

Four supplier exceptions your data feed will never carry

Retailer–CPG–distributor coordination. Connecting an agent to a shared planning platform solves the data half. The judgment half still moves between the buyer, the planner and the supplier rep: by phone, in review meetings, in memory.

Before an agent touches a supplier-facing decision, get these four out of people's heads and onto a page.

1

Whose lead time is optimistic, and in which weeks.

The system holds one lead time per supplier. The buyer knows which ones slip before a holiday, and by how much.

2

Which allocation rule gets overridden for a promotion.

The rule is in the platform. The category manager's standing exception to it is not.

3

Which substitutions the shopper accepts, and which the buyer does.

Two different lists. An agent working from the product hierarchy alone will get the shopper's wrong.

4

Which deal terms change the answer.

A rebate threshold or a slotting commitment can make the "wrong" order the right one. Nobody has told the model.

THE PRACTICE

A 30-minute exception review (buyer, planner, supplier rep) before the agent goes live on that category. Shared data is the easy half of coordination. Shared judgment is the work.