

# Global Consumer Electronic Supplier Modernizes Commerce Data With Amazon

✓ API Integration    ✓ Data Validation



# The Algo Journey

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In an effort to reduce costs and improve the reliability of data transmission, Amazon has been investing in web APIs for sending data to its vendors. Their selling partner API (SP-API) has recently been introduced as a replacement for their legacy electronic data interchange (EDI) feeds. EDI has a higher total cost of ownership and places the responsibility of initiating and managing data transfers on Amazon. Vendors also stand to benefit from the transition to SP-API. They can request vendor data on demand, opening up the possibility of real-time visibility. They also have access to a wider array of business metrics, including forecast and market basket information.

However, Amazon has begun to retire EDI feeds for vendors. Faced with relatively tight timelines, not every vendor has the technical expertise to switch to SP-API before their EDI feed is shut down. One major Amazon vendor of computing hardware and consumer electronics approached Algo with this challenge. They needed to replace their Amazon EDI feed with an SP-API implementation that spanned their global operations. To minimize manual effort and ensure data accuracy, they required the incoming SP-API data to be integrated with their internal business systems.

## Ensuring Business Continuity

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Algo's primary goal was to prevent any gaps in their client's vendor data. The new SP-API data feed had to be implemented within 6 weeks, before the legacy EDI feed was taken offline.

Collaboration between Algo's data engineers and functional experts resulted in the rapid implementation of SP-API for all required data types and global business regions. All data was mapped to the client's internal data schemas. Then, the client's digital system of record was configured to send SP-API requests whenever required and integrate the received data in the correct formats. The project was completed for all regions in just 5 weeks.

## Verifying Accuracy and Completeness

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Instead of merely configuring and integrating the required SP-API feeds, Algo ensured that there were no gaps or inaccuracies in the data received via SP-API. Data from the new SP-API feeds were compared with corresponding data from the older EDI feed. During this data validation process, Algo discovered large amounts of sales data that had gone unreported thus far. These gaps were resolved in the new SP-API data feeds, and resulted in the recovery of a significant volume of lost sales.

## Enabling Future Digital Transformation

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Replacing EDI with SP-API represents more than the prevention of B2B data disruption. Instead, it is a foundational step in the client's digital transformation journey. Since SP-API requests are initiated by the client instead of by Amazon, they can ask for specific data whenever they need to. They no longer need to rely on Amazon's scheduled batches of data, which were typically one or more days old by the time they were sent.

These live SP-API feeds can support near-real-time visibility in the form of "control tower" dashboards and reports for Amazon vendor data. This will in turn result in increased business agility and a reduction in lost sales.

## Business Outcomes

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- ✓ Accelerated implementation and data integration in 5 weeks
- ✓ Prevention of disruption to vendor data received from Amazon
- ✓ Near-real-time visibility into Amazon sales and inventory information
- ✓ Increase in reliability and accuracy of Amazon data feeds
- ✓ Discovery and recovery of multi-million dollars in missing sales
- ✓ Strong foundation for future digital transformation initiatives