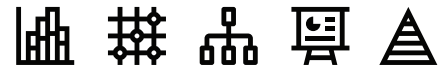# PRESCIENCE

Enhancing Distribution Network with Vida

It is rightly said that it takes an orchestra to play a symphony. Similarly, it takes a network of partners to ensure solutions and services are delivered to customers successfully. This network can be a collaboration of channel partners, franchisees, suppliers or even a collection of retail shops. Next-gen technologies, such as artificial intelligence and machine learning, empower organizations to achieve significant advantage over traditional approaches in the selection, evaluation and ongoing management of partners.

Currently, decision makers struggle with limited information while onboarding partners or setting up a new store. Regular performance evaluation of these partners is based on a narrow set of factors and very little is done in terms of understanding the various factors affecting their overall performance.

Optimizing the network in an organization comprises of setting up the right structure, measuring the right metrics and taking a data-driven approach to continuously evaluate the network. This involves finding answers to some key questions.

> Is our process unbiased and data-driven?

> Are we giving adequate support to our partners?

> Do we have the right capabilities to meet the demands in the different geographies?

> Have we chosen the right partners?

> Are we responding to changes in a timely manner?

> Are we using the right metrics to measure the effectiveness?

Vida, an advanced data analytics based solution by Prescience, leverages machine learning and artificial intelligence to understand the key factors that influence the performance of channel partners. The solution proactively identifies and ranks channel partners based on their performances and potential, allowing the client to intervene and take remedial actions quickly.

We begin by understanding the **business context and data** and move towards subsequent steps that involve identifying **gaps**, **customizing the solution** based on organization's specific **need and context**, prepare the draft **recommendations and review** with business, make changes to the solution, build **integration** components (data pipeline, APIs and custom dashboards) with business processes and IT systems and final **AI solution deployment** in the organization's IT environment .

PRESCIENCE

Vida helps you move from the traditional way of doing things to an AI and data-driven process that helps you analyze every piece of data and information that you and your partners generate across the retail value chain.

CONVENTIONAL PROCESS

Onboarding process is manual, static, based on "gut feel" and considers limited number of factors

Evaluates performance of channel partners on the growth and sales factors only

Lack of visibility on how to improve partners that are not performing well

Performance is measured for a static period (quarterly or monthly) that does not reflect the dynamic changes

AI-DRIVEN PROCESS

Holistic set of internal and external factors aligned to the changing strategy of the organization

Evaluation that also factors location, potential, aligning to organization strategy, etc.

Integration of data from systems and machine learning-based evaluation models

Continuous analysis, mirroring the dynamic nature of business

Vida works with organizations manufacturing B2B products and selling through a partner network such as electrical equipment, computing devices and software products. It is also beneficial to organizations that sell their products and services through franchisee networks such restaurants and retail stores.

Large retail chains that operate in a heterogenous market can use the solution to evaluate their store performance and even those relying on a network of partners to deliver their solutions and services can use *Vida* to analyze their network.

Overall Scores | **Parameter A** | **Parameter B**
Parameter C | **Parameter D** | **Parameter E**

Sales Minima | *Growth*
REWARD
Success Trajectory
ADVISE
RE-LOOK
PERFORM
Growth Minima
DEVELOP
Sales

About Prescience Decision Solutions

Prescience is a business focused analytics firm that empowers organizations to find meaningful insights in their data. Our Business-Backward Approach helps create tangible data-driven solutions that provide users with timely inputs for astute decision making. We do this by leveraging our expertise in machine learning and advanced data science technologies, deep domain knowledge and our customers' business knowledge.
Visit us at www.prescienceds.com or send us an email at info@prescienceds.com to get in touch with us. You can also follow us on LinkedIn.