e2open®

Channel Data Management

Data to Fuel Channel Performance

Timely, accurate data is often difficult to obtain from a diverse network of trading partners. E2open®'s Channel Data Management application overcomes the challenges of inconsistent, inaccurate, incomplete and outdated information by providing standardized, validated and enriched channel data ready for business applications and decision-making processes. As a result, companies improve channel performance by gaining insight into what sells, what is in stock and how to structure incentive payments.

Knowing what is actually happening in the channel is a monumental task. Multiple tiers of distribution, varying degrees of technical proficiency and engagement, and limited trust between parties are common barriers to obtaining information. Furthermore, unless compelled by contractual obligations, many trading partners are reluctant to share sales and inventory data. Even with the best intentions, smaller partner firms often struggle to provide basic information, let alone data with the specific format and quality required by manufacturers.

Part of e2open's Channel Shaping suite of intelligent applications, e2open Channel Data Management provides one place in the cloud to connect all distribution, reseller and retailer partners. The application collects valuable but diverse information such as sales, inventory, claims and forecast data, transforming it into decision-grade data for use by sales and marketing teams, financial systems and supply chain applications.

Key Features

- Collects any type of transactional data across the entire channel ecosystem
- Accepts data that uses any format, language or transmission mechanism
- Accesses e2open's unique gold-standard content directories, including the industry's largest partner profile database
- Uses artificial intelligence algorithms for accurate business identification and data enrichment
- Allows vendors and partners to monitor the status of data transformation and proactively resolve exceptions on their own or collaboratively
- Enables flexible, configurable integration with business applications and processes

Key Benefits

- Lowers the cost of connecting the long tail of partners and acquiring data at a granular level
- Enables a more agile response to the market by reducing the time required to obtain decision-quality data
- Facilitates more informed decision-making based on accurate, current, complete and consistent channel data
- Empowers users to discover hidden insights with new, actionable information that augments data reported by partners
- Enables companies to become their partners' preferred brand by making it easy to share information and receive immediate business benefits

Any Partner, Any Data, Any Time

Channel program quality begins with the quality of the underlying data. E2open Channel Data Management was designed from the ground up to acquire, cleanse, harmonize and enrich data from all channel partners, including distributors, resellers and retailers.

Convenience

Reporting sales and inventory activities to vendors is generally seen as a chore by partners, especially those with limited IT resources. To reduce barriers and promote adoption, e2open Channel Data Management allows partners to "come as they are." They can choose their preferred language, onboarding option and mode of communication, whether it is secure file exchange, email, portal or mobile app. With the largest network in the industry, e2open likely already receives data from many, if not most, of a brand owner's channel partners, which reduces the onboarding effort.

Cost

The deeper companies reach into the channel, the better they can understand how to drive success. The application makes it economically feasible to collect information at all tiers, from top distributors to partners at the edge. Online and mobile applications designed for lower-tier partners simplify reporting and ensure valid data values up front, removing the need for costly manual exception-resolution processes.
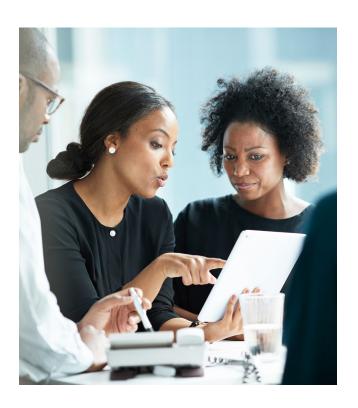
Comprehensiveness

As channel processes mature, new types of information such as forecast, footfall, in-stock percentage and sales contribution data are required. The application's framework seamlessly expands to support additional data types, providing a single platform that meets both immediate and future needs.

Consumption

Data is delivered in a ready-to-use state. Sophisticated algorithms use artificial intelligence to correct inconsistencies and deliver the highest accuracy in the industry. Gold-standard directories containing millions of partner identities and business locations enrich the data to ensure that all decisions are based on the most accurate, current and complete information possible.

Control

Complete tools to monitor, measure, manage and optimize the entire channel data management process allow channel partners and business analysts to track the status of data submission, processing and exception resolution online. The resulting comprehensive audit trail of changes enables partners and analysts to take relevant actions early, gain trust in the data received and improve its timeliness.

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End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal ERP and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine-learning enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Channel performance reaches new levels with timely and accurate decision-grade data that reflects current channel activity from every tier of distribution. The largest demand network in the industry helps accelerate onboarding, connecting all partners worldwide.

About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. Visit www.e2open.com.

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