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.

- “Out of the box” re-integration of data for Vendor Managed Inventory (VMI) initiatives.

ED 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 store-level point-of-sale information and stock position data that is transmitted to suppliers in EDI format. With Vantage Point EDI’s sub-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 essentially 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 that can also be accessed with industry-standard BI Applications, as well as with Microsoft Excel, Microsoft SQL Reporting Services and Crystal Reports.

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, which enables the integration of data back to your ERP solution for product replenishment and forecasting.