete order fulfillment



Suggested ordering

An AI-ML based recommendation engine for Optimal Ordering



***MarketPulse**

A data visualization layer for business reporting and insights

**Market pulse is an add-on offering for advanced data visualization.*

Meet the ultimate supply chain platform

Delivering unparalleled visibility to demand value chain

Organizations across the globe trust TradeEdge to gain insights across the demand value chain, add new channel partners and customers and reach new markets faster.



\$100bn+
Annual Revenue Visibility



6000+
Channel Partners,
5mn+ retail outlets



1.5mn +
Items harmonized



20 +
Fortune 500
Global Enterprise Clients



130+ Countries
Global Coverage

Possibilities Unlimited

Inspiring enterprises with the
power of digital platforms



www.edgeverve.com

tradeedge About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving 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 meet 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. Visit www.edgeverve.com to know more.

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