

Meeting April 17

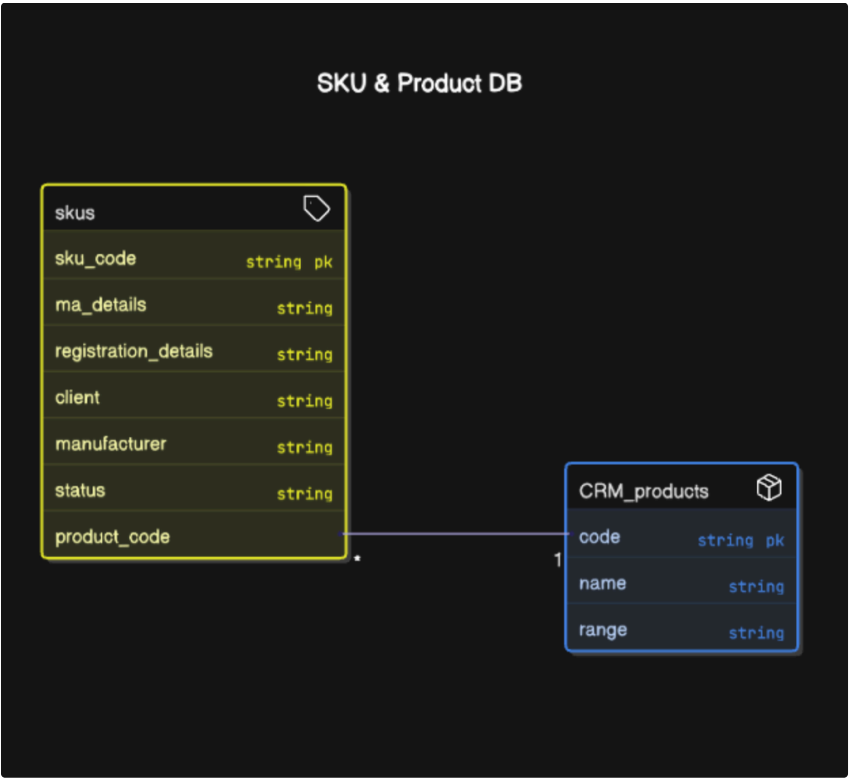
Product DB and Distributor Data Quality

1. New SKU Module and Relationship with Product Module [🔗](#)

We have implemented a **modular CRM structure** to better manage your product portfolio and align it with distributor sales data. The two core modules are:

- **SKU Module:** Each record represents a SKU from your portfolio. These are imported directly from the Sharepoint
- **Product Module:** Represents the internal name of products (e.g., "LACTEOL 340").

Relationship: Each SKU is linked to a single Product via a lookup. This allows us to group technical SKUs under the same commercial product, while reporting and sales integration occur at the Product level.



2. CRM Update Process Based on Portfolio Imports [🔗](#)

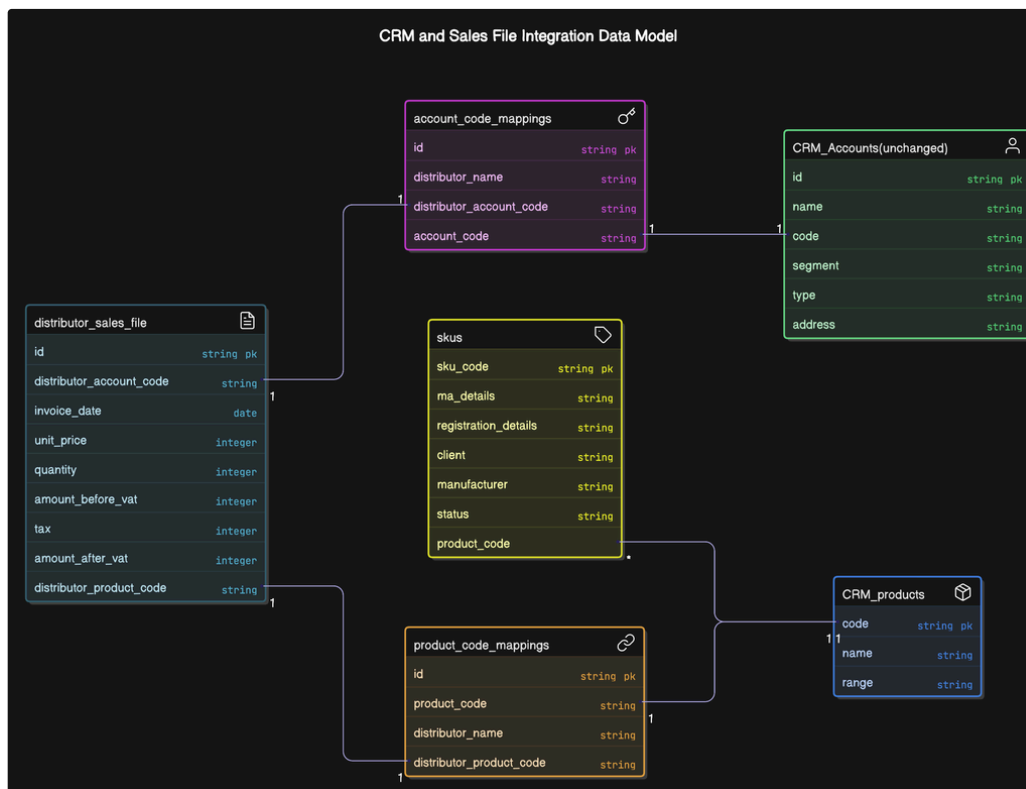
Every time the product portfolio is updated:

- The new Excel file is imported manually into the **SKU module** using the `SKU Code` as the unique identifier.
- Existing SKUs are updated, and new ones are inserted.
- Each SKU is automatically linked to its corresponding Product (based on internal product name).

Future Improvements:

- Run an automation that scans SKUs for any "Stop" values in key fields (like "Distributor") and deactivates the related Product if necessary.
- Implement an **automatic sync** between Tedis SharePoint (where the portfolio is maintained) and the CRM.

3. Invoice Ingestion flow [🔗](#)



4. Mandatory Fields in the Distributor Sales File [🔗](#)

To ensure sales data can be processed and invoices created correctly, each distributor file must include:

- **Distributor Account Code:** Unique code for each customer
- **Distributor Product Code:** Unique distributor product code
- **Quantity**
- **Unit Price**
- **Amount (-VAT)**
- **Amount (+VAT)**
- **Tax**
- **Discount**
- **Invoice Date**
- **Unique Invoice Number**

Optional but Recommended:

- Product Name (for human validation only)

4. Incentives to Promote High-Quality Sales Data from Distributors [🔗](#)

We recommend offering structured incentives to distributors who consistently provide clean, reliable sales files. This will greatly reduce time-consuming manual validations by your team.

Key Data Quality Expectations: [🔗](#)

- **Constant column headers**
- **Use of constant Account Codes** (same format, no variations like typos or case differences)
- **Stable Product Codes** (no renaming or reusing of codes across time)
- **All mandatory fields mentioned above filled**

This structure encourages distributors to treat the file as a formal data asset, reducing effort on your team and increasing traceability.