

A photograph of several orange Amazon Kiva robots in a warehouse. The robots are positioned in a grid pattern, moving along aisles between blue metal shelving units. The shelves are filled with cardboard boxes. The robots have a square base with a circular top and a black front panel with a small light. The scene is brightly lit, and the robots appear to be in motion, as indicated by some motion blur and small white dots trailing behind them.

The Amazon Effect: Winning Strategies for Manufacturers and Distributors

Utilizing Real-Time Integrations

TOP 10 MOST VALUABLE Retail Brands IN 2024

BRAND VALUE = BRAND REVENUES × BRAND STRENGTH
(including royalties) (brand strength, brand equity, brand performance)



Source: Brand Finance

Amazon Seller Performance Metrics

1

Buy Box Percentage

2

Product Ranking

3

Unit Session Percentage

4

Pre-Fulfillment Cancellation Rate

5

Order Defect Rate

6

Late Shipment Rate

7

Buyer-Seller Contact Response Time (CRT)

8

Perfect Order Percentage

9

Inventory Performance Rate

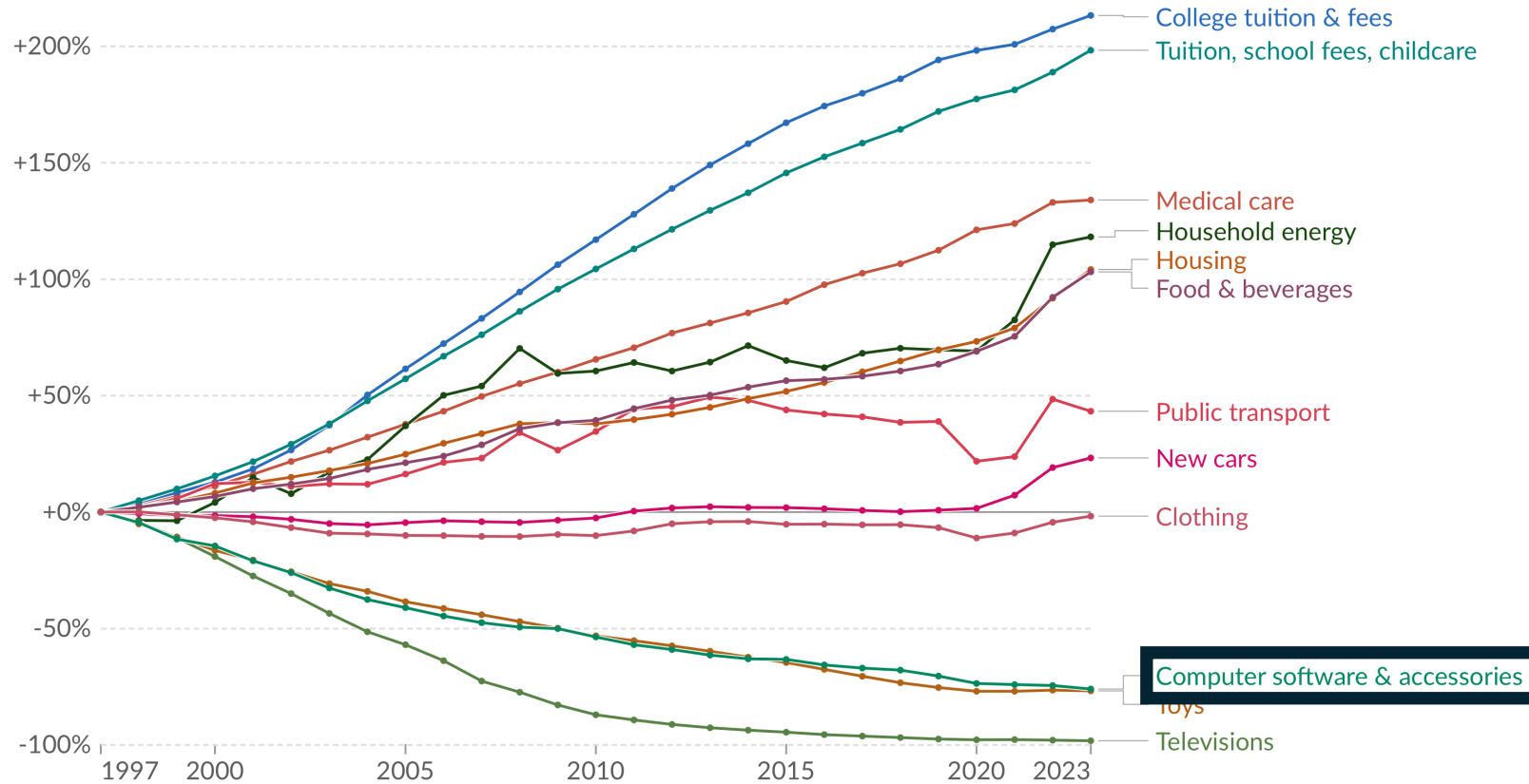
10

Account Health Index

Price changes in consumer goods and services in the United States



Price change in consumer goods and services in the United States, measured as the percentage change since 1997. Data is based on the consumer price index (CPI) for national average urban consumer prices.



Data source: U.S. Bureau of Labor Statistics (2024)

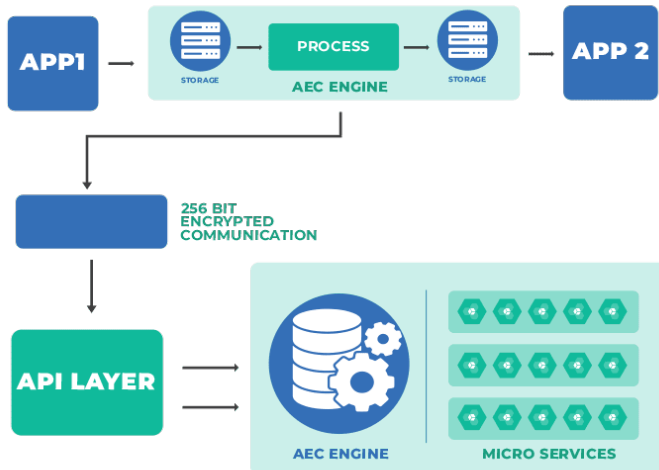
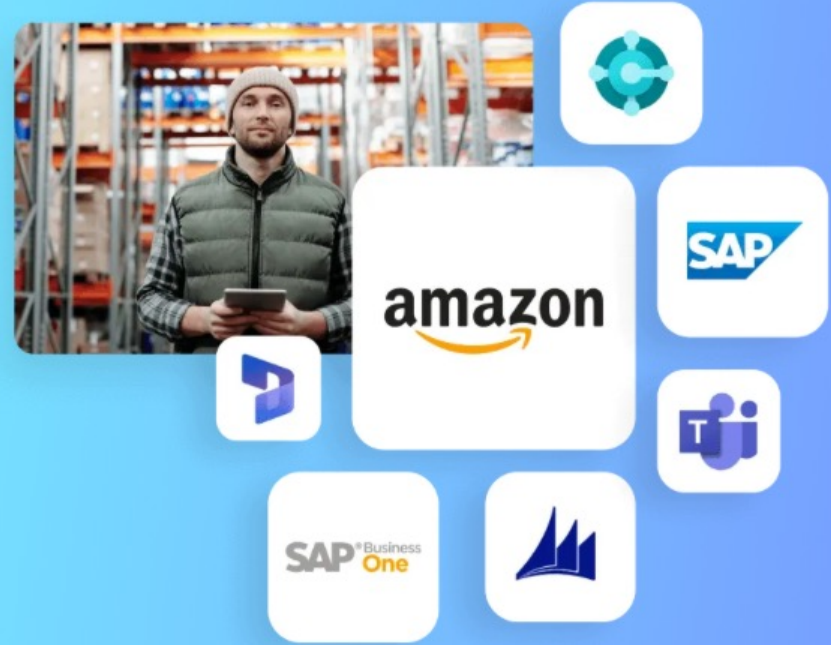
OurWorldinData.org/technological-change | CC BY

Note: Some services, such as medical care, are not adjusted for quality. When adjusted for quality, some treatments have decreased in price rather than increased.

Amazon Integration and Automation

Make Amazon Integrations easier with pre-configured and ready-to use Amazon connector templates. Streamline data across all sales channels and automate processes to eliminate silos, boost efficiency and save time!

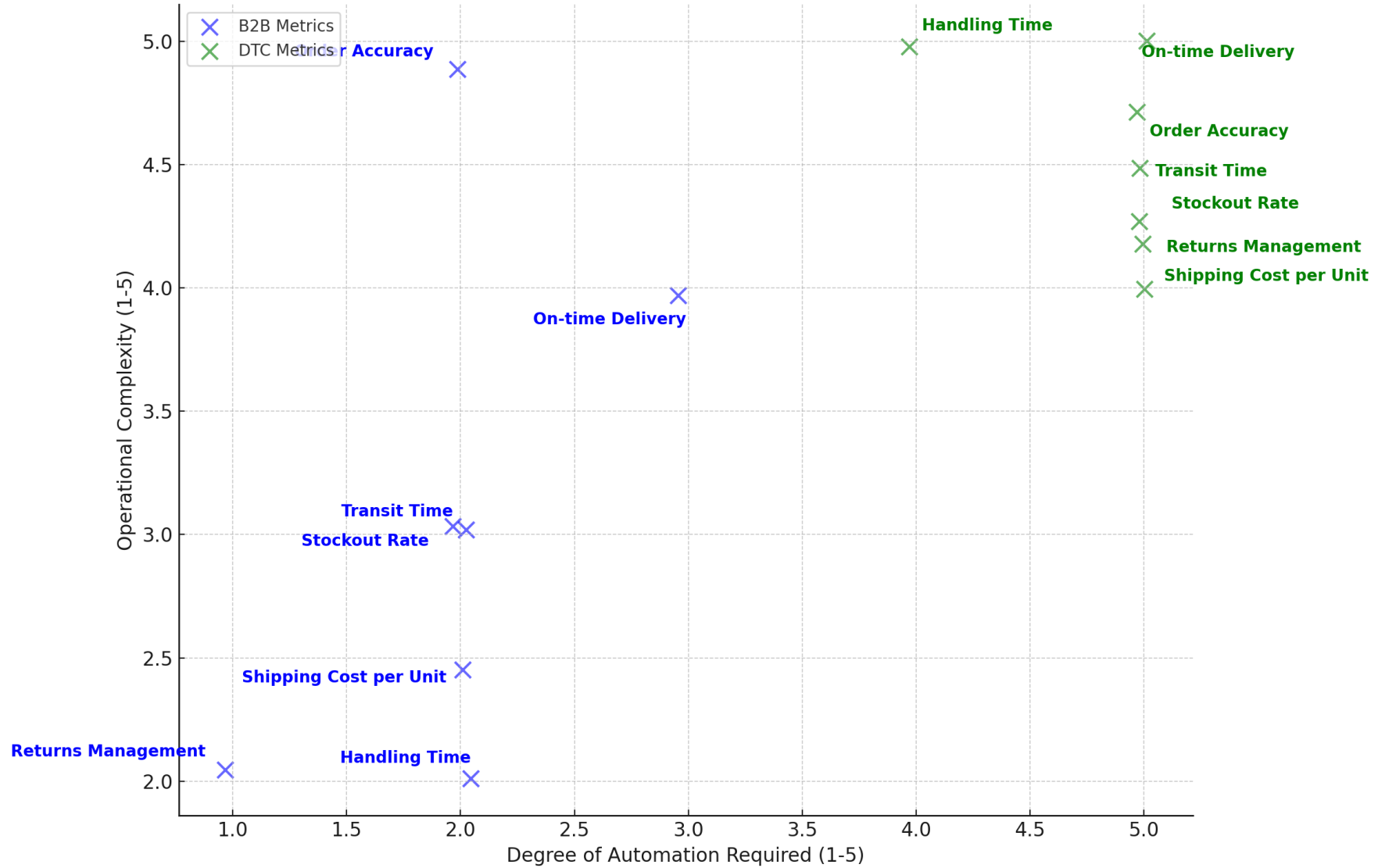
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SAP® Certified
SAP Business One Integration

SAP® Certified
Integration with SAP HANA®

Shift in Fulfillment Metrics: B2B vs. DTC



How did we leverage SAP B1 and its partners to win in a DTC World?

- **Order Accuracy:** Enabled multiple barcode scanning in **WiSys** and SAP to improve order accuracy to 98%.
- **Handling Time :** Partnered with **APPSeCONNECT** to reduce order import time to < 5 minutes.
- **Shipping Cost per unit:** Developed a Warehouse Allocation Order Management Service Integration in SAP based on Ship To State Rule For Amazon FBM Orders reducing our shipping cost per unit to less than 10% of the item price.
- **Stockout Rate:** By adopting the MRP system working with **ECS**, we saved 3 days per month, translating into a total of 864 hours annually – freeing up significant time for more strategic activities in the forecasting process.
- **Returns Management:** We have developed a consumer portal for RMA's, portal for temporary customer service staff both connected to our RMA add-on in SAP for a seamless returns experience for consumers.

How did we leverage SAP B1 and its partners to win in a DTC World?

- **Transit Time**: Partnered with **APPSeCONNECT** to be one of the first companies in the space to enable Amazon Multi Location Inventory (SSA), reducing our transit time to customers.
- **On Time Delivery**: We have built an integration logic to accommodate dynamic carrier assignment for deliveries based on the warehouse management in SAP.

Let's walk through an example of leveraging technologies in SAP B1 to win !

Amazon.com Merchant Fulfilled Metrics – Account #1 May 2024

Fulfillment Insights Dashboard

The metrics shown below apply to all Fulfilled by Merchant (FBM) orders.
Time window: 30 days | Promised delivery date: 4/15/2024 - 5/15/2024

Promise gap = Promised delivery time - Actual delivery time

Buyers received packages on average **2.0 days** before the promised delivery date. Unnecessarily long delivery dates can deter buyers from purchasing your product.

Promised delivery time:
5.5 days

Actual delivery time:
3.5 days

Tip: Closing the gap between promised delivery date and actual delivery date will result in more accurate delivery promises. This can lead to higher chances of your products being featured and a potential increase in sales conversions.

Handling time gap

You handed off packages to carriers on average **0.4 days** before your promised handling time.

Handling time (promise):
1.4 days

Handling time (actual):
1.0 day

Transit time gap

Your carriers delivered packages on average **0.3 days** before your promised transit time.

Transit time (promise):
2.8 days

Transit time (actual):
2.5 days

Promise extensions

Your delivery promises were extended by **1.3 days** on average to reduce late deliveries to buyers. This improved your on-time delivery rate by **13.4%**.

Promise extensions (promise):
1.3 days

On-time delivery without promise extensions:
85.7%

[Download report](#)

On-time delivery with promise extensions:
99.1%

Let's walk through an example of leveraging technologies in SAP B1 to win !

Amazon.com Merchant Fulfilled Metrics – Account #1 June 2024

Fulfillment Insights Dashboard

The metrics shown below apply to all Fulfilled by Merchant (FBM) orders.
Time window: 30 days | Promised delivery date: 5/3/2024 - 6/2/2024

Promise gap = Promised delivery time - Actual delivery time

Buyers received packages on average **1.7 days** before the promised delivery date. Unnecessarily long delivery dates can deter buyers from purchasing your product.

Promised delivery time:
5.3 days

Actual delivery time:
3.6 days

Tip: Closing the gap between promised delivery date and actual delivery date will result in more accurate delivery promises. This can lead to higher chances of your products being featured and a potential increase in sales conversions.

Handling time gap

You handed off packages to carriers on average **0.3 days** before your promised handling time.

Handling time (promise):
1.5 days

Handling time (actual):
1.2 days

Transit time gap

Your carriers delivered packages on average **0.2 days** before your promised transit time.

Transit time (promise):
2.6 days

Transit time (actual):
2.4 days

Promise extensions

Your delivery promises were extended by **1.2 days** on average to reduce late deliveries to buyers. This improved your on-time delivery rate by **8.5%**.

Promise extensions (promise):
1.2 days

On-time delivery without promise extensions:
90.3%

[Download report](#)

On-time delivery with promise extensions:
98.8%

Let's walk through an example of leveraging technologies in SAP B1 to win !

Amazon.com Merchant Fulfilled Metrics – Account#2 May 2024

Fulfillment Insights Dashboard

The metrics shown below apply to all Fulfilled by Merchant (FBM) orders.
Time window: 30 days | Promised delivery date: 4/15/2024 - 5/15/2024

Promise gap = Promised delivery time - Actual delivery time

Buyers received packages on average **2.0 days** before the promised delivery date. Unnecessarily long delivery dates can deter buyers from purchasing your product.

Promised delivery time:
6.3 days

Actual delivery time:
4.3 days

Tip: Closing the gap between promised delivery date and actual delivery date will result in more accurate delivery promises. This can lead to higher chances of your products being featured and a potential increase in sales conversions.

Handling time gap

You handed off packages to carriers on average **0.4 days** before your promised handling time.

Handling time (promise):
1.7 days

Handling time (actual):
1.3 days

Transit time gap

Your carriers delivered packages on average **0.2 days** after your promised transit time.

Transit time (promise):
2.8 days

Transit time (actual):
3.0 days

Promise extensions

Your delivery promises were extended by **1.8 days** on average to reduce late deliveries to buyers. This improved your on-time delivery rate by **16.3%**.

Promise extensions (promise):
1.8 days

On-time delivery without promise extensions:
52.5%

[Download report](#)

On-time delivery with promise extensions:
68.8%

Let's walk through an example of leveraging technologies in SAP B1 to win !

Amazon.com Merchant Fulfilled Metrics – Account#2 June 2024

Fulfillment Insights Dashboard

The metrics shown below apply to all Fulfilled by Merchant (FBM) orders.
Time window: 30 days | Promised delivery date: 5/3/2024 - 6/2/2024

Promise gap = Promised delivery time - Actual delivery time

Buyers received packages on average **2.8 days** before the promised delivery date. Unnecessarily long delivery dates can deter buyers from purchasing your product.

Promised delivery time:
6.6 days

Actual delivery time:
3.8 days

Tip: Closing the gap between promised delivery date and actual delivery date will result in more accurate delivery promises. This can lead to higher chances of your products being featured and a potential increase in sales conversions.

Handling time gap

You handed off packages to carriers on average **0.5 days** before your promised handling time.

Handling time (promise):
1.5 days

Handling time (actual):
1.0 day

Transit time gap

Your carriers delivered packages on average **0.1 days** before your promised transit time.

Transit time (promise):
2.9 days

Transit time (actual):
2.8 days

Promise extensions

Your delivery promises were extended by **2.2 days** on average to reduce late deliveries to buyers. This improved your on-time delivery rate by **18.6%**.

Promise extensions (promise):
2.2 days

On-time delivery without promise extensions:
74.0%

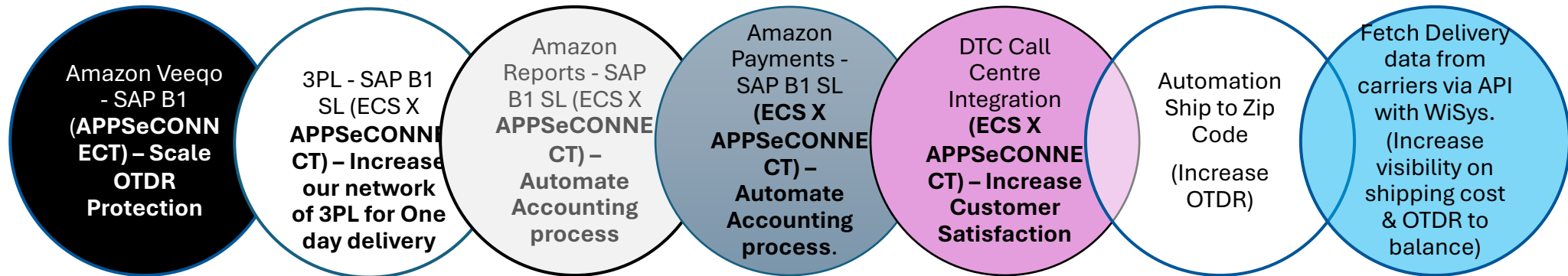
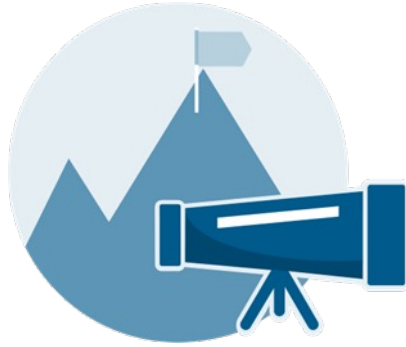
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On-time delivery with promise extensions:
92.6%

Key Takeaways

- ❖ Enabling **dynamic mapping** ensured orders are shipped from the best possible carrier that will ensure on-time delivery, this increased customer satisfaction and profitability.
- ❖ **The Auto Email Notification for the Verge of Late Shipments Report** from SAP Business One (SAP B1) was configured to automate the process of monitoring and notifying relevant logistic stakeholders about shipments that are approaching their scheduled delivery deadlines. The purpose was to ensure timely actions are taken to avoid delays and improve customer satisfaction.
- ❖ **Muli Location Inventory** allows WaterTech Corp to automate the inventory synchronization to Amazon Seller Central for FBM Items. The items can then be shipped from various locations based on automated Amazon Shipping Templates. This in turn is contributing to decreasing the Amazon promise time for both HS123 an WT Amazon Stores..

How do we leverage SAP B1 to keep winning ?



Thank You ! Any Questions ?



Presentation