6 Transformative Analytics Scenarios for Wholesalers and Distributors

Industry 4.0

Like many industries today, wholesale and distribution is experiencing transformation at a staggering pace. With the rise of globalisation, evolving customer demands, and growing digital commerce, wholesale is experiencing a fourth industrial revolution: Industry 4.0.

- Internet of Things sensor data is changing operations on the factory floor
- Wholesalers are using IoT data to create the "smart factory"
- Cyber-physical systems communicate and cooperate with each other and with people in real time

The confluence of these technology trends holds great promise for distributors looking to improve efficiencies and flexibility while lowering costs. The impact will be significant in every corner of the wholesale industry including subsectors like automotive, high-tech, chemicals, and manufacturing.

Industry 4.0 Market Drivers

The transformation in manufacturing today is driven by three market forces:

Integrated Operations

Integrating operations is key to streamlining distribution processes. Wholesalers can use their IoT data and insights to optimise everything from equipment effectiveness and product lifecycles to inventory traceability and supplier collaboration.

The Agile Supply Chain

With globalisation and continuous product innovation, today's supply chain is becoming increasingly complex. Industry 4.0 requires an agile supply chain that enables wholesalers to quickly respond to market demands and ensure inventory availability.

The Connected Consumer

Today's consumers are more empowered than ever. Wholesalers must compete for their attention by understanding consumer behaviour, developing the right products, and intelligently engaging with consumers in a competitive marketplace.

The Role of Analytics in Wholesale

Whether used to ensure product and inventory availability, increase staff efficiency, or perform market analysis, data plays a key role in wholesale. By grasping operational insights, wholesalers can effectively:

- Understand the cost and efficiency of every component in the product lifecycle
- Develop systems that consistently gauge stock levels and provide early alerts
- Gain real-time insight into how distributors are operating, on a micro and macro scale
- Use predictive insights for smarter forecasting and to understand customer behaviour
- Optimise the warehouse with insights into efficient product flow and replenishment procedures

With greater visibility and insights at the point of decision, wholesalers can harness the benefits of the smart factory.

Top 6 Analytics Scenarios in Wholesale

Today's leading wholesalers rely on data analytics and insights to make informed decisions. Read on to learn more about the ways Tahola helps manufacturers transform their raw data into actionable insights.

1 Stock Procurement Analysis

Analyse spend by category, country, vendor, and business unit by measuring target KPIs against goals and trend.

Key to driving efficiencies in wholesale is ensuring precision and quality in stock procurement. However, challenges arise from varying costs from multiple suppliers, lack of visibility into supplier pricing packages, and a lack of conformity to quality specifications. With Tahola, wholesalers can improve procurement with bill of materials analysis, stock cover analysis, cost trending and optimisation, and supplier performance scorecards. These insights enable wholesalers to ensure access to quality stock while maximising profits.

2 Process Efficiency Analysis

Analyse processes to identify areas to improve quality and reduce costs.

Ensuring process efficiency extends far beyond implementing a lean strategy focused solely on the distribution process. By analysing the full ecosystem of processes, whether optimising costs in storage or ensuring productivity in the warehouse, wholesalers can easily spot inefficiencies. Tahola helps wholesalers manage process efficiency with insights into sourcing and procurement, asset availability, work order cycle times, and schedule adherence to eliminate waste and offer a clear picture into how operations are running.

Sales and Marketing Analysis

Compare opportunity pipeline vs. forecast by sales hierarchy, region, and product.

For all wholesalers and distributors, understanding customer preferences and sales networks is crucial. To improve sales and marketing, the wholesalers must first determine relevant metrics and analyse that data to ensure sales and marketing are performing to expectations. Tahola helps wholesalers analyse sales and marketing by providing insights into consumer behaviour, availability of stock, optimal pricing for the greatest return, and sales network performance. These insights help manufacturers ensure products are developed and sold according to market demand.

Market Potential Analysis and Forecasting

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Compare forecast vs. actuals, forecast accuracy and bias by region, product and demand planning hierarchy.

Determining the market potential for a new product is critical to ensuring the profitability of a wholesale organisation. Calculating and forecasting market potential involves analysing the size of the market, market growth, competition, and other factors. Tahola helps wholesalers analyse their data to identify market opportunities and invest resources where they will have the greatest return. The data helps identify growth drivers and barriers in relevant markets and quantify market potential for a given product.

End-to-End Supply Chain Visibility

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Optimise shipment modes, on-time delivery, and distribution routes

As distribution becomes more global and as consumer demand becomes more volatile, supply chains become more complex. Gaining visibility into the entire supply chain is crucial to overcoming this complexity. Tahola enables wholesalers to analyse their supply chain data to monitor global supply networks, align with third-party service providers, ensure traceability, reduce volatility, and control costs.

Warehouse Optimisation and Analysis

Optimise the use of warehouse space and the efficient movement of goods in and out of the warehouse.

In wholesale, a key challenge is ensuring the efficient use of warehouse space. When space is at a premium, optimising the warehouse is key. Space planning and optimisation can help save time, space, and resources to improve flexibility and reduce costs. Tahola helps wholesalers optimise their warehouses by analysing warehouse flow, product placement, and storage and retrieval. With these insights, the wholesaler can ensure space is used efficiently, materials are handled well, and changing storage and handling requirements are met with flexibility.

With a powerful data and analytics solution, you can:

Analyse stock turns and reduce dead stock

Connect data sources to have a holisitic view of your business

Collaborate on plans and create one version of the truth with HR, finance, and operations

Use what-if scenario comparisons to help guide decisions

Automate quick and easy changes across all your plans

Wholesalers Achieving Results with Tahola

"Tahola has been a great data partner for our company. They have listened and ultimately customised their approach to tackle our data challenges. They have provided guidance on a broad range of topics, including training and best practice, specific technical challenges, and helping us transition from QlikView to Qlik Sense. Tahola have also helped us integrate NPrinting into our toolkit, broadening the range and recipients of our data both inside and outside of Labelon. This guidance, upskilling and partnership has ensured we have the right solution tailored to our needs. Dealing with Tahola has been a positive experience as they respond quickly and efficiently and have even shifted their working hours at times to help our team in Hong Kong. We look forward to working on more projects in the future."

David Nichols, Group IT Manager, Labelon UK Ltd (2020)

About Tahola

At Tahola we are data experts and value building strong partnerships with our customers guiding them on their data journey and supporting their business needs and objectives. With over 20-years' experience in Business Analytics, we are experts in data warehousing, dashboarding, business intelligence and planning solutions. We have expertise across various industry sectors, and knowledge of many products and platforms including Qlik, IBM Cognos & Planning Analytics, Microsoft SQL Server, Azure and Power BI, meaning we can support your data aspirations and digital transformation journey.

Learn more about how Tahola can help your business by contacting us at enquiries@tahola.com | 01442 211122.