e2open®

Improving omnichannel sales and fulfillment

This iconic company began in 1886 in Atlanta, Georgia, with a medicinal syrup. Today, it accounts for 200 consumer brands, delivers daily sales of over 2.2 billion servings of its products in more than 200 countries, and employs more than 700,000 people worldwide. With a global network of 900 manufacturing plants and over 225 bottling partners, it markets, manufactures, and sells beverage concentrates, syrups, and finished non-alcoholic drinks.

The situation

The company's ability to operate globally with a local touch stems from a clear division of roles where multiple bottling partners are responsible for manufacturing, packaging, merchandising, and selling the final beverages through grocery and convenience stores, restaurants, street vendors, movie theaters, and amusement parks. The company manages this network of bottlers and is also responsible for each individual brand and the corresponding marketing. Its sales support and category management teams engage large retailers to drive brand sales and promotions and monitor performance across all bottlers.

The challenge

Traditionally, consumers purchased beverages in-store, but over time, more and more purchases occurred online. Being able to tell whether an order was created online, picked up in-store or delivered at home from the store became more important. For Walmart, which accounts for 20% of the company's sales across all brands and channels (in-store and online), that information comes from Retail Link, a data portal Walmart provides for all its suppliers. However, Retail Link did not capture that data. Without understanding how sales were initiated and where they were fulfilled, the company and its partners didn't know if there was enough supply, whether the items were correctly placed on shelves, how many drinks were substituted, and how many sales were lost due to this lack of visibility.

The solution

The company was using e2open Demand Signal management to harmonize retailer data and gain insights into brand and partner performance and lost sales by reason. They had the right tool but not the right data. In the second half of 2022, Walmart launched Walmart Luminate – a new suite of data products with much-needed fulfillment information available via a portal or APIs.

The company was the first to sign up for this latest decision support system, and leveraged e2open's certified adaptor to connect to Walmart Luminate via APIs. The adaptor helped bring real-time sales information into the company's existing e2open Demand Signal Management application for harmonization, correct product/ store/ channel attribution, and analytical insights.

Beverages Company

Challenges
- Unable to reconcile sales and fulfillment channels

Solution
- A seamless connection to Walmart Luminate via APIs to extract sales, fulfillment and consumer insights

Applications
- Demand Signal Management with Walmart API certified connector

The outcome

Questions that were impossible to answer before are now easy to resolve. The company's sales support and category management teams have omnichannel visibility of each item's sales and fulfillment capability. Additionally, they automatically know if a product is available online or in store. And if not, they understand why. This knowledge improves first-time order pick up and reduces sales lost to substitute products. Handling purchase orders, digital transactability, and the health of an item across every channel have all improved. Bottling partners also have access to management reports with Luminate data. Plus, via e2open Demand Signal Management's proprietary APIs, the harmonized data is available to the entire organization for broader reporting and analytics in their Microsoft® Power BI environment.

Applications

- Demand Signal Management with Walmart API certified connector

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**

IMPROVED
Omnichannel Fulfillment

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REDUCED
Sales Lost To Substitutes

IMPROVED
Visibility For Partners

BETTER
Product Availability

STREAMLINED
Purchase Order Handling

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