Alloy

eero increases sales and service levels with demand-driven platform from Alloy

An **amazon** company

Highlights

- Home WiFi solution eero was using a general-purpose BI tool that required significant investment from their team to maintain and was only updated weekly
- With Alloy, eero has increased sales by reducing out-of-stocks in retail stores
- Alloy takes the burden of gathering and analyzing data off eero's Sales Operations team, and lets them instead focus on making timely, data-driven decisions
- Since implementing Alloy, eero has increased their fill rate at their top retailer to 97% or higher, and strengthened relationships with all their buyers

> "*To succeed today*,
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> *businesses need to be able to make data-informed decisions at every level—that's exactly what Alloy allows eero to do.*
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> *Alloy allows us to proactively manage our supply chain, increase sales by reducing low-inventory retail locations, and build more rapport with our retail partners. The support is also world-class."*
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> **—Mark Sieglock**
> **Head of Business Operations**

About eero

eero is the world's best-reviewed whole home WiFi System. The inventive company makes discreet, elegantly-designed devices that replace your wireless router and any range extenders. Its products are sold in more than a dozen retailers, including Best Buy, Walmart, and Amazon, as well as directly on its own website. Founded in 2014, eero was acquired by Amazon in 2019.

Opportunity

As eero became more popular, the company lacked the timely data it needed for insight into how their products were selling across all retail stores, online retailers, and its e-commerce site. Mark Sieglock, Head of Business Operations, knew driving growth meant giving his team more than a generic BI solution.

The existing system was only updated on a weekly basis with sell-through data from Electronic Data Interchange (EDI), making it difficult to drive conversations with buyers. It also did not integrate information like forecasts and promotions to provide a complete picture of demand. Finally, the current process was too time-consuming. Data needed to be cleaned manually, and sales pipelines had to be maintained separately.

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Solution

To upgrade to a demand-driven platform, eero reached out to Alloy. In just two weeks, Alloy was fully integrated with eero's systems. The platform automatically collects, cleans, harmonizes, and analyzes sell-through and inventory data from each point of the supply chain—from distribution centers and 3PLs to retail stores and ecommerce sites.

Mark and his Operations team use Alloy to efficiently manage their business and enable the team to:

- Move data cleansing and aggregation tasks to Alloy, decreasing the overhead for eero's business analytics team
- Look across sell-in, sell-through, forecast, and channel inventory data for every retailer eero works with to understand trends and demand drivers
- Monitor store-level product availability and prevent lost sales with predictive low-stock alerts based on inventory levels
- Equip sales with Alloy's mobile-friendly interface and dashboard that's easy to use on the go and with buyers

Results

Increased fill rates, higher sales. eero has used the demand signals and supply chain visibility provided by Alloy to get the right products to the right locations for maximum profit. They have increased sales by reducing their number of low-inventory retail locations, including increasing their fill rate with one large retailer to 97% since working with Alloy.

Stronger retailer influence. Relationships are a core component of retail success, but informational asymmetry can sometimes make it more difficult for partners to align. With Alloy, eero has been able to build a stronger rapport with their retail partners by using granular, timely data to evaluate forecasts and make order adjustments together when needed. Retailers take eero's recommendations seriously and act on them because they are strategic and well-supported by the data in Alloy.

Reduced recurring issues. Because the various retailers eero works with each optimize their purchasing process for different metrics, it was very difficult for eero to understand what was really happening in their supply chain. The data within Alloy allows eero to conduct more efficient root cause analysis when breakdowns occur, so they can prevent similar issues from recurring.

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