

BRIEF CASE ↘

Improving product launches with data

This multinational conglomerate with headquarters in North Carolina operates in four business areas: aerospace, building technologies, performance materials and technologies, and safety and productivity solutions. Their building technologies division provides solutions to reduce the carbon impact of buildings, improve the quality of life for the people using them, and make building portfolios easier to manage and optimize.



The situation

The primary go-to-market avenue for the building technologies division is its resell business partners. The division operates through multiple units, each addressing different aspects of the various building solutions. These business units share many resell partners, but not their partner processes. Accordingly, they each acquire, validate, and enrich partner data differently. Understanding product requirements, demand, market segmentation, and campaigns are also run as independent concerns for each unit.

The challenge

When the pandemic brought a decline in demand, the division responded by launching new products and services to help business owners comply with new hygiene and social distancing protocols dictated by the World Health Organization and national and state governments.

Driving successful product launches in a challenging environment required better visibility across the different business units and the disconnected nature of their data operations was a major blocker and a source of partner frustration.

The division opted to build a harmonized view of the various product lines and a single data collection process and looked for a tool to support these.



The solution

They adopted e2open Channel Data Management (CDM). The application gives them a single data-reporting template and a standard, future-proof set of validations and enrichments across all groups in the division. A simple user interface allows partners and internal users to upload, modify, and correct channel data.

Automated algorithms validate and standardize geographical information and match partners to internal master records. Compliance tracking reports measure the accuracy, completeness, and timeliness of partner reporting. Self-managed master data and self-serve analytics accommodate the differences across business units without breaking the bank.



Industrial Automation Company

Challenges

- Limited performance visibility at the division level
- Inconsistent data quality across the groups in the division
- Frustrating reporting process for partners

Solution

- Unified data collection, processing and reporting process across the division

Application

- Channel Data Management

The outcome

With new technology in place, the division gained consistent data collection and reporting processes, a holistic view of channel partner activity, and powerful performance analytics. The insights are now the

single source of truth, leading to simpler finance operations, optimized inventory, and what started it all: more marketable products, improved market segmentation, launches and promotional campaigns. Partners are more engaged and overall have a better partner experience.

Application

- Channel Data Management



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 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com

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