e2open®

Distributor Backlog Visibility

Founded in 1969, this Lincolnshire, Illinois-based and publicly-traded company manufactures and sells marking, tracking, and computer printing technologies, such as barcode label and receipt printers, RFID smart label printers/encoders, and card and kiosk printers.

Through more than 10,000 partners across 100 countries, the company serves a wide range of customers with industry-tailored, end-to-end solutions.

The situation

The partners were well stocked with printers and accessories. Every time they installed a printer, the relevant accessories were sold alongside.

When the Covid-19 pandemic began to spread, supply shortages soon followed, and the company did not have enough parts to make printers as it did before.

Distributors started to accumulate a backlog of orders for printers, but carried on ordering the corresponding accessories as usual. Without printers to install, the stock of accessories kept growing.

The challenge

The company was collecting sales and inventory data from its partners. This is how they immediately knew there was a marked discrepancy between "Days on Hand" inventory and Sales-out for accessories.

Since they did not have visibility into order backlog, it looked as if the distributors were accumulating stock.

It was a red flag for the finance executives. They were concerned about high returns, product

deactivation and stock rotation and the implications it could have on revenue recognition.

Other groups in the company were also worried about the effects of what looked like slower demand for printers on order management and the supply and manufacturing plans.

The solution

They needed to understand the distributors' backlog and consolidate it with the Sales-out and inventory data they already collected using e2open Channel Data Management. The application provides a framework for the standard capture of new

data entities. The company leveraged it to add:

- A data template for reporting backlog
- A set of partner specific validations and enrichments for backlog data
- User interfaces to upload, modify, and correct backlog data and backlog-related master data
- Compliance scores measuring the accuracy, timeliness, and completeness of backlog data
- Self-serve data analysis, feed-outs, and automated exception reports.

Technology Company

Challenges

- Lack of order backlog visibility
- Concerns about potential high returns, product deactivation, stock rotation, impact on supply, and manufacturing plans

Solution

- Extend channel Data Management with all the collection, validations and reporting for a new data entity

Application

- Channel Data Management

The outcome

The consolidated business view of backlog data, Sell-in, Sell-out, and open orders, provides deeper insights for future product development, market segmentation, promotional campaigns, and inventory optimization.

With a single source of truth, they can accurately recognize revenue, drive supply chain efficiency, flag discrepancies in order management, and improve allocation and order promising.

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 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.™ Learn More: **www.e2open.com**

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BETTER
Market Segmentation & Campaigns

OPPORTUNITIES
Inventory Optimization

ACCURATE
Revenue Recognition

IMPROVE
Order Allocation & Promising

FLAG
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