

Demand Signal Management

Retail Execution at Its Best with Harmonized Demand Data

Insight into consumer demand and a quick response to any changes are critical to retail success. Ensuring on-shelf availability, shaping retail presence based on local characteristics, and knowing which retailers and stores to include when introducing or promoting key products are critical. Inconsistent data definitions across retailers and an ever-increasing variety, velocity and volume of available data do not make these tasks easy. Companies need a platform to bring together the right data, perform analytics to gain meaningful insights, and translate those insights into action. The Demand Signal Management application from e2open enables companies to capture, harmonize and analyze cross-retail demand data to take profitable action in-store and online quickly and automatically.

Today, point-of-sale data (POS) from retailers, brokers and merchandisers, as well as data from other sources — planograms, sentiment data, demographics, weather data, etc. — are readily available. The information is difficult to combine and use because the same metric varies across sources, data formats and frequencies differ, and stakeholders typically require their own slices of data. In addition, vast amounts of information are being generated at an increasingly rapid pace. Creating a comprehensive, up-to-date picture of demand for different combinations of stock keeping units (SKU), categories, stores, retailers and regions can become an insurmountable challenge. If brand owners do not overcome this challenge, their efforts to introduce new items, run trial promotions or build their brand are unlikely to succeed. Frequent stock-outs of key products still result in lost sales and failure to meet set goals. Despite significant spending on promotions, more than half of the products promoted fail to grow the brand or category. To succeed in retail, brands must understand supply and demand at the regional level down to the store, assess the impact of launches and promotions, and act quickly to coordinate in-store inventory and resources across the network to ensure on-shelf availability.

Part of the Channel Suite, e2open Demand Signal Management has a scalable, cross-enterprise data model that supports brands and categories across numerous retailers. Advanced features, accessible through a flexible, intuitive user interface, help sales, marketing, supply chain and category management teams understand daily sales, create ad hoc reports and manage data attributes. Intelligent algorithms and business rules tuned to category-specific dynamics initiate corrective actions when inventory levels are insufficient, assortment or pricing is off, stores are performing poorly, or do not have the required resource allocation. With insights from cleansed and harmonized demand data, companies can quickly and effectively respond to market forces, improve on-shelf availability, successfully launch and promote products, and drive sales growth across products and categories.

Key Features

- Rapid onboarding, harmonization and aggregation across multiple retailers, syndicates, categories and other data sources
- Real-time customization of rules and data attributes by business users
- Dashboard, reports and predictive algorithms to understand demand, inventory, pricing and promotions across products, retailers and geographies on desktop and mobile platforms
- Workflows to identify and correct inefficient store execution and retail network design
- Streamlined integration with e2open applications and application programming interfaces (APIs) for integration with third-party systems

Key Benefits

- Faster “time to insight” through automated data aggregation and harmonization
- Improved category performance through better demand visibility, product availability and supply chain responsiveness
- Protected brand image and increased brand loyalty through reduced stock-outs and promotional compliance
- Lower costs and working capital requirements through optimized inventory levels and fewer rush shipments
- Increased sales lift and improved margins through better allocation of shelf space and personnel for promotions and product launches



Visibility That Drives Smart Decisions

Direct data from retailers, correlated with external data sources such as weather data or consumer sentiment information, can provide insight into what drives or hinders sales, unit and share growth. Whether supporting a large customer or scaling across multiple channels, e2open Demand Signal Management unlocks role-specific information to make informed decisions.

Well Governed Data Acquisition and Harmonization at Scale

Hundreds of data files in various formats from different subject areas are automatically captured from each source. Data is cleansed, harmonized across all sources, profiled to ensure internal and historical consistency, and then stored in an analysis-ready state. Standards and checkpoints based on deep industry knowledge are used at every step of the data processing. Audits validate output against high-level source data. The system supports large increases in the number of data types, analytical reports, and reporting frequencies. Scalability extends to any number of currencies and languages that may be required for multinational companies.

Detailed Analyses with Real-Time Attribution

The application automatically rationalizes attributes across all sources and security settings, ensuring compliance with retailer data sharing requirements. Users have the ability to assign additional information to each item or store and group items by brand, sub-brand, size, category, sub-category, type or region. All new custom data attributes and updates are immediately available for reports. This allows decision makers to view and analyze items based on flexible criteria and split the data exactly how they want to view their business. User-configurable artificial intelligence algorithms enable further analysis and customization of reports. Both detailed custom reports and ad hoc reports are supported. Analytics can be accessed from desktop or mobile devices, increasing flexibility and efficiency.

Rapid Two-way Data Integration with Standardized Data Maps and APIs.

The application provides standardized data maps for all major retailers, offering data representations for topics such as POS, market basket and replenishment inventory. This speeds onboarding of new data sources and analytics applications, improves time-to-value, and facilitates cross-retailer and cross-geography analytics. Enterprise resource planning (ERP) systems, enterprise data warehouse solutions, joint business planning applications, demand planning systems, and trade promotion management applications easily integrate with e2open Demand Signal Management via APIs. This increases the value of an organization's existing investments by ensuring they receive clean, harmonized, and analytics-ready data that supports informed decision making and effective action.

Promotions and On-Shelf Availability Orchestrated to Perfection

A range of advanced features helps brand owners prepare and execute successful promotions and product launches. The application captures all past, present and future promotions in a single archive and stores extensive metadata, causal factors, shipments and point-of-sale information (POS). Built-in business rules and algorithms help ensure on-shelf availability. Artificial intelligence (AI) identifies systemic issues, including distribution gaps, zero stock scans, or phantom inventory, and separates this information from actual demand changes that require intervention. During product launches and promotion program design, category managers and business analysts can use the user interface to set up events, select participating stores, define item-level goals, and assign teams to manage responsibilities.



**Streamlined program design and responsive,
network-wide execution.**

Analytics that consider demand and inventory positions across the store network help analysts optimize resource allocation. With these capabilities, brand owners can move from reacting tactically to allocating resources strategically - whether it's inventory, shelf space or field personnel. During each launch or promotion, daily reports inform category managers of sales, store visits, testing, sell-through, product availability, pricing and program adherence against plan. Brand owner sales representatives and brokers capture and act on in-store feedback directly from their mobile devices. The application enables early evaluation of whether a promotion is achieving the expected results. Closed-loop feedback measures the impact of in-store promotions performed by sales reps or brokers. Based on performance, business rules trigger automated push orders and workflows for field service outreach and category reviews. Early insights enable brands to react quickly to adjust inventory, shelf space, and assortments; add or remove stores and resources from the program; and revise product launch dates and target quantities to continuously improve performance.



Companies respond to market forces faster and drive higher revenues, better margins and effective promotions and product launches by capturing, harmonizing and analyzing demand and execution data from all retailers

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™

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