



Multi-Channel Management

Channel management serves as one of the most critical ways that a company can better serve its customers and establish competitive advantage. Customer satisfaction is not solely achieved through a superior product. Establishing and leveraging a targeted channel strategy enables companies to align their supply chains with customers' requirements—and to do so profitably. But today's complex distribution systems make this a challenging task.

Addressing the needs of sales and marketing organizations, i2 Multi-Channel Management provides a set of business processes—enabled by a combination of software and services—that drives profitable revenue growth. The collection of workflows addresses specific business functions within sales and marketing including brand management, key account management, and customer order fulfillment. The solution is designed for the needs of each of the multiple channels through which companies sell, including the web and tier-one retailers, as well as other retailers, distributors, and dealers.

Features and Benefits

i2 Multi-Channel Management enables companies to:

- Leverage the web to communicate with and better understand the end customer
- Utilize data from key accounts to better service the account and the end customer
- Collaboratively plan and allocate supply to dealers and non tier-one retailers to reduce cost of service
- Proactively manage their brand across all channels and customers

i2 Multi-Channel Management focuses on three key functions.

Point-of-Sale Demand Sensing

i2 Point-of-Sale Demand Sensing (i2 PDS) delivers true, automated exception management, giving retailer replenishment analysts the ability to proactively respond to issues and opportunities. i2 PDS does more than just provide backward-looking reports on exceptions—it brings together all of the elements necessary to proactively manage the entire life cycle of the exception. The solution addresses a number of common retail and distribution problems: current and potential store stock-outs; stores that have inventory and expected sales but no actual sales; excesses in current or projected inventory; and forecast variances.

Key features of the solution include:

- Automated data evaluation and proactive issue identification
- Automated root-cause analysis
- Targeted capabilities for ongoing continuous improvement
- Automated business-appropriate resolution recommendations

"i2 provides a total business solution that drives a superior customer experience through our web channel across all customer segments and delivers the efficiencies our business requires. i2's Center for Supply Chain Operations Management has been a key driver in our efforts to gain operational efficiency and improve customer experience."

—Ajit Sivadasan
Vice President and General Manager,
Global eCommerce and Direct Sales
Lenovo

Key Account Management

i2 Key Account Management leverages i2's industry-leading knowledge of retail and manufacturing supply chains, enabling vendors to improve sales and profitability in their key retail channels. The solution utilizes point-of-sale (POS) information, promotional event information, and market intelligence to manage store forecasting and replenishment, product pricing, and promotions through the life cycle of products.

i2 Key Account Management provides visibility that enables companies to utilize store-level POS data and apply seasonal patterns, causal events, cannibalization analysis, and pricing decisions. i2, the vendor, and the retailer can together manage demand and replenishment planning and decide what merchandise to put in each of the retailers' distribution centers on a weekly basis.

The solution enables improved in-stock percentage at the store shelf, which leads to improved customer satisfaction and increased sales. Significantly lower channel inventories and the reduction of costs associated with price erosion, spoilage, and markdowns lead to improved profitability.

Intelligent Selling

Companies that sell a combination of configurable products and services face a challenging environment. Computer manufacturers and automotive, industrial, and telecommunications companies have offerings that need to be configured to the needs of specific customers. In addition, dependencies among various product and service options can be complicated and require simplification. Pricing needs to be continually adjusted to match what the market will bear.

i2's Intelligent Selling Solution addresses these challenges in a holistic manner with:

- Product and service configuration
- Pricing and promotions management
- Visibility, order promising, and lead time management
- Centralized product catalog

Value-Driven Solution Engagement Models

An i2 Multi-Channel Management engagement begins with a strategic diagnostic that establishes key objectives, recommends strategies, and establishes best practices, process, and performance management initiatives. From there, i2's results-focused engagement models, which are built on a continuous improvement framework, foster rapid and continued supply chain process innovation.

The traditional software approach incorporates an on-site build model that can include integration with existing ERP and SCM systems. The next step is a rapid on-boarding process, with a diagnostic for each business line. When the i2 Multi-Channel Management solutions are up and running, i2 provides support and maintenance as needed, while the customer runs day-to-day supply chain operations.

Customers can also leverage i2's leading-edge knowledge and domain expertise through i2 Operations Services. Companies outsource supply chain processes related to channel management, bundling the services and solutions that they need. i2 Operations Services takes inventive, outcome-based approaches to resolving channel management challenges — redesigning processes when necessary and implementing technology to reflect those process changes.



The Supply Chain Company™

One i2 Place
11701 Luna Road
Dallas, Texas 75234, USA
Phone 1.877.926.9286
Email info@i2.com
Web www.i2.com