| **Persona** | **Top 3 Pain Points** | **What They Actually Experience** | **Business Damage** | **3 Tactical BIS Benefits** |
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| **CIO** | 1. Can’t meet Walmart/SAP integration compliance2. 5+ tools (EDI, MFT, API, portals) = chaos3. No real-time inventory-to-PO visibility | - Weekly retailer chargebacks- Fragmented view across SAP, Shopify, and 3PLs- Can't answer: “Where is this SKU?” in less than 2 hours | - 4–7% revenue loss from penalties- Delayed channel launches- High IT OPEX from redundant tools | 1. Retailer + D2C integration in one platform2. Live dashboard for SKU/PO/ASN/inventory flow3. Hybrid cloud option supports SAP and store syncs |
| **IT Director / Head of IT** | 1. New retailer onboarding takes 6–8 weeks2. No reuse across trading partners3. Each ASN/810 spec requires custom work | - Mapping 850s/856s per retailer from scratch- Team burns 20–30 hours weekly fixing formats- SLA breaches due to slow onboarding | - Missed retail launch windows- Engineering team stretched thin- Dev backlog delays ops | 1. 20K+ prebuilt mappings (Walmart, Target, Amazon)2. CMA self-serve onboarding reduces timeline by 70%3. Canonical CXML engine = reusable logic |
| **EDI Manager** | 1. Frequent 856/810 rejections from retailers2. Mapping updates break on spec changes3. No alerts when files fail | - Gets notified *after* Walmart charges back- 856 sent without GTIN or correct SSCC- Fixes sent manually via FTP at night | - $10K+ monthly in chargebacks- Disrupted fulfillment- Strained partner relationships | 1. Automated alerts when ASN/INV fail before submission2. Prebuilt VICS-compliant templates3. Central message tracking by PO/ship-to |
| **Customer Service Manager** | 1. Retailers call asking “Did you ship?”2. Orders/shipments updated 24–48h later3. No live access to PO/ASN data | - CSRs ping IT for status- ERP updates late — support can’t confirm shipment- Buyer satisfaction dropping | - Late delivery confirmations- Longer resolution times (2–3 days)- Low buyer confidence | 1. Portal access to live PO, ASN, and tracking data2. Excel-integrated view of SAP/3PL sync3. Reduces CS/IT back-and-forth by 80% |
| **Supply Chain Manager** | 1. No visibility from PO → ASN → delivery2. Retailers short-ship or delay without alert3. No proactive view of shelf risk | - SKU hits safety stock w/o notice- Can’t match PO# with shipment confirmation- Overorders to hedge blind spots | - Shelf stockouts- Excess warehouse stock- Failed promotional fulfillment | 1. Real-time PO/ASN matching per retailer/DC2. Alerts on expected/actual discrepancies3. Visibility into POS + inventory for demand sync |
| **Logistics Manager** | 1. Retailer dock windows missed2. ASN sent late or missing SSCC/case info3. No 3PL-to-WMS live feed | - Walmart rejects at dock = full return- Shipment arrives, ASN follows hours later- 3PL status sent via email | - Chargebacks ($250–$500/dock miss)- Invoicing delays- Lost efficiency in WMS handoffs | 1. ASN 856 mapped to retailer rules (e.g. UCC-128, pack level)2. Real-time shipment sync to ERP, 3PL, retailer3. Prebuilt connections to top 3PL EDI systems |
| **CISO** | 1. Data flows (D2C, retail, 3PL) lack encryption2. Can't trace order file history3. External partners using non-compliant tools | - Retail audit asks “who saw this 850?” = no answer- Partner uses Dropbox for EDI files- No central control over data flows | - Regulatory exposure (GDPR, SOX)- Brand trust erosion- Failed vendor security assessments | 1. Encrypted file transfers via built-in MFT2. End-to-end traceability per order/file/partner3. Central policy control across B2B, D2C, logistics |
| **ICT Manager** | 1. Systems (ERP, 3PL, eCom) don’t sync2. Internal tickets spike for “data mismatch”3. Local teams use Excel/email as workaround | - Same SKU shows different quantity in WMS and ERP- Reports built manually from 4 systems- Business units run shadow scripts | - Bad decisions from bad data- Time wasted in non-value tasks- Low internal SLA satisfaction | 1. Connects ERP + WMS + store + 3PL in one data flow2. Standardizes order/inventory sync in real-time3. Reduces internal tickets by 50–70% |
| **Application Manager** | 1. Integrating SAP with Shopify/Amazon takes weeks2. SKU updates break mid-launch3. ERP/WMS versions break custom code | - Product goes live with missing variant in store- SKU data lag causes overselling- Dev team firefights upgrade bugs | - Poor launch execution- Lost eCom sales- Delay in omnichannel releases | 1. Prebuilt flows for Amazon, Shopify, SAP, Magento2. SKU sync automated from PIM to storefront3. Upgrade-proof architecture for stable ops |
| **E-commerce Manager** | 1. ERP shows “in stock” — store says “OOS”2. Can’t push products to new marketplaces fast3. No visibility from order to fulfillment | - Amazon delists for low stock accuracy- It takes 3–4 weeks to onboard Zalando/Fnac- No clean view of order status | - Cart drop-off- Poor D2C experience- Slower revenue ramp | 1. Real-time stock/order sync with ERP/WMS2. Onboard eCom partners in days using BIS flows3. Central tracking from cart → delivery → return |