iTradeNetwork

iTradeNetwork is not just an EDI provider, it's a platform that suppliers must join for seamless business operations.

iTradeNetwork

THE LEADING WAY TO TRADE, ORDER, TRACK, CONNECT & GROW

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product suite

Contents

Our Mission

iTradeNetwork delivers supply chain software solutions to the food service & retail grocery industries in order to increase profitability, improve compliance, and strengthen trading partner relationships.

iTradeNetwork

> " *I can say that **Item** contributed to or even improved our relationship with retailers with confidence. Retailers are always looking for ways we are striving to improve our overall product offering, including food safety and tracking technology as well as transparency throughout the production and distribution chain.*"

Michelle Deleissegues
Marketing Director, Red Blossom

★ Top ★
13/20
North American
Grocers

★ Top ★
3/3
North American
Contract Food Service
Companies

★ Top ★
8/10
North American
Foodservice
Distributors

★ Top ★
8/10
Global Food/
Beverage
Manufacturers

Procurement // Quality Inspection // About // Logistics & Freight // Traceability // OrderMaestro

For Retailers and Distributors ⟶

Order Management System (OMS)

The market-leading procurement solution for two decades, iTradeNetwork's OMS boasts a network of thousands of perishables buyers, suppliers, and transportation providers, who use our collaborative platform to drive profitability and eradicate cost and waste from their supply chain operations.

Collaborative

OMS is your single source of truth. Send Purchase Orders (POs) to suppliers, confirm pricing and item counts, negotiate, and receive proactive notifications on orders that need your attention.

Configurable

Configure the ordering process to your specifications. The iTradeNetwork platform can be configured to ensure you receive all of the information required from your suppliers before an order can be processed.

Scalable

Use the same solution that the top retailers and distributors use to handle their supply chain operations. OMS is built to scale with your business.

Complete

Order management is iTradeNetwork's core, but our platform extends to traceability, fresh inspection, freight, and more. Manage and analyze all your business operations in one place.

Handling orders manually with suppliers results in...

▶ *Short ships*

▶ *Costly order disputes, currency conversion and manual reconciliation*

▶ *Time wasted on administrative rework, not value-added activities*

▶ *Poor supply chain analytics*

With iTradeNetwork OMS

Centralized Dashboard

Manage every order and every vendor in one simple place. Our powerful exception-based dashboard instantly notifies you of any problems so you can arrange solutions before shipment, not after delivery.

Expanded Network

Create supply chain resilience by connecting with thousands of companies on our network to ensure you get the right shipment for the right price in the right timeframe.

Unparalleled Accuracy

iTradeNetwork's real-time PO collaboration results in a 3-way matching (items ordered vs. shipped vs. invoiced) success rate of 97%+.

Advanced Item Mapping

End the frustration of having to remember every unique SKU for every vendor. OMS offers item mapping that allows you to manage perishable orders using a single simple catalog.

Simple, Fast Integration

Integrating technology doesn't have to be complicated. OMS seamlessly integrates with your ERP, and can even work with your existing EDIs to ensure you save time and money sooner.
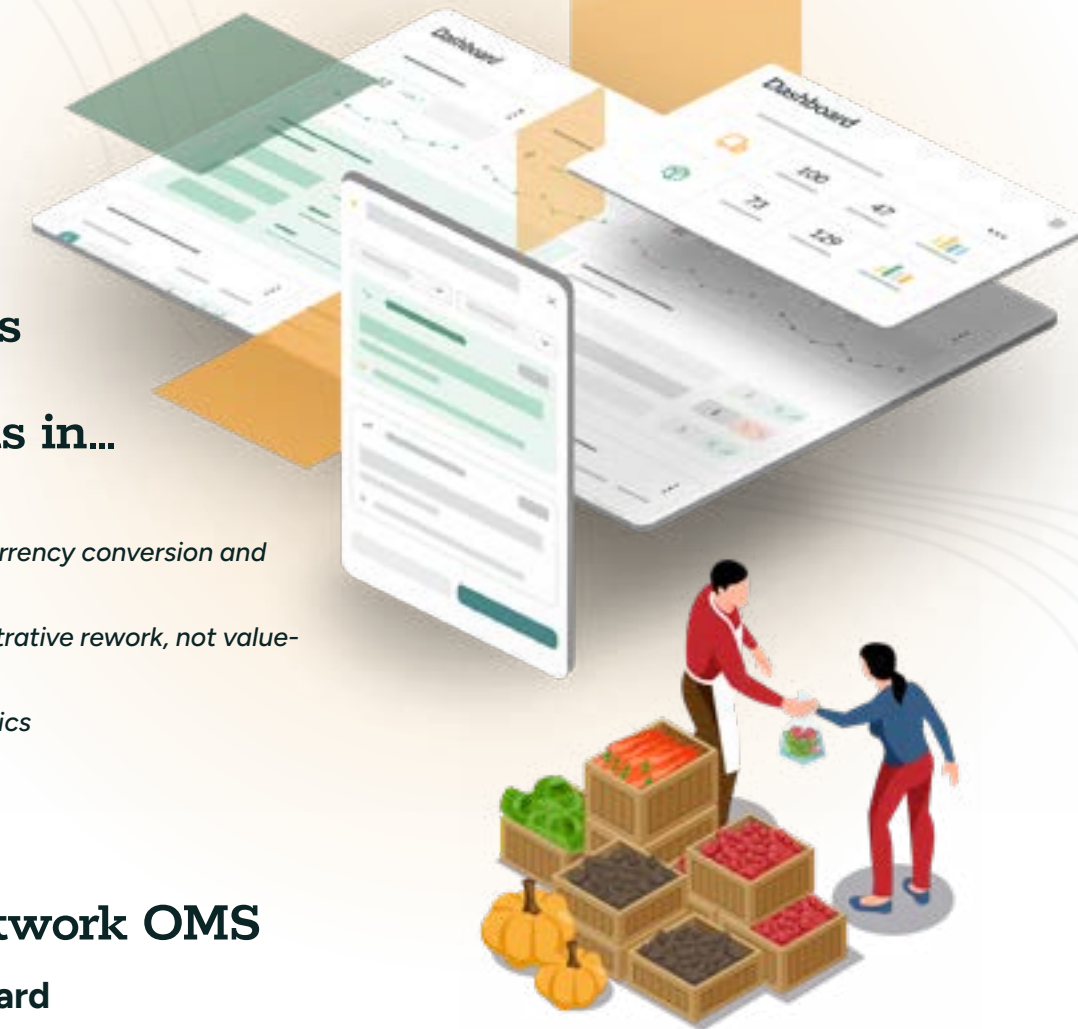
PO List

procurement

SIMPLIFY YOUR DOCUMENT TRANSFER WITH ONE SOLUTION

Simplify Your Document Transfer ⟶

Benefits of Integration

Looking for the most powerful and efficient connection option to match your business needs? iTradeNetwork's System Integration Solution allows you to connect your source systems with ours. POs, confirmations, invoices, and more flow automatically to and from your trading partners with less expensive and error-prone manual data work. *Save time and money and get paid faster!*

What is Integration?

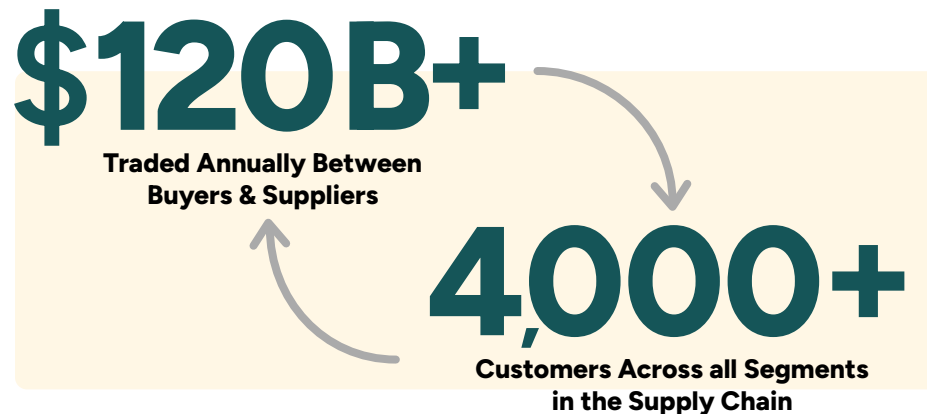When a customer chooses Integration as their procurement method, iTradeNetwork's Order Management System will integrate with their back-end system—like an ERP, for example— so that they don't have to manually complete every PO, PO Confirmation, Invoice, or Advanced Shipment Notice.

$120B+
Traded Annually Between Buyers & Suppliers

4,000+
Customers Across all Segments in the Supply Chain

iTradeNetwork makes procurement a value-added part of your business, maximizing your margins on every PO. With Integration, streamlining your workflow has never been easier. Eliminate double entry, reduce errors, and get the time and labor back so you can focus on more strategic tasks within the company.

Grow your network, your dollar, and your business all with one solution!

1 Simple Onboarding

Connect once with iTradeNetwork, and add any future trading partners with little to no effort. Testing is required only once, and no additional setup means no additional setup fees. You'll save time, manpower, and money.

2 Duplicate Entry Elimination

When using the portal or other procurement systems, customers must enter each line item twice— once in the original PO and once for their company's records. Via Integration, our customers cut down on their PO data entry by half, saving even more time and money.

3 Proactive Alerts

Integrating allows you to receive alerts in real-time about any errors, updates, or changes in POs, allowing you time to correct these changes or adjust your order accordingly and make critical business decisions in real-time.

4 Standardized Formatting

With Integration, customers experience one standardized format for every order, confirmation, and invoice, and they also have the ability to set built-in and customizable validations and business rules to all of these documents.

5 Efficient Scalability

Whether you're already facing an increase in trading partners and POs or plan on growing your business, Integration is the answer. While non-Integrated customers have to dedicate significantly more time and manpower to match an increase in business, Integration makes managing your orders simple and easy.

As a bonus, we can integrate with any file type you may have, whether it's EDI, Flat File, or XML.

Procurement // Quality Inspection // About // Logistics & Freight // Traceability // OrderMaestro

8   iTradeNetwork Product Suite | Procurement   9

procurement

Single Connection for Your iTradeNetwork Orders ⟶

iTrade Open Network (iON)

Partners Outside
iTradeNetwork

Challenges for Partners Outside iTradeNetwork

Labor-Intensive
Roughly 30-40% of non-iTradeNetwork orders need manual reconciliation.

Increased Points of Failure
IT capacity is wasted monitoring and testing separate buyer connections outside of iTradeNetwork.

Slow Supply Chain Insights
Critical time is lost consolidating sales data from different systems.

Redundant
Business is growing, but there are too many systems doing the same thing.

Use iTradeNetwork to transact with any company in the world, whether or not they use iTradeNetwork themselves.

A Single Source of Truth
If your buyer isn't currently in our leading network of 4,000 companies, no problem! Let us know! We can connect you seamlessly.

More Requirements? Covered.
Quickly meet emerging regulatory (Bioengineered Food Disclosure, SFCA, FSMA 204) and buyer requirements (e.g., increasingly popular ASN programs).

Become a Back Office Hero
iTradeNetwork's 3-way matching (ordered items vs. shipped vs. invoiced) has a 97%+ success rate. VANs/EDI providers hover around 70%.

Deep Analytics & Insights
No more consolidating and cleaning data from disparate sources. Dozens of insights widgets at the ready.

Procurement // Quality Inspection // About // Logistics & Freight // Traceability // OrderMaestro

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Simplify Your Document Transfer ⟶

iTradeNetwork OMS vs. EDI

By sticking solely to a basic EDI provider, you're inadvertently passing up on the opportunity to gain invaluable insights and tap into the expansive reach of the industry's largest network.

iTradeNetwork is so much more than a simple document transfer. iTradeNetwork has more than 20 years of experience providing end-to-end supply chain management solutions to the industry's largest network of food and beverage buyers, suppliers, distributors and logistics providers. We manage your data and provide you with robust analytics so that you can:

Reduce manual labor costs by over 50%.

Get payback on your investment in less than a year.

Improve accuracy and supply chain resiliency.

Increase your profit and margin expansion.

Connect with our network of thousands of buyers and suppliers in one spot.

Invest what assets you save back into your business immediately.

> " *What you need to know is that iTradeNetwork is not just an EDI provider, it's a platform that [our] suppliers must join to do business with [us]. It is through this system that purchase orders are created. iTradeNetwork is also used for the process of negotiation, FOB transport, invoicing, and much more.*"
>
> — Top 25 Buyer

So Much More Than Perishables Procurement

The iTradeNetwork Order Management Solution just Scratches the Surface of the iTradeNetwork Platform

Your business can't compete in a marketplace if you're manually processing documents, using outdated technology, and using a network that doesn't grow with you.

	iTradeNetwork's Solution	Simple EDI
Electronically sends documents	✔	✔
Reduces manual errors	✔	✔
Manages trading partners in one place	✔	✘
Allows real-time collaboration	✔	✘
Easily handles order changes	✔	✘
Tracking orders, end-to-end, in real time	✔	✘
Provides access to new trading partners	✔	✘

	✔ iTradeNetwork.	✘ Simple EDI
Never miss an order!	Access to the OMS portal means you can always view your orders online, even if there was an issue with integration to your ERP.	Integration document failures result in missing orders until the IT team can research the issue and get your customer to resend.
Get the order right!	PO revisions and confirmations don't incur additional fees. Collaboration on the order to ensure product, price, and cost are accurate and auditable is free.	Per doc fees apply for every PO change and confirmation, so most revision workflows devolve to manual phone calls and emails.
Ship the right product!	Integrated catalog capabilities ensure that you are accurately identifying the product your customer needs. Substitutions are also validated so there aren't unpleasant surprises when product is received.	Without any catalog capabilities, your orders are only as accurate as your sales team makes them. Substitutions are also handled manually without an electronic audit trail to support your changes when customers dispute an invoice.
Get paid correctly!	Robust order collaboration means invoices accurately reflect the order and shipment so you don't underbill.	Manual collaboration processes often don't make it back to the actual order in your ERP resulting in underbilling clients.
Get paid faster!	Higher 3-way matching between POs, invoices, and receiving means you and your customers aren't bogged down in reconciliation, delaying payment.	Without an auditable record of PO negotiations and changes, researching PO and invoice discrepancies is slow and arduous, delaying payment.

iTRADENETWORK IS THE TECHNOLOGY PARTNER FOR END-TO-END SUPPLY CHAIN MANAGEMENT

quality inspection

Quality Inspection & Analytic Solution →

Meet iTradeFresh

Enhance food quality with iTradeNetwork's inspection and analytics solution, ensuring consistency through real-time data and informed decisions. By leveraging iTradeNetwork's innovative technology, you're not only safeguarding the quality of your food but fostering consumer trust, reinforcing your commitment to delivering a quality product.

More than 80% of shoppers agree that quality of fresh produce is the single most important factor when choosing a grocery store (FMI). And with perishables comprising over half of total grocery spending, offering consistently fresh produce not only protects your brand, but also drives sales and customer retention.

iTradeNetwork's food quality inspection software, iTradeFresh, ensures consistent produce quality by standardizing and guiding inspection processes, automating notifications, providing clear issue and vendor insights, and helping buyers source and procure the best product available on the market.

Fresh Made Easy

With standardized perishables inspection practices, you will uncover countless insights.

▶ *Valuable resource for grower scorecarding*

▶ *Standardize product inspection operations across regions, coolers, inspectors, etc.*

▶ *Communicate quickly with growers about rejections*

▶ *Communicate any spec 'flexes' across your QA organization with a single click*

▶ *IoT integration with the top 3 temp-track companies provides GPS/temperature alerts*

Standardize Inspections Across Your Organization

Standardize and automate your inspections across different facilities and inspectors. The app guides inspection processes, using your own criteria.

Quickly Act on Insights

With real-time analytics, alerts and notifications on product rejections, you can make informed business decisions quickly.

Conduct Inbound and Field Inspections

Automatically sync PO data to inspect inbound product, and even send dispatches to inspect product you've ordered, before it has left the field.

Procure the Best Product on the Market

Compare receiving warehouses and rank vendors based on nearly a dozen distinct metrics with iTradeFresh analytics.

"
Our members now see the difference in the quality they receive on a day-in and day-out basis."

Reade Sievert
*VP Corporate Produce,
Associated Wholesale Grocers*

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about itradenetwork

More than Just a Network

A One-Stop-Shop for Sourcing, Procurement, & Insights

Traceability

▶ *Item-level, Label (PTI)*

▶ *Label-less: Produce & Protein Trace*

▶ *Instant Incident & Recall Management*

▶ *Transit/PTI-Palletized Advanced Shipping Notice (ASN)*

▶ *Harvest Operations*

Fresh Inspection

▶ *Standardize and Automate Inspections*

▶ *Compare Receiving Warehouses and Rank vendors*

▶ *Real-Time Analytics and Alerts on Product Rejections*

Order Management

▶ *Streamline Your Procurement Process*

▶ *Collaborative, Transparent Workflows*

▶ *Real-Time End-to-End Order Tracking*

▶ *Easy, Fast Integration*

▶ *Order Management System (OMS)*

▶ *iTradeNetwork Open Network (iON)*

Marketplace

▶ *Expand Connections*

▶ *Access 4,000+ Trading Partners*

▶ *Compare Prices, Quantities & Timeframes*

▶ *Streamlined Vendor Management & Analytics*

Logistics & Freight

▶ *Real-Time Freight Quotes*

▶ *Centralized Freight Across Departments*

▶ *Load Building & Optimization*

▶ *Maximize PO Margins*

Analytics & Master Data

▶ *Analytics Engine Consolidates Data Across All Solutions*

▶ *Our Analytics Engine Works 24/7 as a Supply Chain Advisor*

▶ *Certified GDSN Data Pool Provider*

Industry-leaders for the Perishables Marketplace

About iTradeNetwork

Our world's largest network is the backbone of the Food and Beverage supply chain. It's not just a network; it's a transformative force propelling the industry forward, fostering collaboration, and ensuring the timely delivery of safe, high-quality products to every corner of the world.
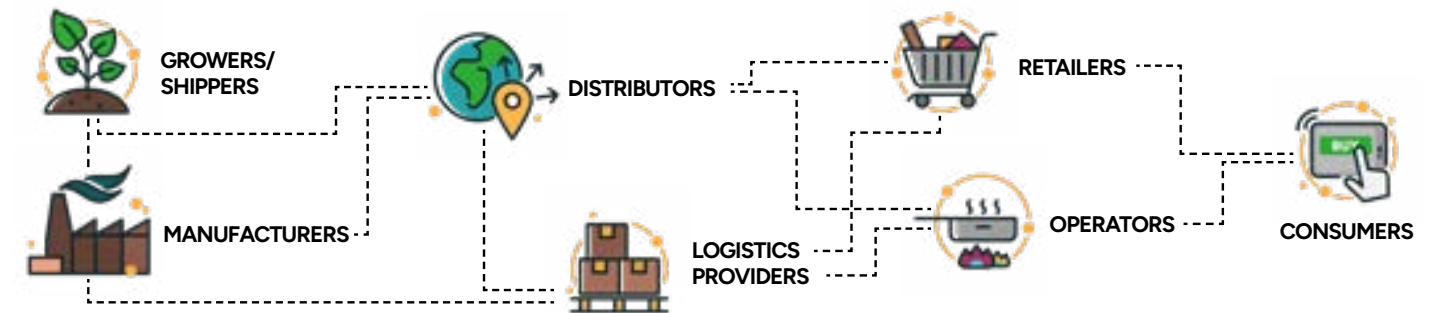
When the Industry Talks, iTradeNetwork Listens

▶ Leader in the standards & innovation through board and working group participation (GS1, IFPA, CPMA, WGA, NGA, IFDA, IFMA).

▶ Leading member of PTI Working Groups that define standards for traceability for the industry.

▶ Pioneered platform compliance for regulatory requirements in the US and Canada (Bioengineered Food Disclosure, FSMA 204, Safe Food for Canadians Act).

▶ Industry innovator, with the first label-less and protein trace solutions.

> *iTradeNetwork is more than a network. It's a supply chain management platform & business partner.*

logistics & freight

iTRADEFREIGHT

Here to Make Logistics Your Competitive Advantage

Logistics Advantage

Meet iTradeFreight

When it comes to transporting perishable commodities, every second and every dollar counts. Maximize your margins on every PO with iTradeFreight, iTradeNetwork's robust logistics and procurement planning module. Smarter logistics planning, fresher product on the shelves, better top and bottom lines for your company, and you'll look like a genius.

Real-Time Freight Quotes

When you can see freight costs in real-time at the point of ordering, you can **evaluate your 'all-in' purchase costs** and make informed decisions that maximize your margins on every order.

Scenario Building & Modeling

Should you ship all **10,000 cases now** through one vendor or ship **6,000 now and 4,000 later** through multiple vendors? With scenario building and modeling you will have all the tools you need to make the best decisions for your business, and buyers can test procurement decisions to improve their business's top and bottom lines.

Track Your Shipments, From Start to Finish

Ensure the right product is arriving at the right time, in the right amount. Keep track of every single truck you are responsible for with real-time GPS tracking, whether you are moving a few loads locally or an entire fleet around the globe. Once a shipment is built, our users have full truck/fleet route visibility and confidence in what's inside the truck at the PO level without even opening the doors.

Maximize Your Margins on Every P.O.

Ensure the right product is arriving at the right time, in the right amount. Shippers, buyers, and carriers need a way to **connect seamlessly and access upfront, transparent pricing at the touch of a button.** With iTradeFreight, you will maximize your margins on every order by factoring logistics into your all-in procurement costs.

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iTRACEFRESH

Identify, Capture and Share Key Data Elements Across the Supply Chain

Advanced System that Empowers You →

Meet iTracefresh Label (PTI)

Efficiently identify, capture, and seamlessly share essential data elements throughout the supply chain using the comprehensive Label (PTI) Traceability solution. This advanced system empowers you to track and transmit crucial information, enhancing transparency, collaboration, and precision across the entire supply chain network.

Tracking Key Data Elements (KDEs) has never been easier. iTradeNetwork's Label (PTI) solutions help you identify, capture, and share your case-level traceability data— from harvest through final delivery.

With complete supply chain transparency, you are delivering so much more than just compliance. Not only will you meet buyer and regulatory mandates that protect you and your trading partners from food safety events, but you will also establish your business as a preferred, trusted partner by providing insights that will maximize freshness and shelf life.

What to Expect with iTracefresh PTI

▶ *Easily meet buyer requirements with minimal operational changes*

▶ *Guaranteed compliance with FSMA 204 traceability, US and Canada Harmonized PTI case labeling, and record keeping requirements*

▶ *Offline and bluetooth printing capabilities support field pack in most remote areas*

▶ *Ability to initiate surgically precise recalls*

1+ Billion
PTI Labels Printed

traceability

Traceability That's Built to Work With You, Where You Work

▶ *Product identification systems for all crops and all workflows, from simple label and apply solutions for identifying product to sophisticated, high speed labeling and inkjet marking system integration.*

▶ *Works online or offline, anywhere you harvest, pack or ship, unlike our competitors' server-based solutions.*

▶ *Integrates with several printers and handheld devices.*

▶ *Flexible for seasonal or regional operations.*

▶ *Manual, mobile and high speed system integration.*

▶ *Multi-lingual interface and training documentation.*

▶ *Our user-defined filters to streamline the PTI printing process.*

▶ *Permission-based login from anywhere in the world.*

## Establish Your Business as a Trusted, Long Term Partner

▶ *End-to end traceability resulting in faster, more precise recalls.*

▶ *Guaranteed compliance with retailer and industry guidelines.*

▶ *Deliver PTI data to any trading partner, around the corner or across the globe.*

▶ *Greater internal visibility into production and product movement.*

▶ *Integrates seamlessly with iTradeNetwork procurement systems and your internal systems to fill in the missing gaps of supply chain traceability.*

▶ *Connect to the industry's largest network of food and beverage companies.*

iTradeNetwork's Label-Less Traceability

Not everything can take a physical label. Maybe it's too cumbersome for an enterprise suppliers' operations. Maybe you'd like traceability on a low contamination commodity, or on an item not subject to PTI. Whatever the reason, you need a traceability program that isn't limited by physical labels.

Built on **20+ years of supply chain data** from the industry's leading network.

Label-less Trace provides **rapid, non-disruptive supply chain visibility** by using the traceability information available on every purchase order processed on the iTradeNetwork platform.
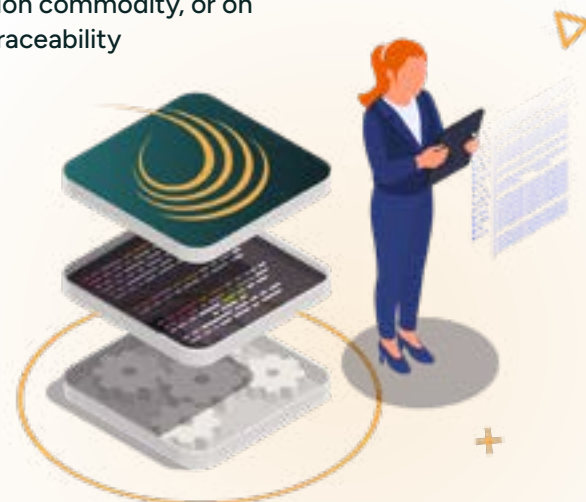
Label-Less Trace Offerings:

▶ *Produce/Non-Perishables*　　▶ *Proteins*

Capture Purchase Order Data Including:

▶ *Shipping Warehouse*　　　　　▶ *Carrier & License Plate Number*

▶ *Ship Date*　　　　　　　　　▶ *Country-of-Origin*

▶ *Receiving Warehouse*　　　　 ▶ *Growing Region (as entered on PO)*

▶ *Receive Date*　　　　　　　 ▶ *Store Locations*

▶ *Cross-dock Location, Receive & Ship Dates*

Within the iTradeNetwork Platform

We have both label and label-less solutions for product identification, data capture, and event capture, along with solutions for not only sharing data - but going further to leverage that data for alerts, analytics, and collaboration across the supply chain.

Visibility

Full electronic traceability (not just for products with a physical label on a box) including where your products physically end up beyond your buyer's receiving distribution center.

Agility

As buyers change their requirements or request more trace data, you are ahead of the game.

Evolution From Accuracy to Precision

Reduce waste and retain profitability during a food safety event.

Speed & Efficiency

Initiate and track recall progress within the app, allowing for instant recall communication and verification as product is pulled.

traceability

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iTracefresh Item →

Engage Consumers at the Shelf with Item-Level Traceability

Eighty-six percent of Americans state that transparency is more important to them than ever (Shopify), and iTracefresh Item makes it easy for suppliers to bridge the gap between shoppers and the people who produce their food.

Item is the **only traceability solution for individual products or packages that links the first and last mile of the supply chain,** boosting shopper confidence by providing greater transparency and accuracy in tracking fresh food, and allowing shoppers to reward brands with loyalty and preference.

Engaging customers at the store shelf enables suppliers to build powerful connections directly with consumers. Item is an innovative, fresh food branding and communications solution that links the first and last mile of the supply chain.

Get a Fresh Perspective

▶ *Drive traffic to your website, build brand loyalty, and provide food safety for your consumers.*

▶ *Apply to individual products or pre-print onto a variety of packaging options.*

▶ *Consumers can use any smartphone to scan a QR label while they shop.*

▶ *Each label contains specific data related to product safety, quality and traceability (lot, country-of-origin, etc.).*

▶ *Provide targeted marketing content, including product surveys, coupons, nutritional information, recipes, promotions, Meet the Farmer profiles, and more.*

Reach Consumers at the Point of Sale

▶ *Drive consumers to your website*

▶ *No special apps required*

▶ *Improve effectiveness of marketing campaigns*

▶ *Reinforce your brand promise*

▶ *Enhance consumer confidence in store/private brands*

Improve Food Safety Efforts

▶ *Demonstrate your commitment to quality control*

▶ *Internally assess quality of various growers*

▶ *Mitigate the effects of a potential recall*

▶ *Meet any current or future compliance mandates*

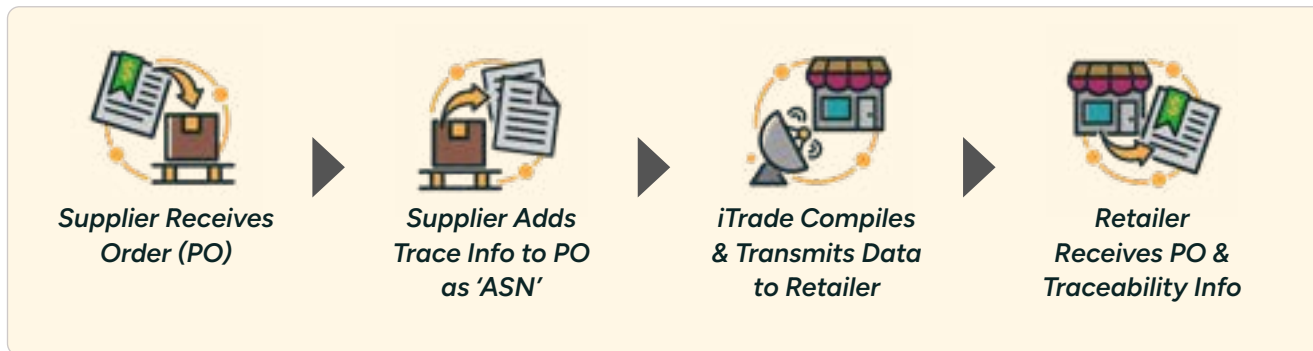▶ *Exceed retailer mandates for item level traceability*

Easy to Implement & Cost Effective

▶ *Low impact, cost-effective setup*

▶ *Look-up integrates into any website with an API*

▶ *Hosted link or custom landing site configuration*

▶ *Leverage iTradeNetwork's existing network of package and label partners*

traceability

PTI-Palletized Advance Ship Notice with iTracefresh Transit (ASN)

iTracefresh Transit allows you to efficiently **capture and generate a PTI - Palletized Advance Shipment Notices (ASNs) and notify stakeholders that an order is in transit.** Transit enables participants in the perishables supply chain to more accurately and easily communicate sophisticated product traceability information, including lot, harvest date, expiration information, and more.

| Supplier Receives Order (PO) | Supplier Adds Trace Info to PO as 'ASN' | iTrade Compiles & Transmits Data to Retailer | Retailer Receives PO & Traceability Info |

Transit improves supply chain visibility through its seamless integration with iTradeNetwork purchase order data, giving customers an easy, automated way to link traceability data directly to a PO.

In the Transit ASN Mobile App (*available for Android and iOS*), users can pull and update product data directly from a purchase order, scan and incorporate PTI data, and tie pallet IDs to a specific ASN and PO. iTradeNetwork compiles, validates, and transmits the traceability data, so the buyer receives the palletized ASN with the data at the time of shipment.

Simple & Seamless

Whether customers are directly integrated with iTradeNetwork or access iTradeNetwork via its user portal, Transit implementation is simple and seamless.

Supplier Adds Trace Info to PO as 'ASN'

ERP Integration

Mobile Scan
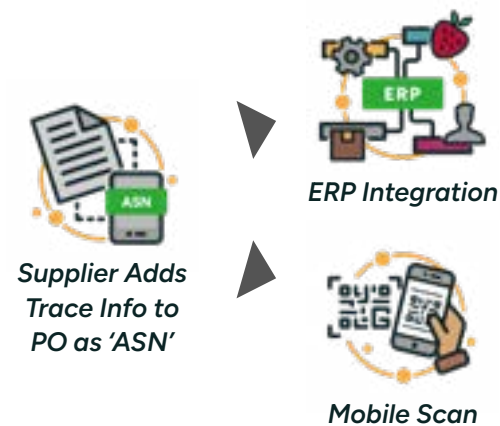
Easy to Use, Easy to Implement

▶ *Easily communicate traceability information leveraging existing systems*

▶ *Place load in transit immediately upon shipping, in real-time*

▶ *Minimal impact to existing shipping process*

▶ *Re-palletize and rebuild pallets at the distribution warehouse through the Transit mobile application*

▶ *Simple, quick workflow to append traceability information to an iTradeNetwork PO*

▶ *Create a palletized ASN via the mobile application — no additional integrations required*

Become Your Buyers' Preferred Partner

▶ *Quickly and easily comply with buyer requirements on palletization and traceability*

▶ *Become your buyer's preferred partner by giving them complete visibility into inbound inventory so that they can better optimize receiving, allocate products, and maximize shelf life*

▶ *Reduce loss claims with accurate data/ information about exactly what was shipped and when*

▶ *Get paid faster by expediting PO/invoice process and reducing order reconciliations*

▶ *Speed up buyer receiving time*

traceability

Advance Ship Notice (ASN) →

Exceed Buyer Expectations with iTradeNetwork ASN

As retailers and distributors adopt more data-driven approaches to their supply chain operations, the importance of robust traceability requirements like the Advanced Ship Notice have increased tremendously. **Suppliers that are able to meet these requirements have the opportunity to increase buyer trust and gain more of their business.**

Suppliers can capture and send the basic requirements of an ASN directly from OMS, iTradeNetwork's procurement application. No momentum lost, and fast implementation.

Reach Consumers at the Point of Sale

▶ *Get paid faster with 3-way matching*

▶ *React quickly to potential recalls or food safety events*

▶ *Build the foundation to meet ever-changing requirements like FSMA 204*

▶ *Give your buyer end-to-end, data-driven visibility and become a preferred trading partner*

How it Works

▶ *Specific shipment contents*

▶ *Quantities of products shipped*

▶ *Date of shipment*

▶ *PO associated with the shipped products*

▶ *Logistic or carrier information*
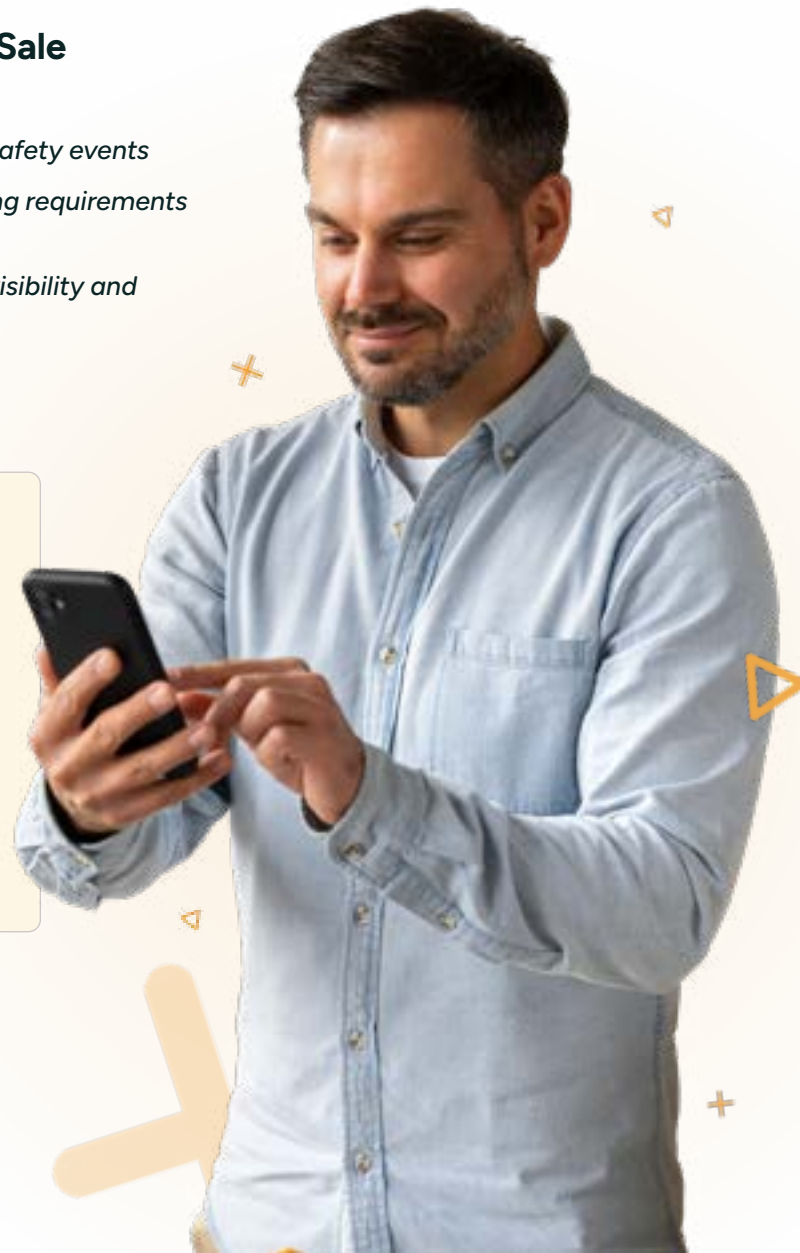
+1,000's MORE OPERATORS, RETAILERS, DISTRIBUTORS, WHOLESALERS AND SUPPLIERS PARTNER WITH iTRADENETWORK

traceability

*Preparing for Upcoming Requirements* →

Food Safety Modernization Act

In Q4 2022, the FDA proposed a final ruling on additional traceability record keeping requirements for persons who manufacture, process, pack, or hold foods on the Food Traceability List (FTL).

This requirement requires these firms to establish and maintain records containing Key Data Elements (KDEs) associated with different Critical Tracking Events (CTEs). While the proposed requirements only apply to those foods on the FTL, they were designed to be suitable for all FDA-regulated food products.

> " *We felt confident in the iTracefresh solution being able to meet the final draft of FSMA 204 and that the iTradeNetwork team would be there to support on-boarding suppliers best if we worked further ahead of the implementation date.*
>
> — Mike Ferguson
> *President of Fresh, Topco*
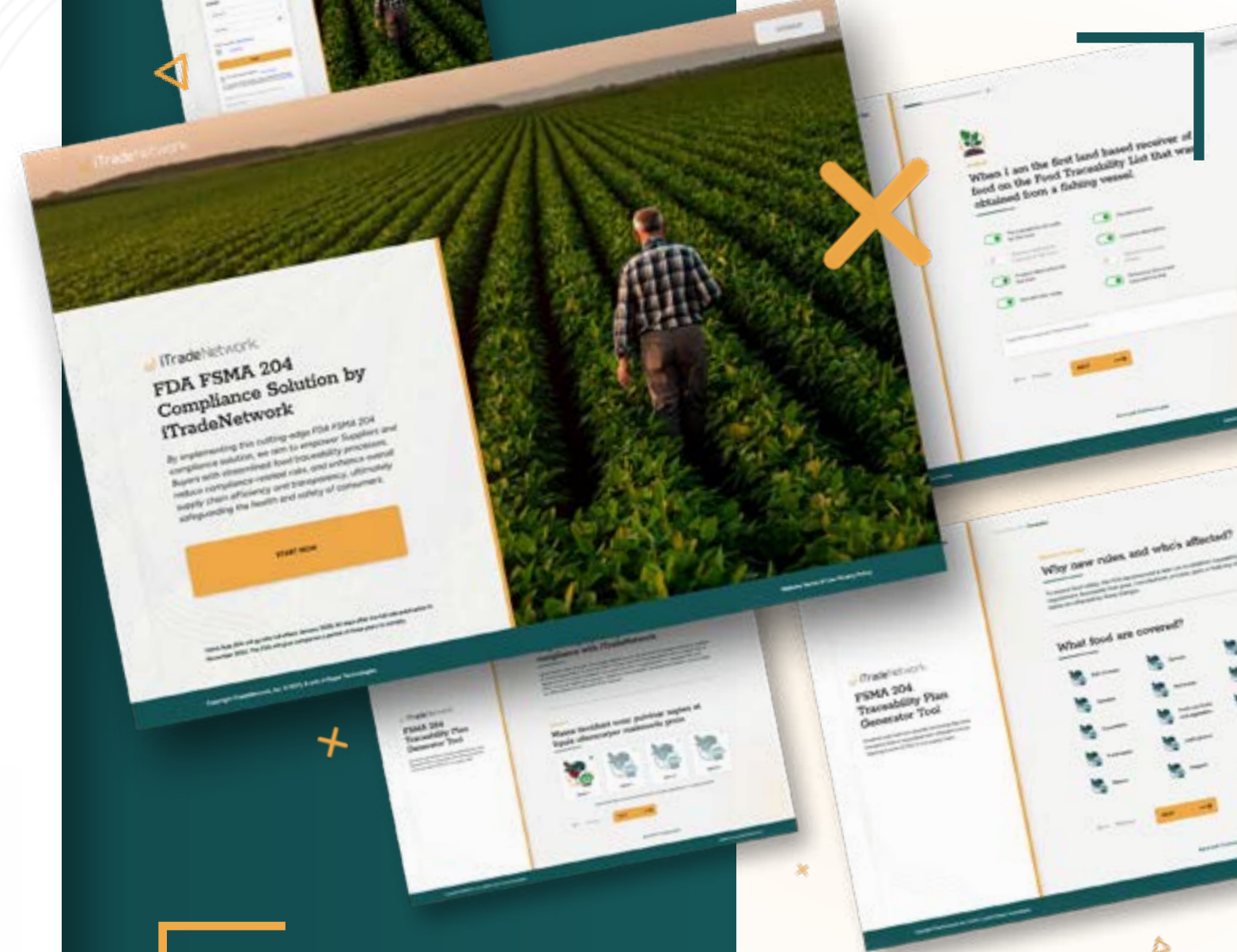
Key Data Elements

Growing coordinates, location identifiers, lot codes, harvest data range, harvest details, and more.

Critical Tracking Events

Key waypoints throughout the supply chain including growing, receiving, creating, transforming, and shipping.

Food Traceability List

Highest impact commodities identified based on frequency and/or severity of illness (eggs, seafoods, etc.).

Working With iTradeNetwork, You'll Be Ready

iTradeNetwork is working with several leading national buyers and suppliers to implement FSMA 204 solutions. We not only ensure you satisfy FSMA 204 requirements, we go beyond that by providing unmatched supply chain visibility and analytics for better decision-making across your ordering, receiving, and fulfillment operations.

traceability

Meet SFCA Regulations ⟶

Streamline Compliance with the Safe Food for Canadians Act (SFCA)

iTradeNetwork's SFCA Module helps participants in the perishables supply chain easily and seamlessly comply with the SFCA regulations. According to the Canadian Food Inspection Agency (CFIA), the SFCA focuses on three important areas:

1 Improved food safety oversight to better protect consumers

2 Streamlined and strengthened legislative authorities

3 Enhanced international market opportunities for Canadian industry

Point of Origin Visibility

The SFCA Module safeguards the Canadian food supply chain by ensuring that products are shipped only from authorized ship-from locations, such as warehouses and packhouses, where adequate documentation and safety protocols are in place.

One Step Forward, One Step Back

The iTracefresh traceability suite further increases compliance by quickly capturing and keeping traceability records in accordance with one step forward and one step back provisions in sections 90 through 92 of the Safe Food for Canadians regulations.

Become Your Retailers Preferred Partner

Collect dozens of data attributes about provenance, variety, and growing conditions of all kinds of perishables, and seamlessly transmit this information downstream to buyers so they have a full picture of what they are receiving and know exactly when it was shipped.

iTradeNetwork's SFCA Module is designed to tackle these concerns by specifically strengthening traceability functionality within the iTradeNetwork platform and improving import controls.

Bioengineering Module ⟶

Bioengineered Food Disclosure Standard

Beginning January 1, 2022, food manufacturers, importers, and food retailers were required by law to disclose any bioengineered ingredients as part of the National Bioengineered Food Disclosure Standard (NBFDS).
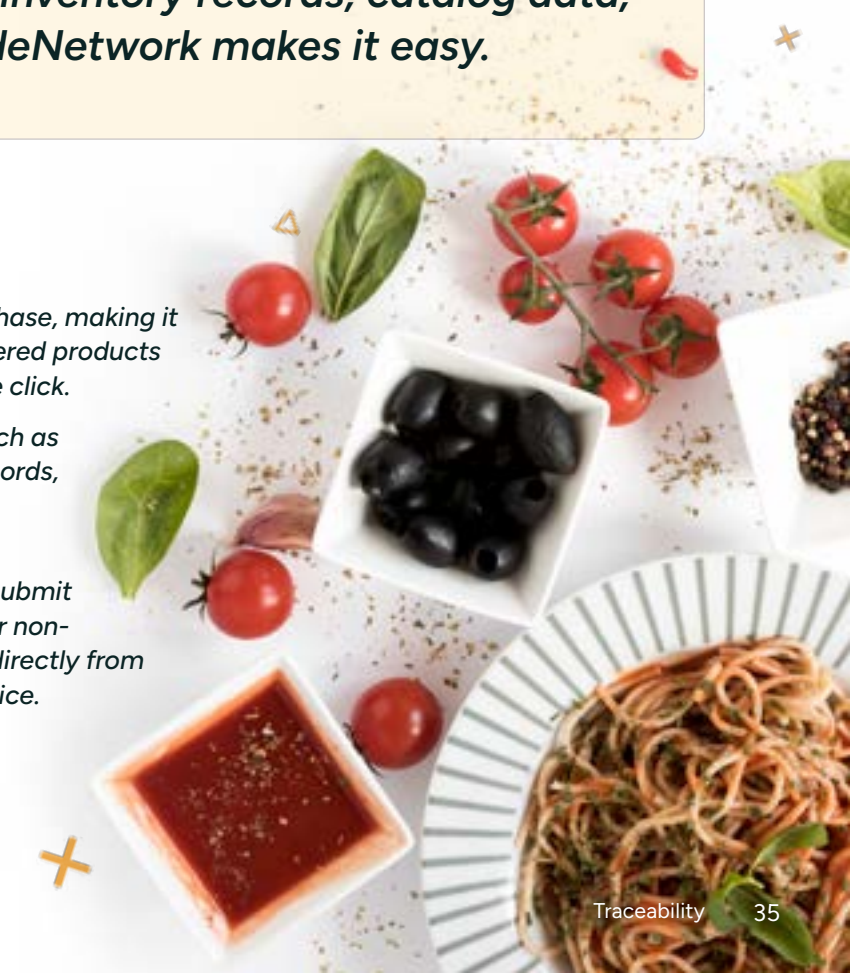
iTradeNetwork's Bioengineering Module allows vendors to update their catalog to include the bioengineering status of each PO line item, or manually upload bioengineering records on shipping notifications to their buyers. If the status of any items are not disclosed, a rejection notification is sent to the supplier so they can make the necessary changes and ensure compliance.

Why Choose iTradeNetwork?

A lot goes into ensuring bioengineered food products are properly disclosed: invoices, inventory records, catalog data, and much more. iTradeNetwork makes it easy.

The Bioengineering Module

▶ *Identifies bioengineered foods prior to purchase, making it easy for suppliers to update new bioengineered products through catalog or PO updates with a single click.*

▶ *Simplifies record keeping for documents such as Invoices, bills of lading, country of origin records, process verifications, etc.*

▶ *Integrates with iTradeNetwork's Transit Palletized ASN application so vendors can submit bioengineered food data with a palletized or non-palletized Advance Shipping Notice (ASN) directly from the field or pack shed, all from a mobile device.*

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ordermaestro

ORDERMAESTRO

The best-in-class ordering experience for foodservice operators

Foodservice Ordering Excellence

Introducing OrderMaestro

OrderMaestro is a mobile solution that enables foodservice operators to create a *branded, streamlined ordering experience across all of your organizations and locations* **- providing critical business visibility and insights that increase productivity, reduce costs, and drive revenue growth.**

OrderMaestro sets distributors apart from the competition, enabling you to create powerful loyalty programs, easily promote specific products, increase sales opportunities, and deliver a best-in-class mobile ordering experience customers love.

The Challenges for Operators

▶ *Labor Shortages:* 75% of operators say recruitment and retention is their toughest challenge today. (NRA 2021 Report)

▶ *Compliance and Management:* Ensuring compliance and spending across units is difficult without a centralized solution.

▶ *Poor Visibility:* You need clear, insightful data across your units to maximize spending and quickly act on new opportunities.

▶ *Supply Chain Disruptions:* The pandemic has caused widespread stock-outs and inventory issues, and they are affecting your bottom line.

▶ *Rapid Digitization:* The pandemic has accelerated digital adoption by 3-4 years, and you need to keep up (Food Institute 2021).

▶ *Labor Variability:* Resiliency in any labor market. Make it easy for employees and customers to learn and use immediately.

▶ *Competition:* With thousands of distributors in the market, you need to differentiate with a seamless customer ordering experience.

ordermaestro

STREAMLINED ORDERING FOR FOODSERVICE EFFICIENCY AND GROWTH

Why OrderMaestro?

Whether you're operating 5 or 5,000 outlets, operators need an e-commerce solution that is **easy to use and scales with your business** - one that streamlines communications, addresses supply chain challenges, ensures price and purchasing compliance, improves visibility and control over the supply chain, and maximizes profitability for your organization.

Best-in-class Ordering and Inventory Management

Work Smarter, Not Harder – Do More with Less

▶ **Smart Barcode Scanning Voice Recognition:** *Auto-populate product information right from your mobile devices and capture the data you need to identify and address off-catalog spend.*

▶ **An Ordering Experience That's Better-Than-Amazon:** *Simultaneously place orders with every supplier using a single shopping cart. Our smart solution will automatically separate purchase orders by supplier.*

▶ **Efficient, User-Friendly Ordering:** *Order approved, contracted products faster and more efficiently than ever before with order guides, order history, and customizable shopping lists.*

▶ **Never Get Shorted Again:** *Save hours of time and costly reorders. See real-time inventory at distribution centers prior to ordering a product to confirm availability and order replacement products when needed.*

▶ **Offline Inventory Management, Built for Real Working Environments:** *Take inventory from a mobile device in any fridge or freezer, online or offline The app automatically syncs when internet or cell service is restored.*

▶ **Effortless Onboarding in an Intuitive, Easy-to-Use App:** *With widespread labor shortages, onboarding is top of mind. No formal training is required, so your employees can start being productive in minutes, not days or weeks.*
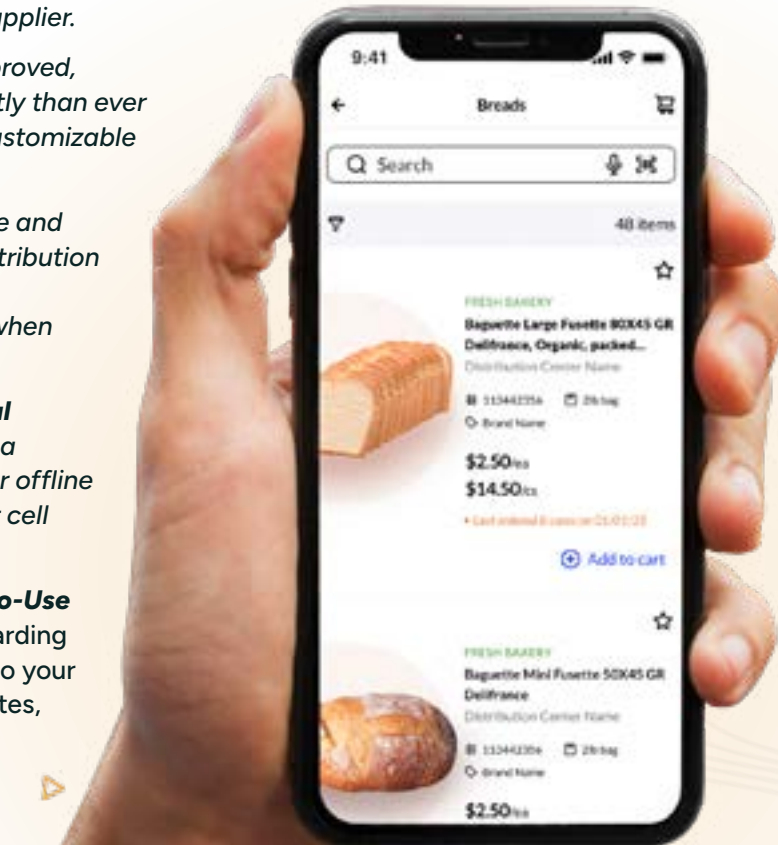
▶ **Real-time Collaboration:** *Leave phone calls and emails behind. With configurable workflows and real-time in-app messaging, you can streamline PO approvals, alert users to act quickly on PO changes, and even share announcements with units or organizations.*

▶ **Create New Sources of Revenue with In-App Promotions:** *Earn supplemental revenue and build stronger relationships with suppliers through in-app promotions. Get rid of excess inventory quickly, promote rebate programs, run holiday and seasonal promotions, and more.*

▶ **Visibility and Analytics to Reduce Costs and Drive Revenue Growth:** *Operators can now access invaluable insights that will power business decisions and drive revenue growth. Discover the percentage of purchases that are under contract, find opportunities to rebate revenue, and so much more.*

▶ **Create Powerful Loyalty Programs that Attract & Engage Customers:** *Build a loyal customer base and increase revenue with in-app promotions. With OrderMaestro you can create loyalty programs, drive volume to specific products, get rid of excess inventory quickly, run holiday and seasonal promotions, and more.*

▶ **Effortless Onboarding in an Easy-to-Use Mobile APP:** *Onboarding and ease-of-use are top of mind for you and your customers. OrderMaestro is simple to manage and simple to learn—so your customers will be submitting POs from their mobile devices in minutes.*

▶ **3-Touch "SCAN-TO-SEARCH" Smart Barcode Scanning:** *Now your customers can place an order or take inventory in as little as 3 taps. OrderMaestro's barcode scanning and voice recognition functionality allows users to auto-populate product information right from their mobile devices.*

▶ **Collaborate in Real-Time & Increase Customer Satisfaction:** *With alerts, you can notify your customers about when to expect delays based on weather conditions, changes in account cutoff times, and so much more.*

▶ **Gain Visibility into Customer Purchases:** *Understand what your customers need but can't get from you—yet. With barcode scanning and voice recognition technology, you can collect rich, comprehensive data on the products your customers are purchasing from other suppliers.*

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spend insights

Reliable Data Management and Analytics for Operators

Your business is missing out on getting complete and accurate data, allowing you to eat unnecessary costs and lose important insight for your business. Let iTradeNetwork close the gaps for you.

Spend Insights leverages more than 20+ years of securely and reliably managing data and providing analytics for the world's largest food manufacturers, distributors, and operators.

With Spend Insights

Eliminate Pricing Discrepancies

How do actual prices paid compare to contracted prices? Over-payments add up, and savings can be in the millions.

Maximize Rebates Earned

Additional rebate revenue streams can be close to 1% of total contracted spend.

Identify New Contracting Opportunities

Up to 10% of non-contracted spend can be brought under contract for savings of roughly 5% on those items.

Never Have Another Stock Out

With real-time visibility into the inventory distribution centers have on hand.

iTradeNetwork Manages the Data For You, So No Internal Resources Are Required

Decades-worth of Reference Data

Twenty years of securely and reliably managing data and providing analytics for the world's largest food manufacturers, distributors, and operators.

Accurate, Complete Data with iTradeNetwork Standards

Using our own master database of proprietary product codes, we don't just map, cleanse and standardize disparate distributor data, we uncover data that operators didn't even know they were missing.

Put This Data to Work by Surfacing Advanced Analytics

With robust insights, operators can evaluate compliance, pricing and contracts, and even benchmark customers against US national averages. They can also score vendors, monitor distributor inventory, manage menus, and more.

Acquire, standardize, and validate data across diverse distributor and manufacturer relationships. This grants Foodservice Operators comprehensive visibility into the supply chain, revealing opportunities for rebates, pricing adjustments, and contracting decisions. Additionally, it highlights business trends, anomalies, and provides actionable intelligence, enabling Foodservice Operators to make faster, well-informed business decisions.

trade spend

Revolutionizing Trade Spend: 20+ Years of Precision and Efficiency

Without market visibility, many manufacturers struggle to answer basic business questions such as…

Who are my end customers?

What are they buying and why?

How does their purchasing compare to last year or the prior month?

Are we spending wisely?

Is our trade spend achieving the intended results?

iTradeNetwork Trade Spend: 20+ Years Boosting Program Visibility in Many Different Ways:

Eliminate Double Dipping / Overpayment of Rebates

Accurately identify when a rebate has been paid on a specific product. If multiple entities claim rebates for the same product, we prevent payment of the second rebate and eliminate the "double dip." Additionally, manufacturers can validate claims as they are submitted ensuring accuracy of the calculation.

Better Assess the Cost of Marketing and Sales

With an understanding of who your actual end customers are, you can actually measure the impact that marketing programs have on specific target customer segments. Sales data at the end unit level also allows accurate measurement and management of the effectiveness of sales and marketing.

Eliminate the Need for In-House Data Projects to Collate and Manage the Data

The typical internal process for data capture and mapping requires large teams to manually manipulate the data, typically lacking a sufficient method for ensuring its accuracy and completeness.

Operator Rebate	Distributor Billback
2-3% Reduction in over/incorrect payments	**1-2%** Savings in overpayments
15-20% Increase revenue through increased sales, enhanced marketing, and joint menu management	**40-50%** Reduction in time spent "handling" claims data, issue resolution and errors
10-15% Increase sales via improved contract compliance	**80%** Reduction in deductions backlogs (focus on > 60 days)

Why iTradeNetwork Trade Spend?

Trade Spend delivers timely, enriched data. Helping sales, marketing and finance teams to see through their channels and into their customers' business. Trade Spend exposes sales information buried in the distributor billback / deduction and operator rebate data you are regularly receiving every day. And it does so without the hassle and labor costs traditionally required to perform such data collection and analysis.

▶ *Improving purchasing compliance*

▶ *Eliminate "double dipping" and overpayments of Rebates*

▶ *Identify sales and marketing growth opportunities*

▶ *Transform from being a vendor to their customers into a partner that can help them improve the profitability and growth of their business*

▶ *Eliminate the need for in-house data projects to collate and manage the data*

Gain unparalleled insights. No more mind-numbing spreadsheets, static dashboards and difficult-to-use business intelligence applications. With Trade Spend, get real insights that can help your business grow.

Always Growing

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