

How bSync Helps Suppliers Sell to Big-Box Retailers

Getting products on retail shelves: A better way with bSync

Congratulations! You're supplying your products through big-box retailers (the blue kind, the red kind, the online kind and so on). Your products are in demand and your customers love them. After all the hard work by your Sales, Product Supply, and Fulfillment teams, your products are ready to hit the road to retailers' Distribution Centers, but then they get rejected.

Turns out there's a discrepancy in the data between your system and the retailer's system. Instead of products sitting on the shelves of retailers, they are sitting in your warehouse. As if this disappointment isn't enough, the retailer fines you several thousand dollars.



How did this happen?

Data discrepancies add up to losses

Sadly, this scenario isn't isolated. Every time a product earns its place on a big-box store shelf, it necessitates a complex sequence of behind-the-scenes metadata population by the supplier. Pricing, Discount, Promotions, Quantity, Compliance, Rebates and a myriad of other data must be accurately set up before the order leaves the supplier's warehouse. One mistake, and you could live the nightmare painted earlier.

Tracking product information is complicated. After the sale agreement is reached, suppliers have a certain amount of time to handle service level agreement (SLA) requirements. Dozens of compliance specifications must be acknowledged. Some of these are internal, some are external and other involve government regulations. Supplier data analysts work to ensure that when their products arrive at the retailer, all data is in sync with what the retailer expects. When data changes occur, they're seldom captured and disseminated from one central place. Hence, errors ensue, sales are lost, order cuts rule and suppliers pay supply-chain penalty fees. Until now.

Track smart with bSync to avoid data discrepancies

We heard the frustrations of our customers who were routinely suffering from double-digit order cuts. Welcome to bSync, a digital platform that manages product data synchronizing requirements and eliminates order cuts. bSync allows suppliers to accurately track a product's data needs as items are introduced, and price changes are agreed upon with retailers.

bSync provides a convenient one-stop shop for Data Analysts and Item Analysts to apply metadata to products, ensuring that all the information is correct and will meet retailer expectations. By replacing manual processes with a digital platform, mistakes are avoided.

bSync eliminates surprises.



How bSync works to provide peace of mind

bSync is a cloud platform that manages all product variables from multiple stakeholders. Once an order is placed, bSync monitors pricing and product details on both sides: the supplier and the retailer. Everyone knows where things stand as they're completed.

If exceptions occur, bSync alerts analysts. If a compliance issue needs to be addressed, bSync lets people know. All these safeguards allow analysts to address issues long before they become problems.

Quantities, discounts, special packaging, or whatever data needs to be accounted for is noted. All the pieces are aligned in one system, not in numerous Excel sheets or emails. As steps are completed based on category and type, bSync sends notifications. Data analysts are free to handle their jobs without the burden of hunting data from numerous locations. Everyone can relax because they know the data is accurate. When supplier trucks deliver orders, the supplier's view of data aligns with retailer expectations. Shelves are stocked and everyone is happy.

Tracking current and future pricing scenarios with base and net price information

bSync gives analysts a 360° view of all product data, allowing them to handle exceptions and discrepancies. In addition, bSync goes another step, providing a view into future pricing scenarios. Along with the supplier base price, bSync also shows the final net price, a huge benefit in determining whether all the metadata is accurate as well as providing future sale data information.

Discounts can vary from one day to the next, making the net price an elusive target depending on date ranges for various promotions. Big-box stores often purchase the same products over and over. But discounts and special promotions can have multiple date ranges that affect the final net price. bSync shows base and net prices considering current and upcoming promotions for each day in the future.

Prices can be known and addressed for upcoming orders. Wouldn't it be nice to address any price exceptions for upcoming orders? bSync allows this to happen, saving all parties valuable time.



bSync: Your secret weapon for product tracking

bSync gives analysts a 360° view of all product data, allowing them to handle exceptions and discrepancies. In addition, If you are looking to sell your products in a giant retail store, bSync is your secret weapon. Save time by removing the roadblocks that cause data discrepancies. Ensure that when your products arrive at the retailer, their cases are recognized as the agreed-upon sale items. Eliminate order rejections and hefty supply-chain penalties. Enjoy selling your products from big-box retail shelves.



Are you ready to learn more and start tracking smart with bSync? Give Vertex a call.

About Us

Vertex's big-picture thinking solves customers' problems. We deliver custom technology solutions that integrate and automate B2B processes. Our solution scientists join customers on their journeys, offering a strategic view and technical know-how to create solutions and exceed expectations.

Inspire. Innovate. Implement.



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