



manthan

The best way to manage your suppliers, process and results, is to not manage them.

Today's competitive retailer needs real-time collaboration solutions to stay ahead of customer expectations and vendor management. And this, Vendor Link does for you. It initiates suppliers into the system, automates operational processes and accelerates results. With 3 modules architected to streamline all processes between the retailer and vendors – **Rapid Merchandiser, Vendor Collaboration, Book Keeper.**

Presenting Vendor Link from Manthan Systems.

A powerful, portal-based, retail-focused collaboration tool. Vendor Link promises real time information and visibility into your comprehensive procure-to-pay cycle and supplier processes. Superior supplier collaboration combined with a powerful analytics framework helps you benchmark and drive value from your entire supply chain ecosystem. Vendor Link accelerates new product introduction to ensure your customers always find their choices, on your shelves. It provides vendors fixture visibility and information on merchandising, helping you co-strategize with vendors for better promotions and therefore, improved customer loyalty and profits.

Add to this Manthan's experience in retail analytics. Vendor Link is designed by Manthan Systems – the Chief Analytics Officer for consumer industries

worldwide. Manthan's portfolio of analytics products and solutions are architected with deep industry specificity, bringing together analytics, technology and industry practices to evolve sophisticated, yet intuitive analytical capability. Over the past few years, Manthan's analytics competence has helped us provide solutions to over 70 leading retailers across 18 countries. At Manthan, we understand the retailer and his issues.

The Manthan advantage

- Retail-focused best practices
- Minimal capital and resource investments
- Cost-effective collaboration
- Offers process optimization, data exchange and analytics
- Single, unified platform

Rapid Merchandiser

Quick onto the shelf, quick into the till. Increasing process efficiency and profit margins calls for proper positioning of new product launches; introductions and promotions to increase sales; quick price and cost amendments and timely delisting of products. Rapid Merchandiser assists retailers in sharing merchandising and promotional plans with suppliers, in better understanding consumers and in improved collaboration on strategy development. The module enables process improvement across an extended supplier networks in several areas. Like accelerating new product introduction time by 50%, providing visibility to vendors on merchandising opportunities and enabling collaboration on promotional activities.

Vendor Collaboration

Collaborate. And profits will follow! Vendor Collaboration enables vendors and retailers to execute joint business plans, promotions and customer campaigns on a single platform. Thus supporting seamless collaboration with your extended vendor network at every critical point in the supply chain journey. It enables process management and streamlines the entire procure-to-pay lifecycle. Vendor Collaboration helps you achieve speed and effectiveness by enabling simultaneous viewing of new vendor registration data and sharing and amendment of agreements and contracts. You can also initiate score-carding to rate vendors across parameters.

Book Keeper

A minute saved, is a penny added to the bottom-line. Book Keeper allows for communication and sharing of financial information with vendors successfully, without the confusion of duplication of invoices or missing payment details. By automating finance processes and making all transactions visible, retailers can ensure that problem areas like Purchase Orders, Invoice Matching and Return to Vendor are managed efficiently and with total transparency. And thus, pave the way for a better, more fulfilling relationship.



A few congruent Manthan services

Hosting and Managing Support An experienced Manthan team manages hosting, managing and monitoring of the application – on cloud or at your site. We make sure that the solution fully integrates with your existing systems, reducing your implementation time and TCO.

Supplier Outreach Program Manthan's sales team will diligently contact and on-board your vital supplier network on to the solution portal.

Multilingual Help Desk Our multilingual Help Desk manages queries from suppliers across multiple geographies. It supports end-users on features and navigation support and product upgrades – ensuring optimum benefits of the application.

Consulting We extend specific consulting services to help you implement industry best practices and address gaps in your supply chain performance, helping you develop your supply chain as a competitive differentiator.

And a congruent Manthan product – Vendor Insights

Vendor Insights is the perfect way to monetize data available with the retailer. Share value-added, scientifically analyzed insights on sales, inventory and customer data with vendors to increase sale and profitability for both. Vendor Insights empowers suppliers with key metrics on a range of inventory, sales, space and category data, enabling strategic decisions. It helps suppliers and retailers understand product performance reasons with data on performance of products within categories. It helps suppliers connect consumer behaviour with specific data on age, gender, income, residence, level of education, which can help in making informed decisions. Besides, customer responses can be better gauged in view of data pertaining to monthly spend, sales return, sales growth and transaction trend analysis.

