

## TradeEdge Execution Analytics

The changing retail landscape has brought swift execution into sharp focus for manufacturers. An explosion of new products in the last 10 years and unprecedented growth in e-commerce, with over 80% of shoppers moving online, has fragmented demand. High consumer expectations coupled with shrinking delivery windows require better execution capabilities. Businesses recognizing the challenges ahead are looking at solutions that can help them move towards better supply chain execution.

### Execution challenges that derail growth



**High demand variability** due to short-term demand fluctuation that is compounded by lack of near real-time demand signals



**Excessive manual touchpoints** in the ordering process that increase the order cycle time and cost



**Low productivity** of field representative due to static route planning



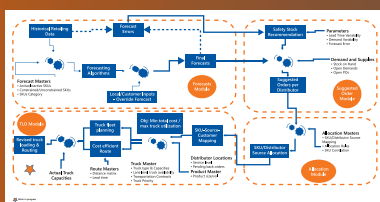
**Low fill-rates** due to over/under stocking across locations

### TradeEdge Execution Analytics solution overview

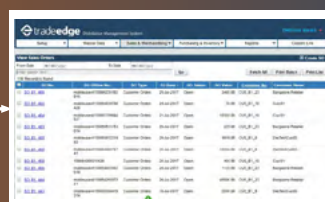
TradeEdge Execution Analytics helps you go beyond insights and drive action. Leverage its capabilities to optimize execution to drive business growth, improve fulfillment performance, enhance revenue realization, and improve customer experience.

#### Indirect Channel – Drive efficient supply chain operations

Forecast, Suggest, Allocate at Distributor and Channel Level



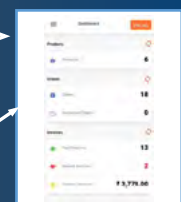
Distributor Management System



Field Sales Efficiency



Sales Force Automation



Supply Chain Visibility

Retail Execution Monitoring

Market Pulse / Control Tower

## Suggested Ordering and Replenishment:



**What to order:** Leverage AI to create a product assortment based on comparable reference points of sale.



**How much and when to order:** Build an automatic replenishment order basis sales velocity, inventory on hand, order lead times, delivery schedules, promotions, etc.

## Route Planning:



**What stores to visit:** Go beyond logistics efficiency. Improve strike rate of field reps by dynamically identifying stores to visit based on expected order value and current achievement against sales target.

## Get the TradeEdge advantage for your business



Higher-order accuracy from automatic order creation

- Lower ordering costs and reduced cycle times
- Significant productivity improvement



Reduced out-of-stock due to better replenishment strategies



Enhanced field rep efficiency with dynamic route planning that maximizes strike rate and cross-sell/upsell opportunities



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**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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