

Possibilities Unlimited

# Enabling a leading sportswear brand to build a partner exchange platform and drive real-time order orchestration

Harness the power of connected ecosystem

Case Study





## Business Context

Our client is an internationally renowned athletic footwear and apparel brand, with a global footprint spanning 170 countries and a network of 1000+ retail stores.

The onset of the pandemic brought about a unique challenge for the brand. With retail stores closed and inbound shipments still accumulating in U.S. ports, our client grappled with a significant inventory glut. Concurrently, the surge in online sales and out-of-stock among e-retail partners posed a pressing dilemma—how to empower these e-retail partners to take customer orders without having their physical inventory.

In response to this complex scenario, our client sought a strategic solution. They aimed to provide their partners with the means to sell without actual physical inventory, allowing them to seamlessly navigate current challenges and prepare for future shifts in demand and potential disruptions.

## Solution

We leveraged TradeEdge to empower our client in building a robust global partner exchange platform and drive real-time order orchestration. Our innovative solution made the client's inventory visible to their partners in real-time, acting as a virtual inventory hub and facilitating online sales even without physical stock.

The Partner exchange platform powered by TradeEdge seamlessly integrated various partner and internal platforms such as Order Management, Inventory, and Logistics systems through APIs and orchestrated process flows from order creation, updates, cancellations, inventory, and shipment confirmations. When a customer orders on a partner site, the partner exchange platform seamlessly triggers a fulfillment process within our client's system.

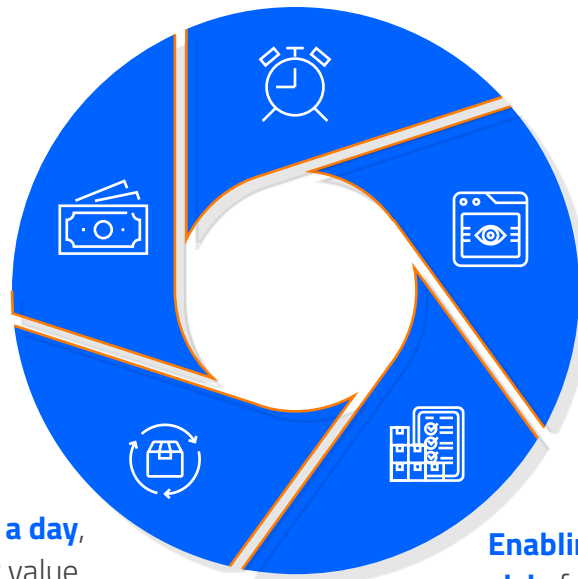


Furthermore, our solution empowered our client to instantly introduce a new range of products on the partner platform, eliminating any waiting time and harnessing the power of a connected ecosystem.

# Benefits Delivered

**Realtime order orchestration**  
with SLA of response times <2 secs

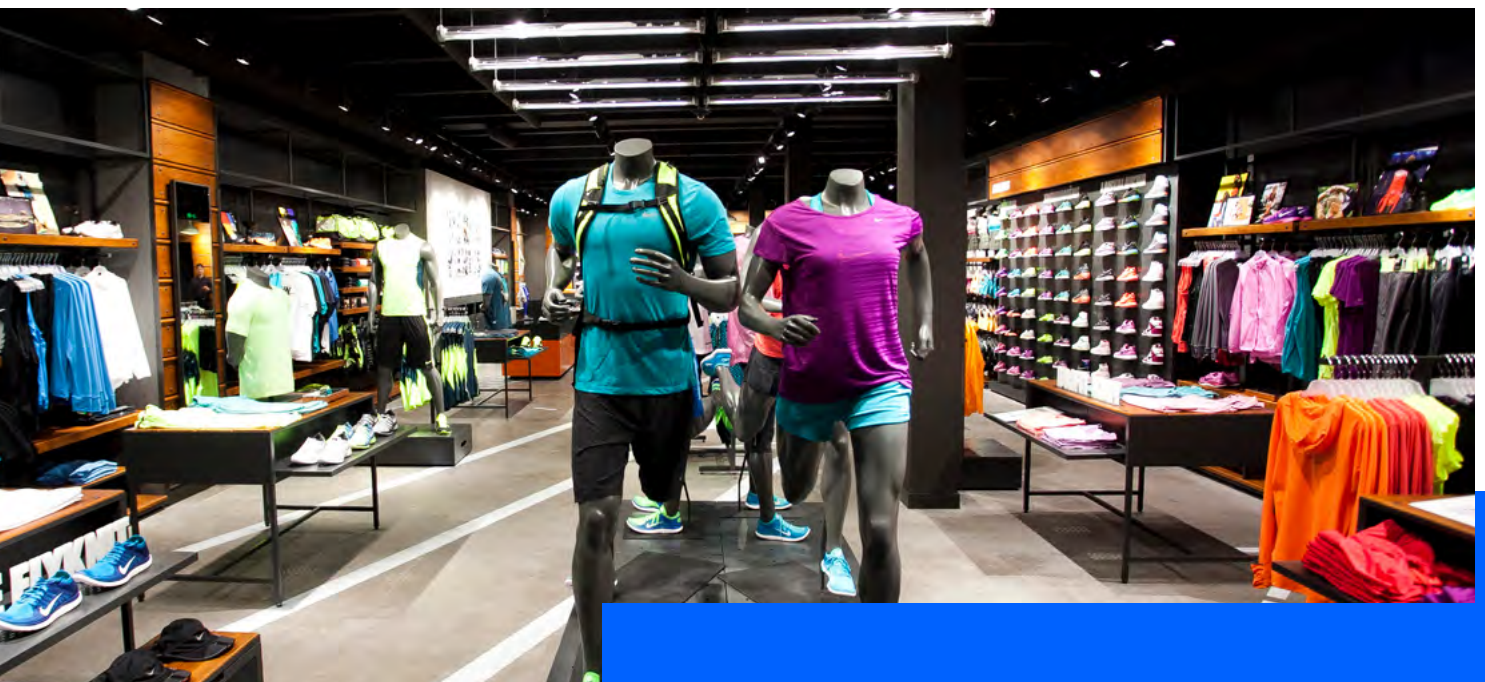
**Reduced inventory holding costs** for partners & eliminated client-to-partner warehouse **transportation costs**



**27K products** visible on the partner platform (to date), **without actual physical stocks**, thus eliminating sales loss

**~75K orders processed in a day**, totaling \$2.5M in order value during a festive season sale.

**Enabling an endless inventory aisle** for e-retailer partners by providing visibility into the inventory available with Nike





To know more write to us at  
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### About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meet increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

EdgeVerve. Possibilities Unlimited.

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### About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. Visit [www.edgeverve.com](http://www.edgeverve.com) to know more.

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