

DATA MASONS | EDI MADE SIMPLE[®]

software



BENEFITS FOR VANTAGE POINT EDI USERS

- Sales data and stock position data can be used to better measure marketing performance and allocate advertising dollars
- Visibility of customer stock positions at a store level provides valuable planning data
- One low module price includes the necessary components for all of the company's Vantage Point EDI trading partners that provide sales information via the 852 Product Activity document – a feature now offered or planned by many national retailers

EDI 852 Product Activity Sub-module

A Complete Sales Reporting Subsystem Based on Point-of-Sale Data from Retail Trading Partners

Certain trading partners such as CVS, Lowe's and Home Depot offer access to their store-level point-of-sale information and stock position data which is transmitted to suppliers in EDI format. With Vantage Point's new EDI module, the 852 Product Activity document data can be downloaded and printed using several sales analysis report options.

Vantage Point EDI's 852 module is actually a sales analysis subsystem. The raw sales data is translated and stored in a Microsoft[®] SQL database that provides the basis for unlimited reporting possibilities. The 852 module comes with pre-defined sales analysis reports and can also be accessed with industry-standard reporting tools such as Crystal Reports[™] and SQL Reporting Services. The standard reports can be opened or pasted into Microsoft Excel directly from Print Preview for additional sales analysis.

As a result, trends that may be influenced by regional marketing investments, sales promotions and demographics can be identified and marketing investments optimized.

Vantage Point EDI's 852 system can be used as a tool to complement Data Masons' Vendor Managed Inventory (VMI) solution.

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