





# Summary

A global logistics and warehousing company with a vast presence across 25+ countries, with hundreds of millions of square feet of warehouse space sought to shift its business model, expanding its customer base including smaller organizations. However, faced with customer onboarding times stretching from 3 to 5 months, they recognized the need for change. Their existing system impeded agility, slowed new service rollouts, and hindered market adaption.

TradeEdge helped them achieve agility with a remarkable 75% reduction in customer onboarding time and providing real-time unified visibility into all customer transactions, sparking a journey of success and growth.



# Business challenge

Tightly coupled systems, delayed customer onboarding, fragmented databases, lack of an intuitive UI, and holistic visibility of transactions hamper growth

With the rising demand for contract warehousing, our client was targeting a greater market share. They aimed to expand their services to smaller enterprises, much like WeWork's business model, and expedite onboarding. Their existing system, however, had numerous shortcomings that needed to be addressed first.



Onboarding delays due to complex integrations: Customer onboarding often took up to a tedious 3-5 months' time, primarily because their legacy CMx systems required complex point-to-point (P2P) integrations with customer systems. These tightly coupled systems lacked scalability, which meant extensive customizations by IT on both ends—our clients and their customers, even for minor changes. These issues led to operational inefficiencies, making it difficult to introduce new features.

**Limited visibility due to fragmented data:** Fragmented transaction data because of multiple disparate internal systems such as Order management, Warehouse management and intermediate databases, resulting in data inconsistencies, inaccurate reporting, and limited visibility into customer transactions.

**Poor customer experience:** It wasn't just internal operations that suffered. Their customers' digital experience also took a hit due to the absence of an intuitive user interface (UI), and a single system for tracking all business transactions and receiving status updates.

Hence, the client was looking for a solution that helps them integrate with customer systems seamlessly, enables faster onboarding at scale, and supports their business expansion plans.

## Solution

### A single platform with domain specific pre-built data models, and reusable configurations for enterprise wide B2B integrations

After exploring a wide range of products in the market, the client selected TradeEdge as their partner of choice for its proven technology capabilities, accelerators and the team's experience in enabling leading organizations seamlessly connect with their trade partner network at scale.

TradeEdge is a multi-tenanted, cloud-based platform specifically designed for enterprise-wide supply chain trade partner integrations. The platform supports various integration channels, from EDI to API, empowering the client to effortlessly connect with their customer ecosystem, break silos among internal systems and drive bi-directional, real-time or batch integration and transaction exchange.



The platform's domain-specific pre-built data models helped the client decouple the source (customer) and target systems (client downstream systems), standardizing customer transaction data into a common model and eliminating the need for cumbersome point-to-point integrations.

With decoupled source and target systems, easy-to-set-up marketplace integrations, pre-built APIs promoting self-service onboarding, and secure data transmission protocols, we enabled the client accelerate customer onboarding timelines to weeks rather than months.

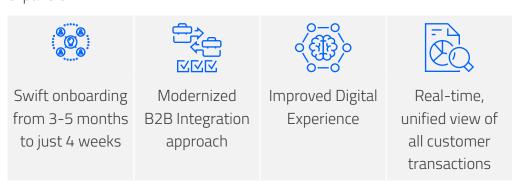
TradeEdge also helped the client seamlessly orchestrate business transactions across internal systems, from initiating inventory transfers or holds, to warehouse confirmations, outbound order receipts, and providing a unified, real-time view of all customer transactions.

Furthermore, our user-friendly Network portal allowed the client's customers to manage business transactions and receive real-time status updates.

## Benefits delivered

### Faster, Scalable, Sustainable B2B Integration

TradeEdge has revolutionized our client's B2B integration approach, connecting with customer ecosystem swiftly at scale and delivering an impressive 75% reduction in onboarding time. This has speed up the time to first transactions, facilitated faster service rollouts, enabled market expansion.







## To know more write to us at contact@edgeverve.com



#### 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.

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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 deeprooted 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 to know more.

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