

itelligence Knows Wholesale Distribution for Consumer Goods

Digital Transformation for CPG and Consumer Durables

Industry consolidation, rising costs, and exacting customer requirements are putting the squeeze on wholesale distributors of consumer packaged goods (CPG) and consumer durable goods. The logistics of delivering large quantities of goods, as well as the need to deliver the latest merchandise due to fast-moving trends, can be taxing.

Digitally Savvy Customers Expect More

Today's buyers demand personalized customer experiences, seamless ordering on the fly, and fast, accurate delivery. They want instant access, on any device.

Transform or be Assimilated

In an industry known for slim margins, every competitive advantage counts. That's why Distributors that embrace digital transformation with leading-edge solutions for inventory and demand management, omnichannel commerce and workforce management are leading the market and staying ahead of the competition.

SAP Solutions for Digital Transformation

SAP S/4HANA® provides wholesale distributors with a proven framework to drive operational excellence:

- Plan, source, stock, sell, recover, and analyze on a unified IT platform.
- Integrate information and workflows across your customers, suppliers, and workforce.
- Improve order management, purchasing, and warehousing without having to increase headcount.

Drive Results With Industry-Focused Capabilities

- Demand Management
- Supply Chain Optimization
- Inventory Management
- Warehouse Management
- Pricing, Promotions, and Rebates
- Analytics
- Profitability Optimization
- Omnichannel Commerce
- Workforce Management
- eCommerce

Digital Transformation for Distributors

- Drive operational efficiencies
- Maximize customer value
- Increase margins





Wholesale Distribution for Consumer Goods

Digital Transformation for CPG and Consumer Durables Distributors

Demand Management

- Deliver accurate information quickly.
- Improve forecast accuracy.
- Support more effective decision making.

Sales and Operations Planning (S&OP)

- Evaluate options for business improvement and increased margins.
- Uncover cost optimization opportunities.
- Identify your most profitable customers.

Supply Chain Agility

- Manage impact on S&OP of sudden demand shifts or capacity issues.
- Optimize the supply chain to provide fast, accurate customer service and quick response to unexpected bottlenecks.
- Automate end-to-end procurement processes.
- Make better decisions faster using IoT; stream real-time information to operations analytics.

Inventory Management

- Manage inventory in multiple units of measure and inventory formats.
- Manage traceability, lot trace/track, quality recall and more.
- Reduce lost sales due to stock-outs and poor demand visibility.
- Ensure customers have what they need, when they need it.

Warehouse Management

- Eliminate paperwork and improve inventory accuracy to reduce costs and increase productivity.
- Improve revenues and customer satisfaction with cost effective, value-added services.
- Decrease cycle times, improve shipping accuracy, and raise customer service levels.

Pricing, Promotions, Commissions

- Handle complex customer pricing agreements.
- Manage promotional pricing, cost recovery and rebates quickly, accurately, and profitably.
- Compensate Broker/Distributor channels accurately.

Analytics

- Leverage embedded analytics for real-time feedback on critical issues.
- Improve visibility to key information.
- Take full advantage of special buying and load-building opportunities.
- Streamline end-of-month and end-of-year processing.

Profitability Analysis

- Get visibility to customer-and product-level details, with the granularity to manage margins.
- Evaluate the customer/revenue and product/cost mix, against costs like logistics execution.
- Provide more accurate, timely feedback to S&OP.

Multi-Channel Sales

- Handle direct, indirect, B2B and B2C eCommerce channels within a single, omnichannel system.

Workforce Management

- Manage your entire workforce, from employees to contingent workers, through the entire employee lifecycle.
- Boost productivity with focus on value-added tasks.
- Apply workforce analytics to gain actionable insights for strategic workforce decisions.

eCommerce

- Easily integrate Electronic Data Interchange (EDI) into your business.
- Manage customer, vendor and logistics partner accounts.
- Sell smarter with catalogs, webshops, credit card processing, marketing automation and more.

On Premise and Cloud Options

- Own and manage your own IT landscape, or leverage intelligence Cloud for a lighter IT load.

Start your digital transformation now

» Discover how itelligence can help you revolutionize your business with SAP solutions. Contact us today: +1.866.422.8858