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Data Silos Are Costing CPG Leaders More Than They Realize

Four systems. Four inventory numbers.
Zero agreement.

- Where the C&F, distributor, and store numbers diverge
- The one question your S&OP team needs to answer
- Four follow-up questions worth sitting with

THE SCENARIO

Four numbers. Zero agreement.

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C&F AGENT

40,000

units in stock

vs

DISTRIBUTOR

28,000

units in stock

PRIMARY SALES (plant → distributor)

Looks perfectly healthy

On schedule

SECONDARY SALES (distributor → retail sell-through)

Down 12% in this region

–12%

Meanwhile, a store-level audit shows empty shelves for your top SKU — in the same region.

THE QUESTION

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When primary sales, secondary sales, and three different inventory counts all disagree — which number is your S&OP team actually planning against?

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01

If reconciliation happens monthly, how much mismatch builds up before anyone notices?

02

Who owns the “true” inventory number when two systems conflict?

03

Is your forecast built on shipments or on actual consumption — does your planning team know the difference?

04

How many days does a stockout signal take to travel from the shelf back to the plant?

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This isn't a dashboard problem.

Plant ERP, distributor systems, and C&F ledgers were never built to reconcile in real time — and CPG's back-end operations lag most in digital maturity, even as the front-of-store experience looks modern.

SIMBUS TECHNOLOGIES

We help Consumer Goods manufacturers unify supply chain, production, and sales data on a single Databricks Lakehouse — one source of truth instead of four.

As a Databricks implementation partner, we structure engagements around measurable business outcomes — from focused, rapid deployments to full platform builds.

Let's discuss what a unified data strategy could look like for your business.