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TradeEdge Demand Sensing

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Overview

Increasing supply chain complexity and evolving consumer behavior have rendered traditional demand planning techniques ineffective. Demand planners find it hard to drive that perfect balance between surplus and adequate inventories due to a lack of visibility of quality demand signals. The need for Demand Sensing solution is further accentuated due to external forces such as global emergencies, weather and economic trends, among others that shape and reshape demand.

Barriers to enterprise growth

Lack of visibility to consumer offtake - long latency and chase required to obtain trustworthy demand information	Mismatching product hierarchies, leading to additional time and resource wastage to harmonize data	Accelerated new product introductions resulting in item proliferation	Fragmented demand signals due to shifts in consumer behavior driven by omnichannel growth

Demand Sensing solution overview

TradeEdge Demand Sensing solution provides actionable insights by aggregating real-time data about product sales and inventory across multiple channels. Granular visibility into network wide sales and inventory helps you know what is selling, where and at what speed. This information is essential to optimize functions across the entire spectrum of demand planning - product development, category management, trade promotion planning etc.

Decision-grade sales analytics

Get a unified view of sales across channels - traditional trade, modern trade and e-commerce for effective measurement and deployment of funds and resources. Identify the extent and intensity of stock-outs, phantom inventories and display voids

Increase forecast accuracy

Enhance forecast accuracy by handling multiple types of internal and external data sets.
- For modern Trade: PoS + Order cuts + Inventory + Weather + Price Index + Promo
- For e-retailers @ Distribution Center (DC) -SKU: Sales + Order Cuts + Weather + Price + Distribution Center (DC) location

Make promotions more effective

Evaluate, plan, and optimize promotions - equip your organization with advanced analytics and simulation tools to measure and fully understand the effectiveness of trade promotions. Make sense of complex and disparate point-of-sale data in relation to contextual factors (seasonality, competition, macro trends, weather, etc.) and controllable factors (price, product, customer, channel, marketing, etc.) to deliver a more accurate analysis across multiple metrics such as spend ratio, and volume uplift

Reduce out-of-stocks

Be more responsive with timely adjustment of replenishment plans. Create a suggested order for a buyer based on different business parameters such as lead time, working capital, inventory snapshot, and promotion calendars for optimal ordering

Solution approach

Agility:
Acquire PoS store - SKU sales and inventory data on day 2 for day 1

Data quality:
Project day 2's sales using trends on day 1. Identify and eliminate errors by validating the information within 2 hours

Harmonization:
Harmonize master data using AI / ML in minutes rather than weeks

Respond to consumer preferences:
Ready to use near real time sales and inventory information to improve execution and planning

Some powerful benefits delivered to our clients

2% sales growth by adjusting delivery plans

20% enhancement forecast accuracy using real time sales inputs (vs. shipment) covering ~70% of global sales

Managed unpredictability during COVID - 19 spread - limited out-of-stocks in NY state for a leading brand to 2 days
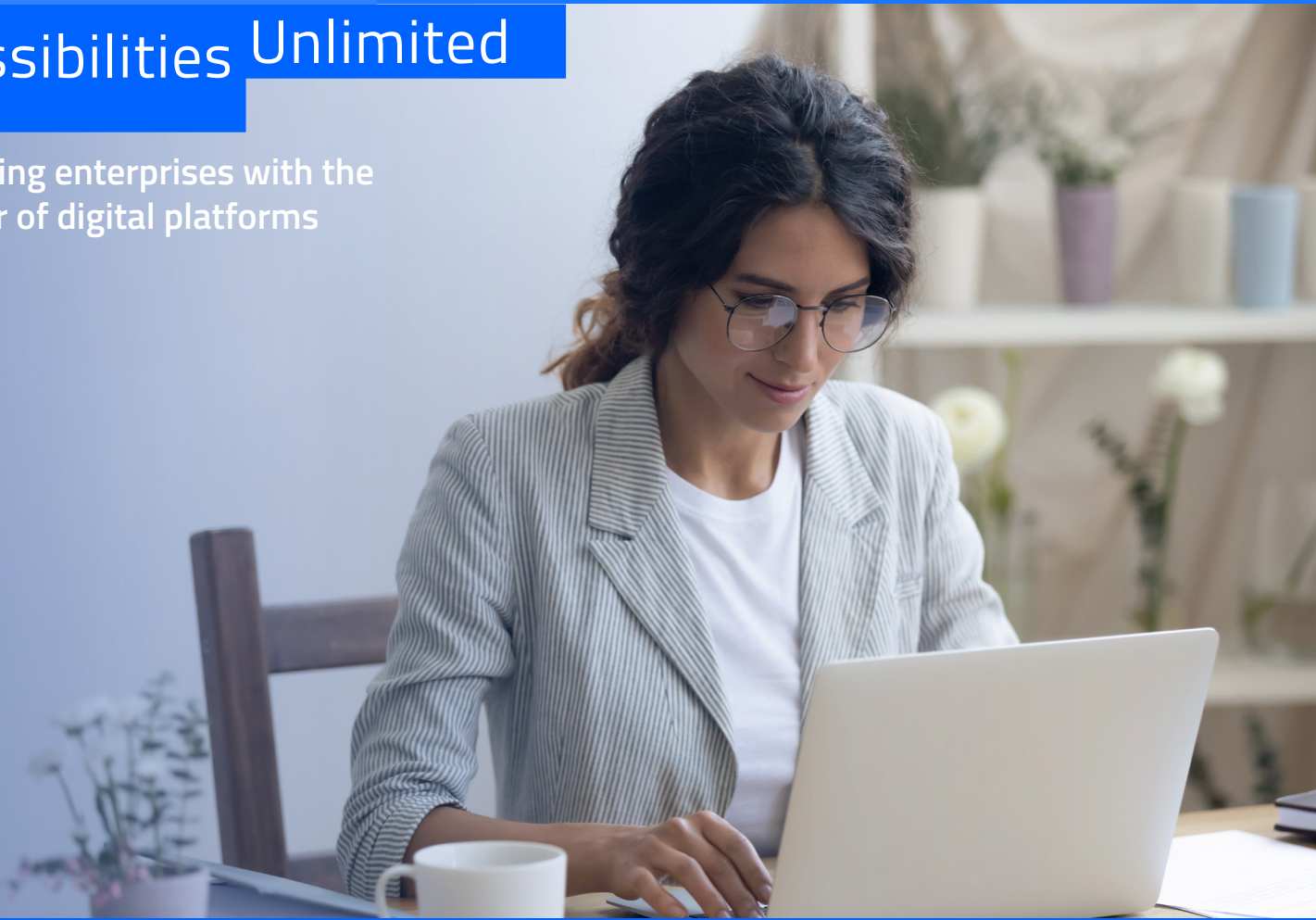
3-4% drop in non-productive inventory analyze and eliminate out-of-stocks, phantom inventory and D-voids

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About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, drives 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 meeting 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.
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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.
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