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## Tech Outlook

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CoEnterprise



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*The annual listing of 10 companies that are at the forefront of providing  
Supply Chain solutions and transforming businesses*

# CoEnterprise

## A Singular System for Supply Chain Professionals

Supply chain operations are usually complex, involving multiple stakeholders. Any disruption in the supply chain adversely impacts all the parties involved and leads to delayed shipments and payments. That's why it is imperative for businesses to see what's happening in their supply chain in real time. Information about orders, shipments, receipts and invoices is usually scattered across multiple systems, which makes it extremely tough to get a single view of each order, and trends over time in fulfilling orders on-time in full. No wonder companies struggle to eliminate costly errors, fines, and chargebacks! The Covid-19 pandemic has demonstrated the need to consolidate scattered data in a single location, and make it accessible across departments--we have all seen the empty shelves which illustrate that businesses' traditional demand and replenishment models don't work in a world with partial and delayed order fulfillment.



Mark Bell

No matter how complex the situation on the ground is, companies like CoEnterprise always make a difference. The company helps businesses prevent costly fines and

chargebacks by providing real-time visibility into orders, shipments, receipts and invoices. CoEnterprise breaks down barriers across the supply chain through its Syncrofy for Supply Chain (SSC). "By conducting research, we have found that only 6 percent of professionals have full visibility and 17 percent have partial visibility into their supply chain. So, our mission is to help businesses make data-driven decisions and empower clients with advanced real-time analytics and insights. This enables them to identify problems before they occur," says Mark Bell, Vice President of Marketing, CoEnterprise. In addition, Syncrofy offers another module—Syncrofy for EDI & IT—that enables IT and EDI professionals to identify problems in the data which powers supply chains. EDI data flows between companies and systems, and Syncrofy enables companies to use it to their advantage. "Businesses can proactively monitor EDI transactions, exceptions, and chargebacks as well as better collaborate with business partners. Also, businesses do not need to replace their existing systems to leverage our solution," mentions Jennifer Tattenbaum, Vice President of Product, CoEnterprise. In a nutshell, Syncrofy is designed to promote collaboration between different disconnected divisions within a company, and between companies doing business with each other, by making shared data accessible to everyone.

What's more? Tracking the estimated delivery date on goods that have been affected due to pandemic, CoEnterprise helps its clients better understand the status of their order so that they could undertake appropriate action to increase their replenishment orders or choose an alternative supplier to address consumers' demand in case of delay. Syncrofy also allows businesses to collaborate with suppliers and customers by providing them real-time views into the orders, shipments, receipts, and invoices that make it easier to resolve problems.

Syncrofy is primarily based on electronic data interchange (EDI), a ubiquitous form of data that companies exchange with each other as part of their supply chain, orders, shipments, and invoicing. Converting the EDI document into a human-readable format, the software allows any user in an organization from the customer



trucks and loading goods into their warehouses so they could be shipped to stores. This backlog was in part because they were entering shipment data manually—every task was laborious and inefficient, AND resulted in a loss of information to boot! The client needed to gain proper insight into what was arriving in their suppliers' shipments to properly plan their own receiving. Adopting Syncrofy, the retailer tracked if their suppliers were sending the advance ship notice (ASN) on time with all the required data. In addition, CoEnterprise ensured that the suppliers' data was translated and appropriately transmitted to their warehouse management system to plan, analyze, and improve their receiving.

Such instances of client success always drive CoEnterprise to explore new avenues to help companies improve their supply chains. The company is now focusing on adding new features into Syncrofy to accept and ingest more forms of data other than EDI. This will offer organizations a complete view of the order irrespective of how the order is sent or received, and provide

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service department, finance, supply chain, IT, and even the C suite to quickly understand the data so important to a business's operations. By comparing order, shipment, receipt, and invoice, the software reconciles each line item so businesses can quickly identify if anything has been short shipped, improperly invoiced, or not received. For instance, the company helped a major retailer that was struggling at their warehouses in improving how they receive shipments. They had a backlog of more than three weeks in unloading

C-suite executives with a holistic view of their business. Additionally, CoEnterprise is continuously enhancing its reporting capabilities to report more robustly on quantity and pricing discrepancies and performance of products over time, including order or pricing trends by different suppliers at various locations. Through its award-winning enterprise software and services, the company is changing how organizations do business by supporting them to harness their data for faster and smart decision-making. **LT**