

# Post-COVID Food Operations: Managing Evolving Product and Supplier Relationships

Our work is not simply to solve problems or provide services. We strive to create a long-term relationship with our clients, built on sincerity, integrity, respect, and trust. These values drive our efforts with customers, partners, and colleagues, and define who we are. We work with a myriad of organizations, ranging in size from \$250 million to \$150 billion in revenue in a variety of industries:

## Industries Served

### Financial Services

- Alternative Investments/  
Hedge Funds
- Asset Management
- Commercial Banking
- Insurance
- Investment Banking
- Retail Banking

### Healthcare

- Biologics
- Health Insurance/Healthcare  
Payers
- Hospital Groups/Networks
- Medical Devices/Supplies
- Pharmaceuticals/Pharma  
Distributors

### Retail

- Apparel
- Big Box
- Grocery
- Retail Energy
- Restaurant/Food Service
- Utilities

### Manufacturing/Distribution

- Automotive
- Aerospace
- Electronics
- Food and Beverage

### Other

- Commercial Energy
- Media/Publishing
- Technology
- Telecoms
- Transportation

One sector experiencing significant pandemic-driven change is the \$6 trillion food operations space, which increasingly has looked to leverage data in managing supply chains and serving consumers. COVID-19 has forced companies to rapidly pivot to address changing consumer behavior, supply chain disruptions, and new operations requirements. Now more than ever, companies are looking to technology to leverage electronic data interchange, third-party logistics providers, supply chain modelling, and CRM.

### The new normal for the food operations industry will be shaped by:

- BOPIS - "Buy Online, Pickup in Store"/ click-and-collect
- Rapid Recall Service
- Customer metrics and predictive analytics
- Delivery demand and inventory optimization (e.g., infrastructure that supports new meal prep and delivery logistical demands)
- AI to track and analyze what consumers are buying, and how to forecast demand and supply stores ("Brick Meets Click")
- Omnichannel experience (e.g., physical brick/mortar and digital interactive apps)
- Pressure to replenish inventory

- One-stop "shopability" (e.g., integrating perpetual inventory systems into the digital shopping experience so consumers know inventory levels before ordering and are assured prompt delivery)

### And, there are a variety of challenges to navigate on the road to success:

- Supply chains of fast-moving consumer goods (FMCG) typically conceal numerous inefficiencies that disrupt collaboration among trading partners
- "Customer agents" for some channels, such as Instacart
- Inefficiencies in existing store system technology (e.g., lack of consolidated data feed)
- "Legal attribution for food that carries legal risk" (e.g., regulations concerning food spoilage)
- Upstream concerns: high out-of-stock situations, high return rates, and long lead times; and downstream issues: low forecast accuracy, low on-shelf availability, few, if any, automated replenishment schemas, and inaccurate replenishment plans (due to inefficient use of consumer data; or based on estimation center levels, rather than consumer demand data)
- High supply variability due to unstable process cycle times and compensated through time, inventory, and capacity buffers

### Contact

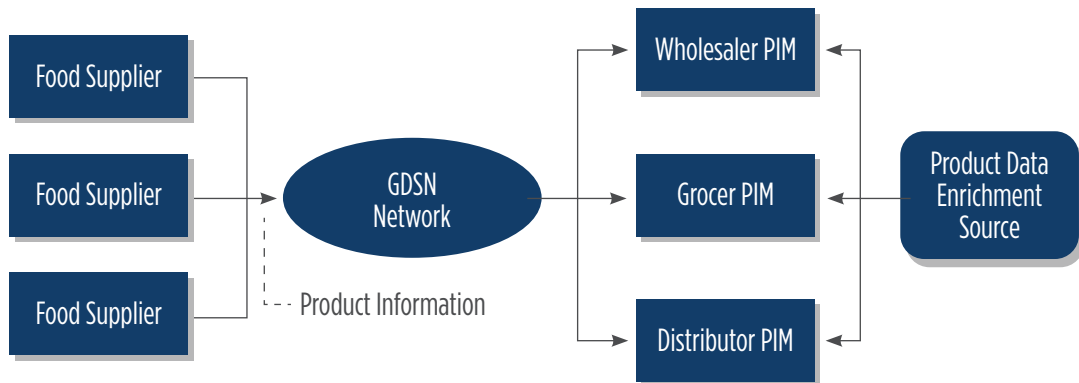
1460 Broadway, New York, NY 10036  
212-832-1001 • info@datacatalyst.com



- Limited visibility of supply chain due to disconnected systems, limited collaboration among trading partners, and reduced information sharing
- Inventory, sales transaction, and loss management, labor issues, delivery analytics

**Data provides the answer.**

## ➤ DataCatalyst Food Operations Conceptual Architecture



Companies can improve operational performance by measuring and monitoring store-level demand to ensure popular items are in stock. Understanding promotional performance allows business leaders to adapt marketing, forecast and replenish tactics, and notice seasonal trends and opportunities to cross-sell. DataCatalyst converts data into action, providing:

- Data enrichment that addresses issues such as regulatory requirements and home shopper behavior
- Unification of customer and product data
- Management of growing need for virtual inventory across locations vs. one location
- Promotion support through product, price, size data management, and personalization based on consumer behavior to assist companies in differentiating themselves online.
- Efficient collection of high-quality sales data via GDSN, ensuring immediate access to the most current information/trends.
- Alleviation of “island syndrome,” in which e-commerce sites patch together the digital experience using features sourced and managed from various providers that don’t effectively communicate among each other
- Integration of store loyalty programs

**DataCatalyst shows food operations teams how to unlock the power of data for greater profitability and:**

- Highlight real-time revenue leakage
- Identify sales opportunities
- Improve inventory forecasting
- Enhance promotion performance
- Optimize sales
- Leverage aggregated, centralized data
- Generate time savings for decision makers
- Expand loyalty programs data management
- Enhance overall quality through proper measurement, quality, and storage management

## About Us

With a focus on **management**, **monetization**, and **governance**, DataCatalyst guides you in converting information into actionable plans to support growth. From data sourcing and enrichment to analytics and stewardship, our team crafts customized initiatives you need to thrive in today’s data-driven environment. Learn more at [datacatalyst.com](https://www.datacatalyst.com).