edgeverve
An Infosys company

Unlimited
Possibilities

Enhanced visibility to
sell-out data powers
sales strategies for a
Swiss food and drink
processing multinational

tradeedge

A Swiss food and drink processing giant with annual revenues of CHF 87 billion and a presence in 186 countries was dealing with volumes of internal data and external data. This included sales and inventory information for over 2000 brands coming in from siloed and disparate internal systems, multiple channel partners, e-commerce, and syndicated data providers. Managing this data had become a humongous task resulting in sub-optimal sales planning, supply chain inefficiencies, and sluggish business growth.

EdgeVerve deployed a unique solution tailored for CPG businesses to improve how the client gathered, sorted, managed, and applied the data for smarter business decisions. And all this in just a fraction of the time it took with manual processing and an in-house Data Harmonization and Analytics platform

Business Challenge

Data volumes and quality concerns impacting business agility
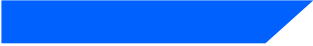
There's no doubt that data is an invaluable resource for any organization and plays a vital role in business agility and growth. Organizations rely on insights gleaned from their data to better respond to the demands of competitive markets. However, volumes of non-harmonized data coming in through multiple systems and in varied formats make it impossible to get timely insights.

The client had terabytes of data pouring in from external partners — retailers, e-commerce partners, large distributors, wholesale partners, and even mom-n-pop convenience stores. They needed to access, process, and harmonize this data to get insights for devising sales strategies, identifying gaps in the market, planning demand and replenishment, and managing trade promotions. Doing this manually was effort and cost-intensive and caused delays in sales decision-making, leading to business loss.

The client wanted a partner who understood this challenge and could help them gain near real-time visibility of sell-out data in the US market for thousands of SKUs sold through large format stores and make it consumption ready for the business team to derive insights.

Solution

Automating data exchange and processing with TradeEdge

Our knowledge and experience in the CPG industry made us the preferred partners for the client. The EdgeVerve team came on board to implement TradeEdge Demand Sensing and solve the client's problem. The fact that TradeEdge was co-created with a CPG leader to bridge the data gap in the CPG industry and create a pipeline to acquire data from external partners, made it the best fit solution for the client's needs.

TradeEdge is an automated two-way data exchange platform that enables seamless acquisition of sales, orders, inventory, invoices, or similar information between several trade partners. It then provides cleansed, validated, transformed, and enriched data for better business decisions, analytics, and reporting. It also tackles data quality challenges by using advanced Machine Learning algorithms for early detection of data anomalies and faster resolution.

TradeEdge being format and technology agnostic, could acquire data for the client in multiple ways from different partners - through an SFTP portal, EDI, or API, and even via email attachments. With TradeEdge, we shifted the onus of sharing data in the desired format from the partner to us. This meant that we could onboard a partner in just a few weeks and start processing data in a matter of hours.

TradeEdge helped the client onboard four major retailers and process terabytes of data in a fraction of the time taken earlier. This reduction in processing time helped generate timely insights and gave our client a competitive edge.

Driving business results

$200M potential cross-sell and up-sell opportunities identified by leveraging TradeEdge insights

4 large retailers onboarded in a matter of weeks

Data processed in a matter of hours instead of weeks or months

A deeper understanding of Key Accounts based on insights from sales data also improved relationships

Extracted data nuggets helped enhance multiple business aspects, including:

- Store Benchmarking
- Competitive Overview & Customer Performance
- Category Share Loss
- Media Sufficiency
- Price & Promotion Effectiveness and Growth Drivers
- Power SKU & SKU Optimization

- Marketing Insights Platform
- Market Diagnostics
- Predictive Forecasting
- Cross-sell & Up-Sell Opportunities
- Supply Chain Void
- Price Elasticity Analysis
- Market Estimates Projection and Share Projection

Way forward

The success of this project has encouraged the client to consider deploying this solution in other geographies and also to replace their existing in-house Sell-Out Data Harmonization and Analytics platform with TradeEdge.

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Are you ready to unleash the value of data and drive business growth? Write to us at:

contact@edgeverve.com

![tradeedge logo]

About TradeEdge

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.

www.edgeverve.com/tradeedge

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About EdgeVerve

EdgeVerve Systems Limited, a wholly owned subsidiary of Infosys, is a global leader in AI and Automation, assisting clients thrive in their digital transformation journey. Our mission is to create a world where our technology augments human intelligence and creates possibilities for enterprises to thrive. Our comprehensive product portfolio across AI (XtractEdge), Automation (AssistEdge) and Supply Chain (TradeEdge) helps businesses develop deeper connections with stakeholders, power continuous innovation and accelerate growth in the digital world. Today EdgeVerve's products are used by global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities. Visit us to know how enterprises across the world are thriving with the help of our technology.

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