



## CHANNEL MANAGEMENT

### **Collaborative Execution with Distribution Partners**

For companies with complex, multi-tiered distribution networks, maintaining visibility of sales and inventory activity is an ongoing challenge — one that complicates strategic planning and effective inventory management. After an initial sale to a distributor, these brand owners have little to no ability to monitor secondary sales, resulting in a lack of information provided to the sales and operational planning process. Distributors tend to use a mix of different processes and technologies to manage their sales and inventory, leaving the brand owner with the daunting task of collecting and consolidating all of the data after the event. As a result, brand owners struggle to quickly determine the best strategy to deploy their finished products while ensuring that distributor inventories can meet demand without storing excess inventories. Additionally, the brand owner has difficulty enforcing consistent pricing, promotion and inventory policies while the distributors search for better ways to communicate with the brand owner to place orders and process returns and claims in an effective and timely manner.

### **Channel Management**

Channel Management, from TAKE Supply Chain, facilitates a collaborative exchange of information between the brand owner and its network of distributors. It enables more proactive management of distribution networks by providing real-time visibility into secondary sales and inventory. The enterprise can monitor individual distributor activity and activity across an entire distribution network to optimize inventory deployment. Channel Management also enforces compliance with pricing and inventory policy, as well as promotions such as coupons and discounts. Furthermore, it enhances the brand owner's ability to track inventory in the event of a recall by providing visibility to each movement of goods. Because the brand owner knows the real-time status of inventory throughout its distributor network, management can anticipate and respond to demand more effectively, while minimizing overstock and returns.

### **Collaboration, Compliance, Communication**

In addition to providing brand owners with increased visibility into secondary sales, distributors benefit from simplified compliance with the brand owner's pricing, inventory and promotion policies. Channel Management also equips distributors with purchase order and sales order capabilities to streamline the flow of shipments to their respective locations — with the integrated accounting capabilities to track goods issues and goods receipts. They also eliminate the expense of carrying excess stock, and keep their inventory at optimum levels. Because distributors can more readily communicate with brand owners, they also simplify claims processing on damaged shipments and customer returns and can track and claim any expenses related to on-site promotions specific to the brand owner's products.

*Facilitate optimal inventory  
deployment across a network  
of distributors*

*Gain a detailed view of  
secondary sales*

*Simplify distributor compliance  
with pricing and inventory policies*

*Streamline sales orders and  
invoicing with channel partners*

*Improve distributor accountability*

## Feature

## Benefit

### Track distributor sales activity

Provides detailed visibility of sales across a multi-tiered network and down to the level of individual customer of each distributor.

### Optimize inventory levels

Facilitates balancing of inventory deployment at distributor sites to ensure that stocks are adequate to demand.

### Regulate pricing policy

Requires distributors to adhere to established pricing guidelines.

### Monitor promotions

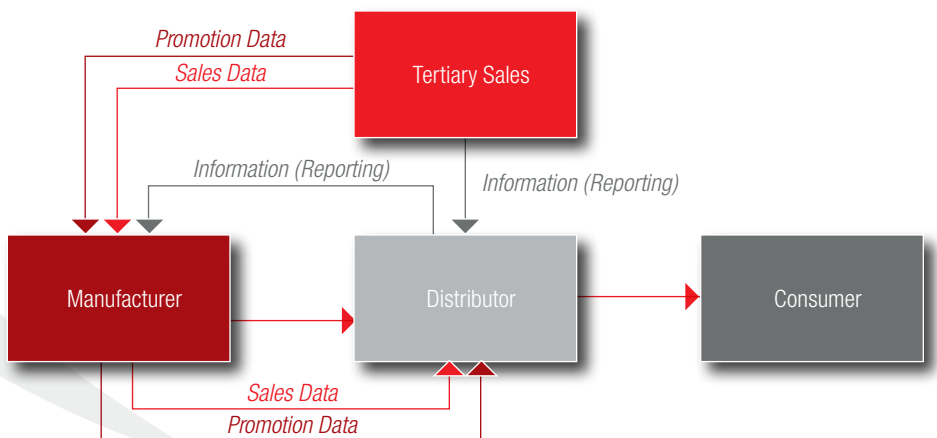
Informs distributors of relevant promotions and automatically accounts for associated discounts and offers in their sales.

### Enforce inventory compliance

Promotes adherence to inventory management policies such as FIFO/FEFO.

### Simplify returns management

Ensures the proper crediting for customer returns and damaged shipments.



### TAKE Supply Chain's Proven Experience

Since 1994, TAKE Supply Chain has assisted more than 320 clients in automating and controlling process execution within their extended supply networks. TAKE Supply Chain extends corporate policies and procedures through the corporation and its supply chain using industry best practices for distribution and fulfillment, supplier relationship management, trading partner integration and reverse logistics, mobile data collection and barcode label management that complement the existing ERP infrastructure.



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