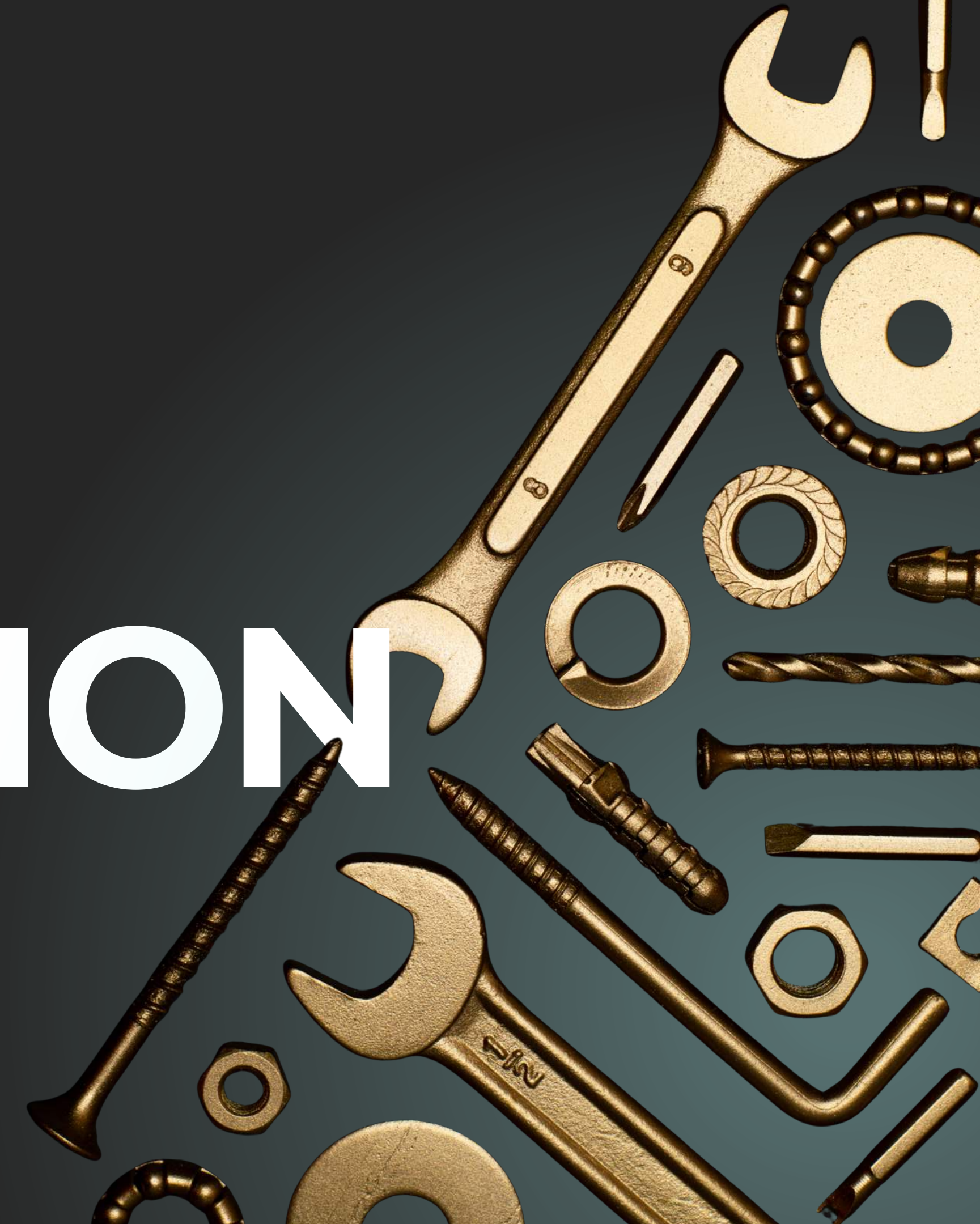


THE EVALUATION GUIDE



INTRODUCTION

Many Vendor teams feel caught between too much data and too little clarity. Tools on the market are either too shallow or too specialized and still, the core question remains: Why can't we see what we actually need?

This guide breaks down the most common pain points, the underlying business needs, and the key requirements that a truly effective tool should fulfill. It helps you connect your challenges to specific, outcome-oriented solutions.

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Get a clear view

The Pain Point:

Vendor Central shows fragments sell-in or sell-out, but rarely in a connected view. Margin analysis? Not available. Returns data? Often scattered or missing.

Tool Requirements:

- Unified view of sell-in and sell-out performance
- Built-in margin calculations (including deductions like chargebacks, MDF, etc.)
- Granular drilldowns by ASIN, marketplace, or time period
- Easy comparisons across countries and time zones

Understand and reduce

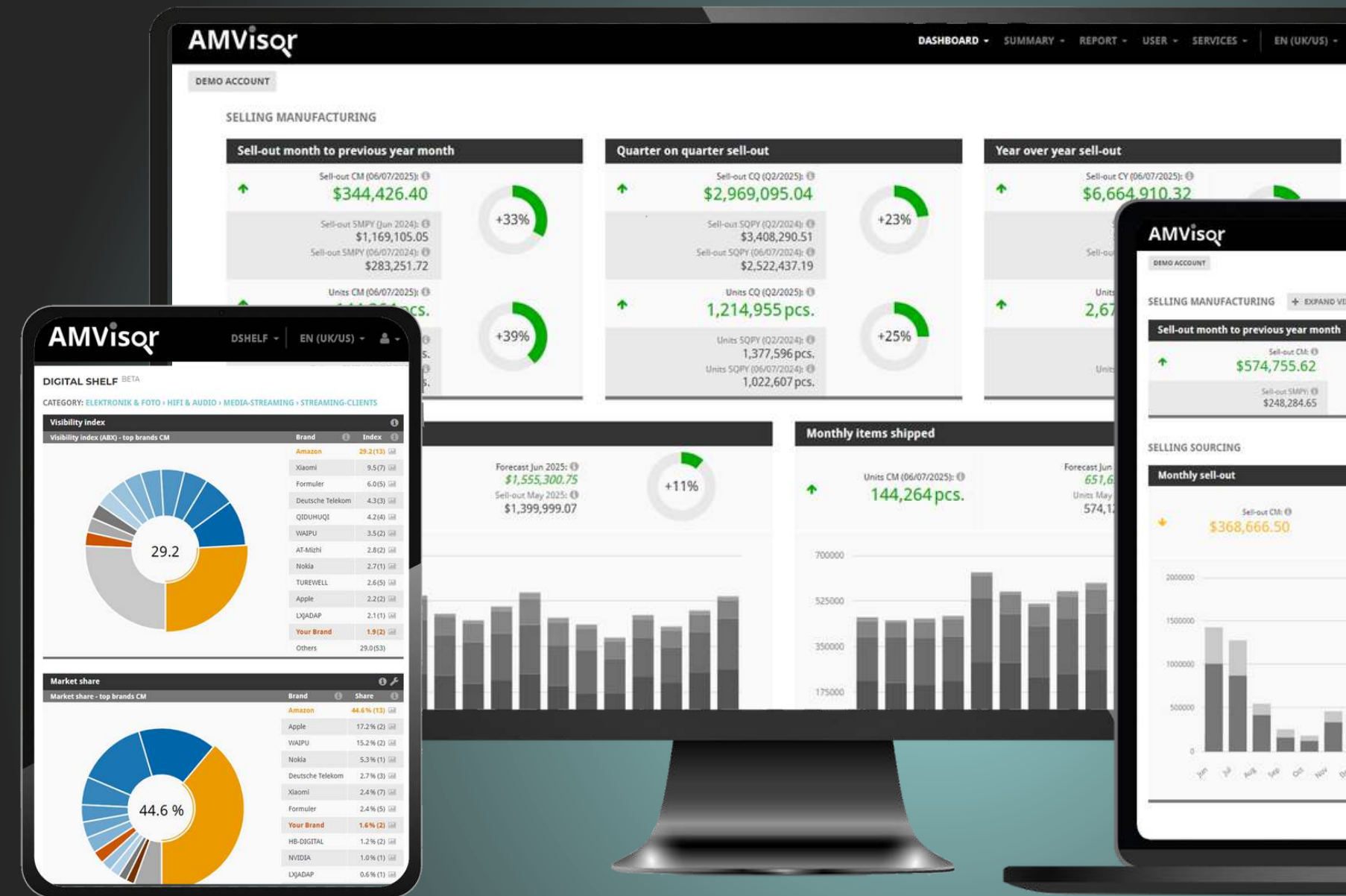
The Pain Point:

Chargebacks often go unnoticed until they become expensive. The root causes remain unclear, and teams lose track of recurring issues.

Tool Requirements:

- Automated chargeback detection and categorization
- Root cause tracking by ASIN, fulfillment center, or error type
- Alert system for recurring violations
- Integration with operational KPIs (e.g., on-time delivery)

This is AMVisor.



Improve forecast

The Pain Point:

Vendor Central shows current purchase orders but not what Amazon could have ordered. Gaps in forecasting, out-of-stocks, and overstock situations go undetected.

Tool Requirements:

- Integration of PO and stock data
- Forecast deviation tracking over time
- OOS and overstock alert system
- Identification of demand surges (e.g. promo spikes, seasonality)

Deliver reports

The Pain Point:

Data exists but it takes hours to clean, format, and explain it for internal stakeholders. Reporting is manual and inconsistent.

Tool Requirements:

- Clear, customizable dashboards with filtering and drilldowns
- Report on automation (e.g., weekly executive summaries)
- Export formats for decks (PDF, PPT, CSV)
- Role-based access for teams (e.g., Finance, Sales, Supply Chain)

Bottom line

Before investing in another tool, ask yourself:

- What specific use case am I trying to solve?
- What data sources do I need access to?
- How often, and for whom, do I need to surface these insights?

The right tool isn't just a shiny dashboard, it's a means to clear, actionable understanding. Once you define your pain point clearly, finding the right solution becomes much easier. Whether you're optimizing your margins, operations, or decision-making.

Contact us

We'd love to hear your thoughts and answer any questions you may have about the information provided.

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