E2open Demand Signal Management

Automatically Captured, Cleansed and Harmonized Demand Data

With the variety, velocity and volume of available data increasing, enterprises need a platform to bring together the right data, apply analytics for meaningful insights and translate those findings into action. **E2open's Demand Signal Management application** enables companies to capture, harmonize and analyze cross-retailer demand data quickly and automatically for profitable actions in stores and online.

Today, point-of-sale (POS) data from retailers, brokers and merchandisers — as well as data from other sources such as planograms, promotions, loyalty and sentiment information, demographics, weather, and gas prices — is all readily available. The data is difficult to combine and use because the same metric varies across the sources, data formats and frequencies differ, and stakeholder groups usually need unique data slices. In addition, huge volumes of information are generated at an increasingly fast pace. Providing a comprehensive, up-to-date picture of demand for various combinations of stock-keeping unit (SKU), category, store, retailer and region can become an unsurmountable challenge.

Part of E2open's Channel Shaping intelligent application suite, E2open Demand Signal Management is designed for big data. A scalable multi-enterprise data model supports brands and categories across numerous retailers. Advanced capabilities accessed from a flexible, intuitive interface help sales, marketing, supply chain and category management teams understand daily sales, create ad-hoc reports and manage data attributes. Companies receive cleansed and harmonized demand data that provides insight for demand, supply and distribution planning, enabling them to respond to market forces quickly and effectively.

KEY FEATURES

- Rapid onboarding for new data sources and retailers

- Data harmonization and aggregation across multiple retailers, syndicates, categories and other sources

- Customization of rules and data attributes in real time by business users

- Standard and ad-hoc analyses of demand data across products, retailers and regions on desktop and mobile platforms

- Streamlined integration with E2open's Demand Sensing and Demand Planning applications

- Application programming interfaces (APIs) for integration with third-party systems

KEY BENEFITS

- Reduced "time to insight" from several days to just hours due to automated data aggregation and harmonization

- Sharply reduced spend on low-value activities such as manual data collection, reconciliation and cleansing

- Improved category management due to visibility into what drives or hinders revenue growth

- Increased likelihood of retaining an existing category captain position by leveraging new insights to drive category performance

- Increased product availability and supply chain responsiveness due to the availability of critical data for demand forecasting and supply planning

- Overall performance improvements as a result of refocusing internal stakeholders on high-value activities

Visibility That Drives Smart Decisions

Direct retailer data that is correlated with external data sources such as weather or consumer sentiment information can reveal what is driving or hindering revenue, unit and share growth. Whether supporting a key account or scaling across channels, E2open Demand Signal Management unlocks role-specific information to drive informed decisions.

Data Acquisition and Harmonization

Hundreds of data files in various formats from multiple subject areas are captured from every source automatically. Data is cleansed, harmonized across all sources, profiled to ensure internal and historical consistency and then stored in an analysis-ready state.

Data Governance

Standards and checkpoints drawn from deep industry knowledge are employed at every step of data processing. Audits validate output against high-level source data. Attributes are rationalized across sources and security settings, ensuring adherence to retailer data-sharing requirements.

Attribute Management

Users have the ability to assign additional information to each item or store in real time, view and analyze items based on flexible criteria, and group items according to brand, sub-brand, size, category, subcategory, type or geography. As a result, reports can be sliced and diced based on how decision makers want to analyze the business.

Standardized Data Maps

Data representations for topics such as POS, market basket and replenishment stock have been captured in standardized data maps for all major retailers. This accelerates the onboarding of new data sources and analytics applications, improves time to value and facilitates cross-retailer and cross-geography analyses.

Flexible Analytics

Users can customize data attributes and make any updates available immediately for reports. User-configurable artificial intelligence algorithms allow for further analytics and reporting customizations. Support is provided for both in-depth custom reports and ad-hoc reporting. Analytics can be accessed from a user's desk or on mobile devices, providing flexibility and increasing efficiency.

Ability to Scale With Demand

Built-in scalability makes it easy for the system to support large increases in the number of data types, the volume of analytical reports and reporting frequencies. Scalability extends to any number of currencies and languages that may be required by multinational businesses.

Integration

Enterprise resource planning (ERP) systems, enterprise data warehouse solutions, joint business planning applications, demand planning systems and trade promotion management applications can all easily integrate with E2open Demand Signal Management through APIs. This increases the value of a company's existing investments by ensuring that they consume clean, harmonized, analytics-ready data to support informed decision-making and effective actions.

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.

Companies respond to market forces faster and drive profitable actions by capturing, harmonizing and analyzing demand and execution data from all retailers.

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