tradeedge

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An Infosys company

CASE STUDY

POWERING A GLOBAL SPORTS MERCHANDISER'S GROWTH STRATEGY BY ENABLING VISIBILITY OF 'SELL-THROUGH' DATA

TradeEdge Demand Sensing helped a global multi-billion-dollar corporation increase their demand visibility by 60% with near real-time data harmonized from myriad sources.

The client is a multi-billion-dollar global corporation in the business of design, development and distribution of footwear, apparel, and sports equipment. In the US alone, our client's products are sold through thousands of retail accounts, in addition to their reach in virtually all countries worldwide. Their sales is conducted through a network of multiple intermediaries such as wholesalers, distributors, single-brand and multi-brand retail outlets.

Challenges

Process challenges

Difficulty of data collection: As an organization of global scale, our client had to bring together various multi-national teams, local territory teams and multiple vendors to collect data from the ground. Despite their best efforts, they weren't succeeding in this endeavor.

Non-standardized data capture: Each retailer / distributor / partner followed their own point-of-sale (POS) system. This made data flow to the parent organization—our client—inefficient. Even in cases where the data existed, it was asynchronous and rendered useless.

Delays in data flow: Onboarding a partner to their data acquisition system often took 12-18 months. Even from onboarded partners, data wasn't available to our client's demand planners for weeks.

Business challenges

Inefficiencies in inventory management: Without accurate and timely data flowing into the headquarters, sales and supply chain leaders were unable to optimally manage existing inventory of finished goods across markets.

Inability to perform demand planning: Without clear real-time visibility into sales performance across regions, products and other dimensions, demand planners were working on sell-in data (no. of products sold to retailer) instead of the more precise sell-through data (no. of products sold to customers).

Low trust on data: Without streamlined and consolidated data from across retailers, the data being received was deemed untrustworthy or unreliable.

Sub-optimal response to market dynamics: Slow onboarding of partners (which took 12-18 months), delays in data availability (as much as weeks) and poor data quality meant that our client couldn't respond to market indications appropriately or on time.

In response to these business challenges, our client launched one of their business-level initiatives of the year: Redesign of POS business intelligence systems. They

had been working closely with their retail partners to increase market partner collaboration and effectiveness to find mutually beneficial agreements for all parties involved.

With this initiative underway, they needed a partner to enable their POS data acquisition, which will:

- Onboard partners globally while maintaining healthy relationships—they set a goal of onboarding 100 partners in 2-3 years

- Process data within 2 hours

- Be secure and configurable

- Be scalable and future-proof

- Leverage automation for convenience of use—with minimum manual intervention

- Offer ease of operations—enable seamless and automated relationships with retailers for continuous data flow

Solution: TradeEdge Demand Sensing enabled global data acquisition and harmonization for better demand planning

The team at TradeEdge adopted a consulting plus product implementation approach to help our client meet their business goals. Leveraging our experience working on similar projects in the retail/CPG industry on a global scale, we brought with us a systematic, process-oriented approach to this initiative.

We began by working closely with the leadership teams at our client organization, understanding and adapting to the client ecosystem; studying their data acquisition processes; interacting with multiple stakeholders like client vendors, client

partners, business team, technical teams and market leads; and being involved in various stages of the product lifecycle.

Process definition and standardization for easy onboarding

We first aligned all retailers' processes— end-to-end—with our client's processes, while carefully making space for local and market-specific needs. We defined standard file specifications, covering important metrics and measures for data acquisition. Our client ensured that we collaborate together and align all vendors and partners working on this initiative adopted these specifications to ensure common standards.

In parallel, they began the development of their new POS business intelligence system according to these specifications.

Our detailed user guides for connectivity also helped client partners understand and follow the process easily.

Enhancing data processing through customized implementation

After setting up a robust process across the client's global organization, we moved to the platform implementation phase. Our client chose the TradeEdge platform for specific reasons: TradeEdge Market Connect is a reliable platform that not only facilitates better data acquisition, but also better harmonization. Infosys' long-term engagement with this client on other projects, and TradeEdge's success with other global conglomerates stood testimony to its capabilities.

After defining processes and enabling systems to standardize data acquisition, we brought EdgeVerve's TradeEdge to connect all of our customer's key partners across the globe, effortlessly accepting data in myriad formats and complexities—integration format, granularity, frequency, calendars, follow up mechanism etc. TradeEdge Market Connect retains these complexities, harmonizes all this data and enables them to be accurate and trustworthy in record time.

Pilot onboarding and acceleration

The first retailer onboarding took approximately 6 months. But the lessons from that experience and subsequent improvements, along with multiple onboarding running in parallel from India, Mexico and China locations of TradeEdge, we onboarded 325 client partners in 5 years. By using customized onboarding models, we were able to achieve this accelerated success, far exceeding the target of onboarding 100 partners in 3 years.

Business outcomes

Increase in partner network and brand visibility	Inventory turn increase of up to	Transformation of business process that impacted users of
60%	**30%**	**2500+**

Just like we had anticipated, TradeEdge Demand Sensing is presenting far-reaching impact on our client organization across the globe.

60% increase in partner network and brand visibility

With TradeEdge's help, our client has onboarded 325+ retailers, covering

32,000+ stores across 30+ countries. This gives them accurate, reliable, trustworthy and timely data empowering thousands of business users across the globe perform demand planning and forecasting more efficiently.
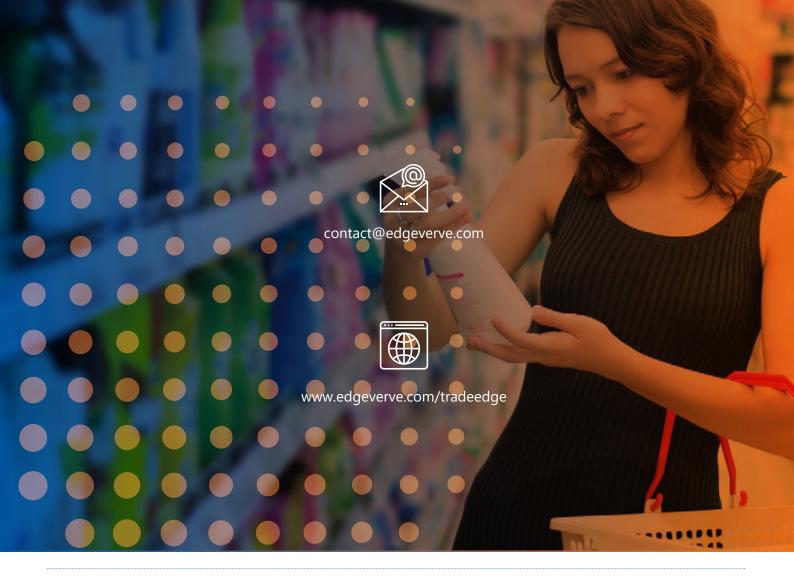
Omni-channel visibility

TradeEdge Demand Sensing gave our client clear visibility across all channels— digital, brick and mortar, direct etc.— eliminating the data analysis in silos. With the harmonized data from TradeEdge, our client now performs cross-channel analysis to glean more meaningful insights.

Towards sell-through way of demand planning

With inventory turn increased by up to 30%, TradeEdge enabled the client to move from being a sell-in demand planning organization to take the more competitive sell-through approach. In

this process, we have transformed how 2500+ business users are working today— be it strategic leaders, financial analysts, category managers, business planners, account managers, data scientists, and retailers' operations teams. With insights from TradeEdge's data initiatives, our client is able to further their growth strategy— of doubling the impact of innovation, increasing speed to market and growing direct connections with consumers— assigning resources to target growing cities and 10 countries over the next 5 years.

Way forward

Having effectively solved a key business problem, our client approached us to replicate the success for another of their flagship brands with TradeEdge Demand Sensing. We've developed a roadmap focusing on data quality and implementing new features. TradeEdge would be powering the client's data-driven strategies for growth over the next five years.

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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.

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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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