

# Demand-Driven Platform Checklist

Congratulations! You know the importance of connecting to true demand, and are ready to look at potential solutions to help you use it to better serve customers and end consumers. So what criteria should you consider when evaluating your options, and what questions should you ask?



Use this checklist to compare the benefits and features of different solutions across five key categories:

- 1. SCALABILITY** Can the system scale to every customer and supplier, automatically ingesting granular data of any type? Will it continue to innovate and provide increasing value over time?
- 2. INTELLIGENCE** Does the solution go beyond visibility to predict what will happen in the future? Will it alert the right users to potential opportunities and offer proactive recommendations?
- 3. USABILITY** How easy is it to use, “out of the box,” for brand manufacturers? Can it be easily customized by different users across the organization to get the information they want?
- 4. INTEGRATION** How will the data across trading partners and departments be kept accurate, current, and harmonized? Does the platform support two-way communication with current tools and workflows, enabling collaboration?
- 5. IMPLEMENTATION** How long will it take to implement the solution and start seeing value, and what internal resources are required? What is the model for deployment and support?

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## 1. SCALABILITY — Will it meet my needs now and into the future?

- Scales to include every sales channel (retail, e-commerce, DTC, distributor, etc.), logistics provider, and supplier as your business grows
- Aggregates granular data of any type, including sales, pricing, inventory, orders, shipments, etc.
- Automates data ingestion and produces instant reporting, tailored by audience
- Serves as a single source of truth across the organization, with no per user costs
- Invests in innovation and ongoing product updates that further increase its value

## 2. INTELLIGENCE — Does it pinpoint opportunities and make insights actionable?

- Proactively alerts the right people of key trends with insight into performance drivers, down to the store level
- Forecasts demand-driven opportunities for each SKU at each location, updated in near real-time
- Provides predictive analytics and recommends solutions to correct and prevent flagged issues
- Delivers data-driven explanations for each recommendation to foster trust
- Leverages machine learning to determine the best forecast models and improve forecasts over time

## 3. USABILITY — How easy is it to learn and use?

- Includes built-in metrics and analytics for how retailers and brands evaluate performance, e.g., inventory turns, out-of-stock rate
- Offers intuitive, consumer-grade interface that helps even non-technical users become more data-driven
- Answers the “next question” in minutes with intuitive filters to drill down to root causes
- Enables creation of custom dashboards and data visualizations with a “drag-and-drop” builder
- Is mobile-friendly and easy to use while on-the-go

## 4. INTEGRATION — Does it connect and play well with others?

- Securely ingests data in any format, e.g., vendor portals, EDI, spreadsheets
- Ensures data from outside sources is cleaned, harmonized, and up-to-date
- Integrates and communicates with other tools and technologies, e.g., ERP, planning tool
- Supports report and data downloads in multiple formats, including Excel and CSV
- Facilitates cross-functional collaboration and information sharing with built-in tools

## 5. IMPLEMENTATION — How quick and easy is it to get up and running?

- Takes just days to implement, using pre-built integrations into retailers and distributors
- Requires minimal time investment and IT resources for setup
- Provides cloud-based SaaS deployment, with updates included
- Onboards and trains new users, and provides one-on-one user support via chat, email, phone
- Assigns dedicated Partner who is focused on ROI and shares best practices to maximize value

Whether you're considering working with an outside vendor or building your own solution, take these criteria into consideration to ensure you select a strong solution for demand-driven operations.