The Data Challenge

For most manufacturers, the challenge of knowing the performance of their various sales channels (distributors, retailers, wholesale, online etc.), except for direct consumer sales, in a timely manner is real. Big brand companies (especially in the fast - moving consumer goods segment) love the reach these channel partners provide but moan the lack of control over their operations and even more so their autonomy.

Restricted by statutory regulations and a lack of exclusivity over their partners, these companies spend up to 30% of their revenues each year, to incentivize channels to promote their brands in the market and share related sales and inventory data back with them. But, given the large number of such partners and their varying levels of technology maturity, manufacturers often find that their market visibility remains limited to their own primary sales to the channels and very little beyond.

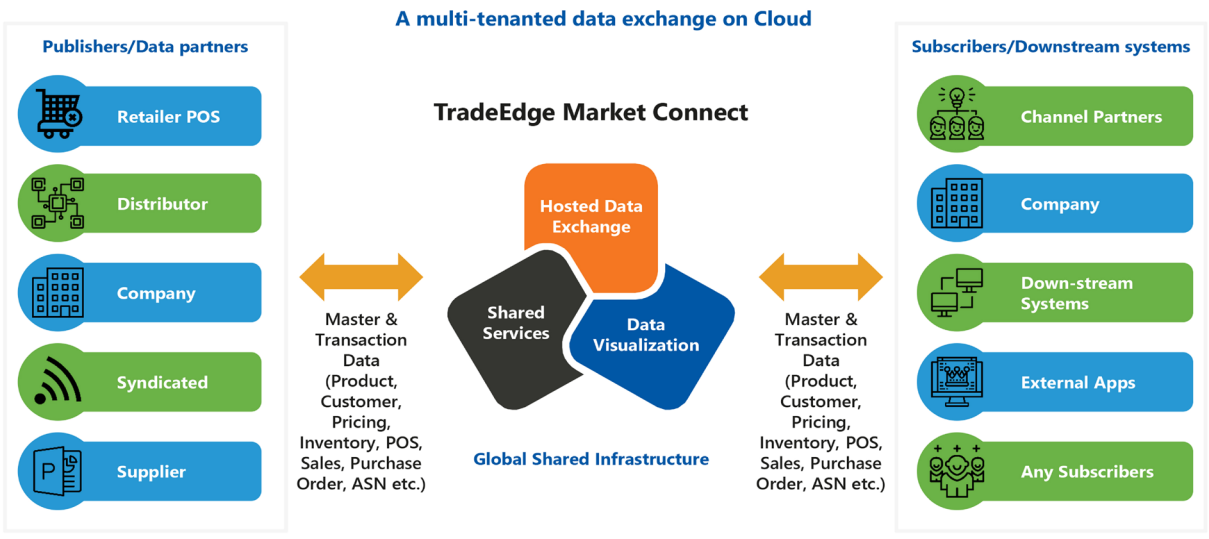
While it's relatively easy to connect with modern retail customers, it poses challenges around retailer product and sales hierarchies apart from the need to handle huge volumes of data. On the other hand, connecting with a distributor requires ingenuity in using technology that will embody robustness, simplicity and affordability.

Data Acquisition Platform

TradeEdge Market Connect is an automated two-way data exchange platform that enables the acquisition of sales, order, inventory, invoice or similar information from their channel partners and delivers the same to the manufacturers, whose brands they sell. The data exchange can be configured to accept data from these partners in multiple formats such as Excel, csv and fixed length formats. It also facilitates the transfer of such data through multiple means, via a secure ftp, as an email attachment, browser upload etc.

The data exchange technology is complemented by a shared services offering. When partners don't send data on time, it follows up with them over emails and calls to ensure compliance and timeliness. The data exchange can also be used to send data from the company to its trading partners on aspects such as new products, pricing and promotion information.

It can easily scale from acquiring distributor data in emerging markets to point-of-sale data from large modern retailers in developed markets. The application enables seamless automated data exchange and processing between several trade partners, by providing cleansed, validated, transformed and enriched data for business decisions, analytics and reporting.



Addressing Data Quality

While TradeEdge Data Acquisition Service addresses the issue of driving compliance and timeliness of data delivery, ensuring the quality of such data requires continuous data audit using innovative technology, tools and design. The application tackles data quality challenges by enabling the early detection of anomalies for faster resolution.

Machine Learning algorithms are used to automate anomaly detection and subsequent data correction. The application learns from historical sales trends, inventory patterns at store/SKU/category levels, and uses that learning to predict (example: most probable sales volume) and plug data gaps (example: units without sales, sales without units, and missing store sales, among others).

The application's Publish-Subscribe model allows for quick on-boarding, enabling trade partners to exchange data with multiple other partners through a single onboarding effort.

The application's in-built Compliance Metrics and Operational Tools for the enterprises and their authorized partners equip them for effective monitoring and operations. With a simplified user interface that supports standard data structures, file templates, validations and self-service capabilities, the application makes it easy for trade partners to get started and ramp-up quickly.

Market Connect - Data Quality Approach

TradeEdge Market Connect Enables Profitable Growth for Brands

Know their markets better

Reach customers faster

Drive costs lower

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