

Supply Chain Management



Increasing your Reach and Improving your Choice with Intoscape

Supply Chain Management (SCM) systems operate at the heart of catalogue-based businesses, working to provide the optimum stock levels of the right products at the right time. Many businesses have substantial legacy investments in their Supply Chain Management systems, and making any changes to strategy or technology is often a major undertaking.

With that in mind, Intoscape has been developed to provide the most flexible ERP integration capabilities into existing SCM systems using our ERP integration components, which allows Intoscape to work seamlessly with the vast majority of SCM systems.

Assuring successful integration with partners

Intoscape's powerful SCM functionality manages data feeds in a variety of formats and technologies, consolidating them into a single view, regardless of the technology capability of the submitting distributor or reseller. Most online retailers will deal with primary distribution partners who make it easy to receive data feeds, but often offer the least favourable margins. The challenge is to accept feeds from those distributor partners who are able to provide better prices on the same products and therefore deliver a bigger margin opportunity to the retailer.

As Intoscape will manage all types of feeds in any format, it can enable greater integration with a wider variety of partners.

Creating intelligent SCM strategies

Intoscape's SCM functionality is also linked to competitor monitoring technology and to the automated pricing tools. Because supplier information on available inventory is gathered automatically (as is the pricing and publishing of data), more stock in the supply chain can be considered for inclusion in any resultant catalogue. This means that organisations running relatively small catalogues can suddenly increase their product portfolio substantially by taking advantage of the virtual stock and 'drop ship' or direct delivery options.

This is particularly interesting where organisations would like to broaden their portfolio of offered products, but not hold stock. It's a great way of offering related items to any core product offering and using the supply chain to fulfil non-core products directly, whilst still benefiting from the sales revenues and margins.

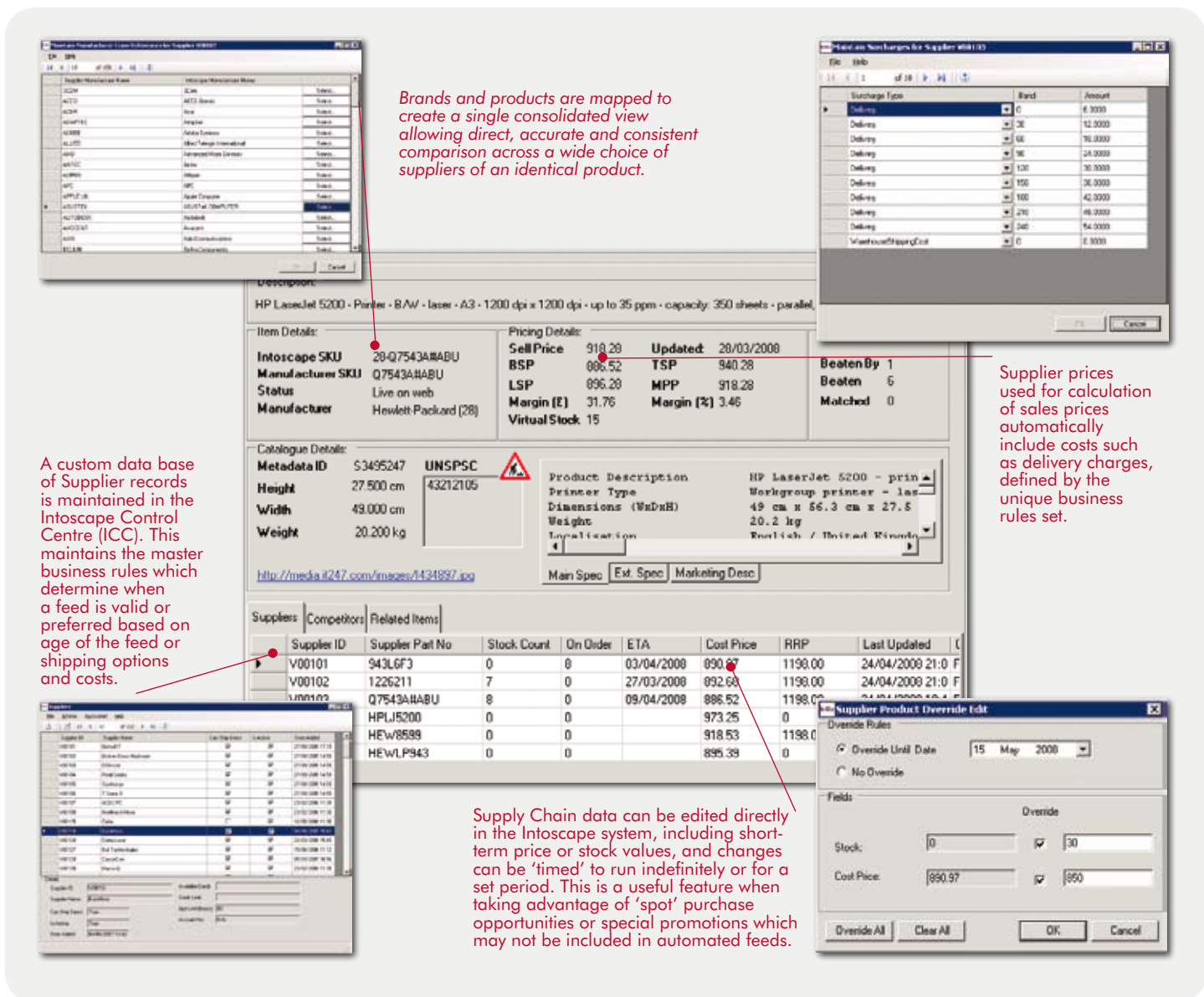
Intelligent Supply Chain Management can deliver huge benefits

- Improve and extend view of the whole supply chain.
- Use the data to maximise margins and de-risk reliance on small numbers of suppliers.
- Manage more products without increasing head count.
- Extend ranges offered without committing to stock holding.
- Take advantage of Virtual Warehousing and direct delivery capabilities of trusted supply partners.
- Offer more choice and better value to customers.
- Improve communications, take advantage of XML ordering capability, improved logistics and reverse logistics.

How is Intoscape helping eCommerce businesses to succeed?

- The Intoscape messaging platform treats all supply sources equally and equitably and allows different types of suppliers to be 'weighted' according to the business rules set by the retailer.
- Intoscape displays all gathered content from multiple supply sources in a single-screen view along with historical data of past and current suppliers.
- The Merchandising Control Centre (MCC) view also displays the date and time that any supplier feed was gathered and business rules will determine the length of time any feed can be considered 'reliable' by the system, before being used in any pricing algorithms.
- The MCC will also support direct editing of supplier information and provide a content publisher that will allow changes to automatically revert to the automated feeds after a specified period.

So, using the Intoscape Supply Chain Management component as part of an integrated Intoscape solution will increase a reseller's reach in to a broader supply chain. It will improve visibility of identical stock available from multiple stock locations and present the information in a single screen view for consideration – The Merchandising Control Centre (MCC). The system will drive both the automated pricing system and provide a quick data view from which buyers and sales personnel can make purchasing and sales decisions from up-to-date information.



Brands and products are mapped to create a single consolidated view allowing direct, accurate and consistent comparison across a wide choice of suppliers of an identical product.

A custom data base of Supplier records is maintained in the Intoscape Control Centre (ICC). This maintains the master business rules which determine when a feed is valid or preferred based on age of the feed or shipping options and costs.

Supplier prices used for calculation of sales prices automatically include costs such as delivery charges, defined by the unique business rules set.

Supply Chain data can be edited directly in the Intoscape system, including short-term price or stock values, and changes can be 'timed' to run indefinitely or for a set period. This is a useful feature when taking advantage of 'spot' purchase opportunities or special promotions which may not be included in automated feeds.

Creating intelligent SCM strategies

The consequence of increasing reach is that we can also increase breadth of product seen by the system. If more candidate products are seen by the systems and more of it meets the business rules criteria set by the retailer, then more products will inevitably reach the end-user facing catalogue. This delivers greater choice to customers and encourages higher levels of up-sell, cross-sell and repeat sales opportunities.

In addition, retailers using the Extended Procurement Technology available as an Intoscape module can include EDI and XML integration for automated purchasing and fulfilment of direct delivery sales orders directly from within the Intoscape application platform.

Learn more about Supply Chain Management and Intoscape

- See how Intoscape users can select many thousands of products and automatically publish to a live web site whilst synchronising information with secure back office CRM and ERP systems.
- Book a WebEx demonstration focused on Supply Chain Management: Increasing your Reach and Improving your Choice with Intoscape.
- Arrange a site visit from TCM experts to discuss implementation and commercial objectives for an Intoscape licence in your business.
- **Call direct on 0845 460 4500 or visit our website at www.intoscape.com, for case studies, news and further information.**