# Empowering Brands with a Digital Commerce Control Platform

How Milestone transformed manual processes into a digital solution, helping brands monitor marketplaces, tackle unauthorized sellers, optimize revenue, and enhance compliance for sustainable growth

The Background

The client, a subsidiary of a law firm based in Columbus, Ohio, offers a comprehensive digital commerce control platform designed for brand owners. The platform provides insights, protection, authorization, and growth acceleration to optimize merchant presence.

Leveraging expertise in e-commerce, marketing analytics, and data science, the client delivers an end-to-end solution that empowers brands to manage their online channels effectively and chart a path towards accelerated growth.
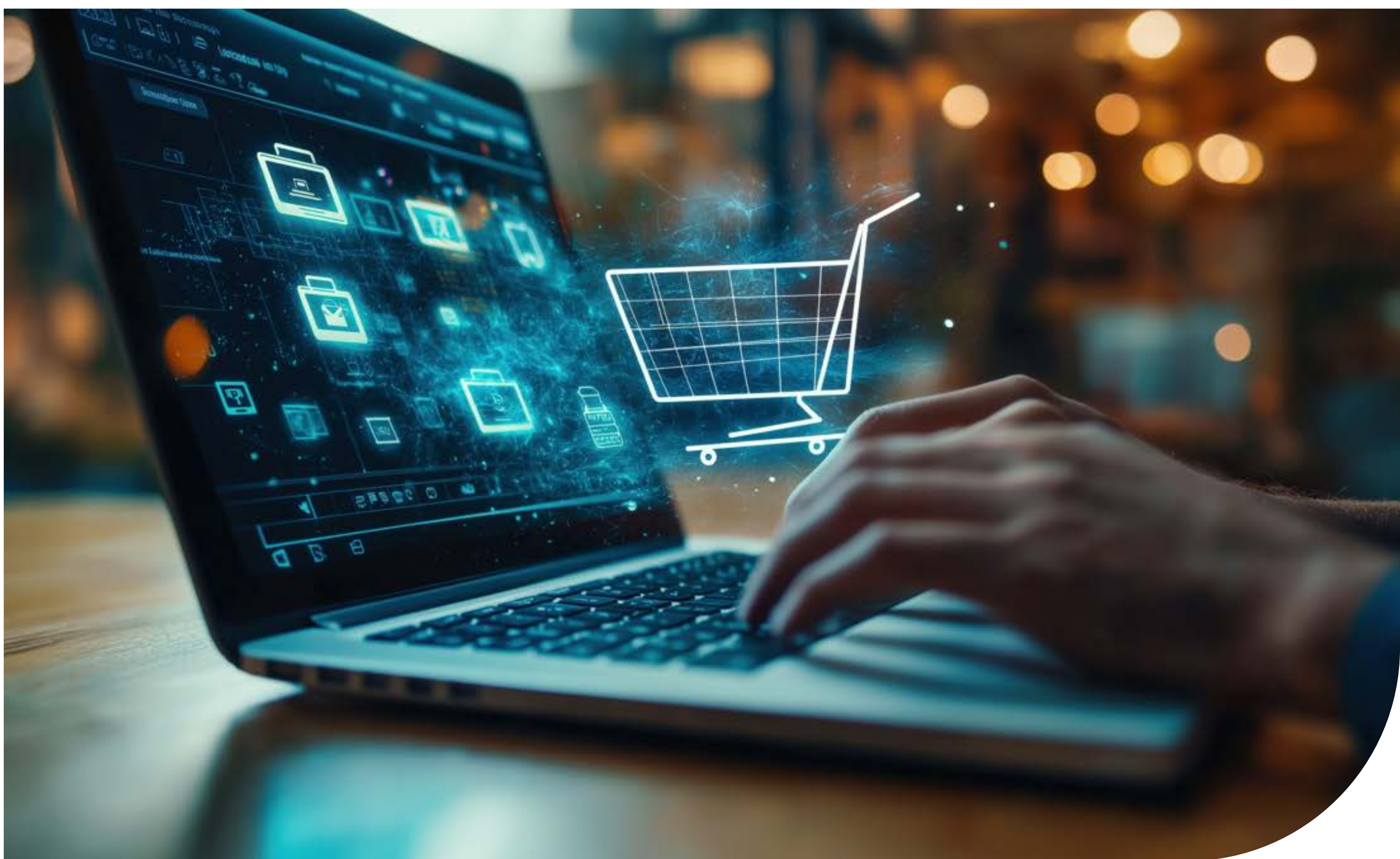
The Business Problem

The client's end customers were facing significant challenges in identifying unauthorized sellers who violated pricing policies, particularly those related to Minimum Advertised Price (MAP) programs. These violations damaged the brand's image, disrupted pricing strategies, and impacted overall profitability.

The client's existing manual approach to addressing these unauthorized sellers was inefficient and time-consuming, resulting in delays in resolving issues and protecting the brand's reputation. The situation highlighted the need for a more streamlined and efficient solution to safeguard the brand's value and integrity.

The Objective

The objective was to build a digital commerce control platform that offers a complete suite of data, insights, workflows, and measurement tools within a single ecosystem. The platform aimed to provide actionable insights, monitor marketplace activity, and integrate multiple data sources into Salesforce for enhanced efficiency.

The following key tasks were identified to achieve these goals:

- **Create Performance Dashboards:** To develop dashboards to highlight KPIs for brand clients, visualizing sales numbers, volume, and product performance across regions with charts and graphs.

- **Provide Actionable Insights:** To help brand clients track product success and identify areas for improvement.

- **Monitor and Address Violations:** Enabled brand users to view product and seller performance across marketplaces, identify MAP violators, and initiate legal actions against unauthorized sellers.

- **Integrate Marketplaces with Salesforce:** Centralized data from multiple marketplaces into a single platform, streamlining workflows and improving customer management within Salesforce.

- **Implement Secure Access Controls:** Ensured sensitive data was protected with robust security measures and restricted access, providing appropriate access levels based on user roles.

The Milestone Solution

Milestone successfully developed a user-friendly visualization solution to present both authorized and unauthorized revenue streams for individual brands. The solution involved collecting data from major online marketplaces like Amazon, eBay, and Walmart, organizing and analyzing it, and displaying it within dashboards for easy interpretation.

The solution featured an insights dashboard that provided crucial information such KPIs and violation metrics within specified date ranges. A dedicated MAP (Minimum Advertised Price) Dashboard was designed to track seller storefronts engaged in MAP violations. The platform allowed users to register enforcement cases against unauthorized sellers and automate email notifications, ensuring timely action and ongoing monitoring through Salesforce Native Case Management.

Additionally, the solution enhanced the customer brand community by offering valuable marketing insights, optimizing revenue management, and strengthening enforcement capabilities. Manual processes were digitized, improving CRM and streamlining brand interactions with resellers through Salesforce. Milestone leveraged data crawling services to extract performance data from marketplaces, process it using Azure Synapse, and integrate it with MuleSoft to visualize insights on Tableau dashboards. MuleSoft also facilitated data exchange with external vendors like xByte regarding marketplace products.

The solution empowered brand users to initiate enforcement and MAP violation cases directly from the dashboards. Brand Enablement Metrics were also designed, allowing users to monitor seller performance across regions, including the U.S., Canada, and the U.K.

The following elements summarized the solution:

- Collected, analyzed, and visualized data from Amazon, eBay, Walmart, and other marketplaces.
- Designed insights and MAP dashboards to present KPIs, violation metrics, and seller performance.
- Enabled enforcement actions with automated notifications and Salesforce Native Case Management.
- Improved brand community experience through marketing insights and revenue optimization.
- Digitized manual processes, enhancing CRM and streamlining reseller interactions via Salesforce.
- Leveraged Azure Synapse and MuleSoft for data processing and integration with Tableau dashboards.
- Facilitated external data sharing with vendors like xByte through MuleSoft.
- Provided Brand Enablement Metrics to monitor seller performance across U.S., Canada, and U.K. regions.

The Result

The solution successfully optimized business sales channels, enabling a key customer to experience a jump in authorized revenue from 70% to 84% between May 2023 and August 2023.

Brand performance was enhanced through effective KPI monitoring, which improved revenue management and controlled leakage. These improvements also bolstered compliance and brand reputation, resulting in significant cost savings and better ROI.

The following key outcomes summarize the results:

- Authorized revenue increased from 70% to 84% within three months.
- Brand performance improved through KPI monitoring.
- Revenue management became more effective, reducing leakage.
- Compliance efforts strengthened brand reputation.
- Cost savings contributed to improved ROI.

Key Learning

The project highlighted the importance of tracking brand performance across different marketplaces, each with unique data structures. A deep understanding of data extraction and analysis was critical for success. Automated systems, alongside manual interventions like manager approvals, served as essential safeguards to ensure accuracy and legal compliance. Before actions such as notifying sellers or initiating legal proceedings, approvals were necessary to protect the interests of all stakeholders.

The integration of multiple vendor teams posed another challenge, as the Data team managed large datasets (OLAP) while the Salesforce team focused on transactional data (OLTP). Aligning these disparate systems required careful consideration of architecture, schema design, and object models to avoid performance issues and ensure accurate data management.

The balance between data scraping, warehousing, and CRM tools also proved critical. While data scraping tracked violations and trends, the CRM system focused on managing brand-seller relationships. Defining boundaries between these tools was key to smooth integration, ensuring both systems complemented each other without overlap.
An iterative approach to development played a vital role, with continuous feedback collected from customers, stakeholders, and team members to drive product improvements.

The following key elements summarize the project's key learning:

- **Tracking Brand Performance:** Mastering data extraction and analysis across marketplaces with varied structures enhanced the ability to assess performance accurately.
- **Safeguarding Accuracy and Compliance:** Combining automated systems with manual approvals ensured compliance, minimized errors, and protected stakeholders.
- **Vendor Integration:** Aligning OLTP (transactional) and OLAP (analytical) systems prevented performance issues and improved data accuracy.
- **Balancing Systems:** Defining the roles of data scraping tools and CRM systems avoided overlap and maximized the value of both datasets.
- **Iterative Development:** Continuously gathering feedback from customers, stakeholders, and team members drove ongoing product improvements.

Why Milestone

Milestone was selected for its ability to design and implement a comprehensive solution that addressed the client's key challenge of identifying unauthorized sellers violating MAP policies. Through its expertise in data analytics, e-commerce operations, and Salesforce integration, Milestone developed a platform that empowered brand owners to monitor seller performance, detect violations, and initiate enforcement actions efficiently.

By transforming manual processes into a cohesive digital ecosystem, Milestone enhanced CRM capabilities and integrated multiple data sources, providing real-time insights, automated alerts, and seamless collaboration. This approach not only ensured compliance and brand protection but also optimized revenue channels, increased operational efficiency, and improved ROI through better control of the client's e-commerce presence.

About Milestone

Milestone Technologies is a leading global IT services and digital solutions provider that collaborates with organizations worldwide to revolutionize their technology infrastructure and digital capabilities.

With a strong commitment to innovation and customer satisfaction, we empower businesses to accelerate their digital transformation journey and unlock new opportunities for growth and success.

By leveraging our extensive expertise in cutting-edge technologies, we provide companies with the agility and scalability needed to stay ahead in today's rapidly evolving digital landscape.

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