StayinFront API Hub

StayinFront API (Application Programming Interface) Hub is a two-way integration platform that provides a set of commonly used endpoints to extract and insert data into the StayinFront platform. The StayinFront platform facilitates the transfer of data in a secure and safe approach.

This solution includes full logging, management and control of all API connections, ensuring that interfaces are reliable.

StayinFront API Hub has a published set of documentation so it is easy to connect to and use. APIs can be triggered from events in the system - for instance, when data arrives from the mobile to the cloud, an API call can be triggered by that event to send a copy of that data to an external endpoint.

StayinFront API Hub allows connectivity to enterprise systems, DMS, SAP and 3rd party data providers (e.g. Nielsen). Newly synched-up data can be sent to external APIs via workflow-triggered actions.

Benefits of StayinFront API Hub

- Improved sales rep efficiency and save time
- Transform near real-time data into real-time actions.
- Control over pricing and promotions
- Leverage custom and standard workflows
- Near real time visibility into distributor operations
- Standardized global KPIs and actionable insights
- Solution caters for exclusive and non exclusive distributors, and all routes to market
- Be able to leverage existing applications
StayinFront API Hub Use Case

- Examples of the use of API Hub include the standard integration that TradeEdge DMS and StayinFront TouchCG have created to allow off-the-shelf integration of our two leading solutions.

- In this use case, Field sales associates use iOS tablets, working offline and regularly sync order after every completed visit with selective synchronisation functionality enabled.

- StayinFront TouchCG is used to capture orders, collection, inventory status, track asset and service status, general in-store tasks/audits and surveys.

- Non-exclusive distributors can enter order directly into TradeEdge DMS or upload daily sales transactions to MarketConnect.

- The integrated complex discount rules between TradeEdge DMS and StayinFront TouchCG, provide consistent and effective promotions activation.

- The comprehensive suggested order covering Modern Trade and Traditional Trade enable for both TradeEdge DMS and StayinFront TouchCG.

- Category portfolio mix management is built into every sales call, differentiating Regular Lines and Recommended Lines ordering, taking into consideration the inventory status/target, focus products, promotions and retail environment.

- Effective end-to-end van sales operations management enables an automated start-end of day inventory reconciliation and inventory check/alerts at the ordering step.

Improve field reps’ efficiency and grow revenue with StayinFront API Hub.
Contact us at sales@stayinfront.com to find out more.