



# Collaboration on demand

Driving grocery supply chain accuracy with data

The grocery segment is unique within retail, with distinct supply chain considerations, perishable goods, changing prices, multiple vendors and distinct consumer behavior. Because many of the same goods are available in different stores, **following the shopping journey with transactional data is vital.**

**70%**



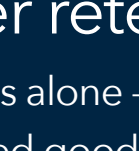
of surveyed US consumers stated they had recently changed the way they shopped for groceries.\*

**51%**



are looking for items on sale more than usual.\*

**38%**



are buying store-brand items rather than name brands.\*

## Convenience & on-shelf availability drive customer retention.

But grocers can't do this alone - they must rely on produce providers and consumer packaged goods (CPG) suppliers.

**Collaboration across the supply chain is the key to success.**

\* <https://www.statista.com/statistics/1308297/us-consumer-behavior-change-when-grocery-shopping/#?text=In%20April%202022%2C%2070%20percent.items%20rather%20than%20name%20brands>

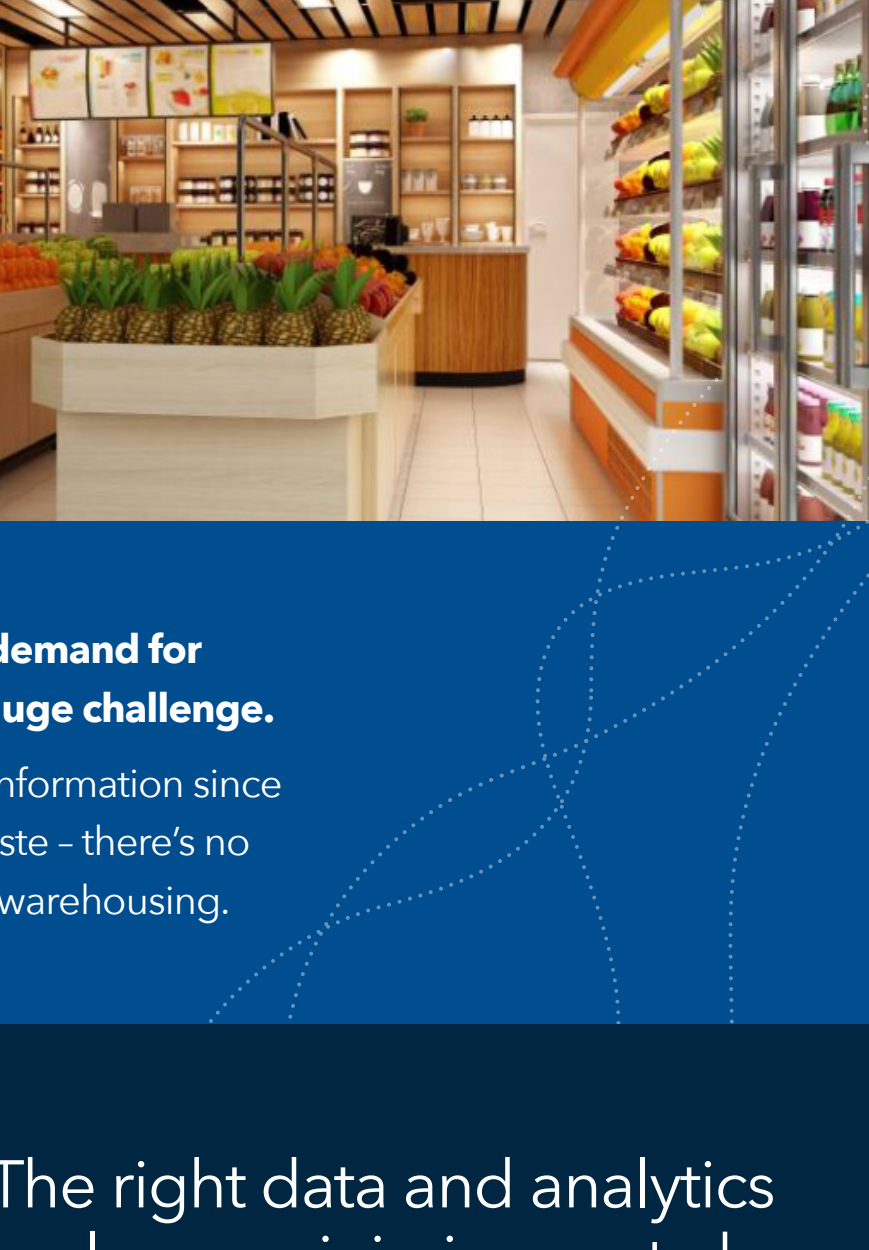
# Share the wealth (of info)



Grocers have the POS data to know exactly what people are buying - and when. But suppliers only see what the grocers are ordering. The actual CPG order is a pure function of *inventory state*.

**This disconnect can cause big lags.**

For better demand planning, share:



**Collaborate with CPG suppliers to enhance demand prediction and supply.**

# Want not, waste not



**Forecasting and managing demand for perishable goods can be a huge challenge.**

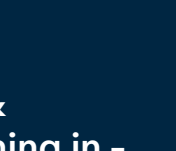
It's vital to capture consumer information since inventory excess becomes waste - there's no opportunity for markdown or warehousing.

The right data and analytics tools can minimize waste by:

Identifying customer behavior.



Allowing for collaboration with perishable goods suppliers.



Tracking the quantity & quality of produce coming in - and being thrown out.



Lowering the cost of produce for consumers.

**Work with perishable goods suppliers to optimize consumer demand and reduce waste.**

# Improving situational awareness



In recent years, having situational awareness of your supply chain partners has become a priority. This includes sharing data to maximize agility and minimize disruption, but it's also about understanding your partners' supply chain risks.

**Digital twins and simulations give you a view into the future.**

Create a computerized replica of supply chain dynamics to:



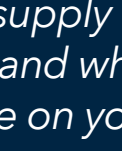
Quantify the impact of a disruption.



Help you understand your recovery time.



Plan optimal responses.



Test for supply chain resiliency.

**Know your adjacent supply chains, understanding their respective risks and what effect specific areas of disruption will have on your business.**

The right data analytics helps you achieve more accurate forecasts, greater integrated business planning efficiency, healthier profits and higher customer satisfaction, giving you a critical advantage.

**Make supply chain collaboration a priority.**



**Learn how. Get the e-book.**