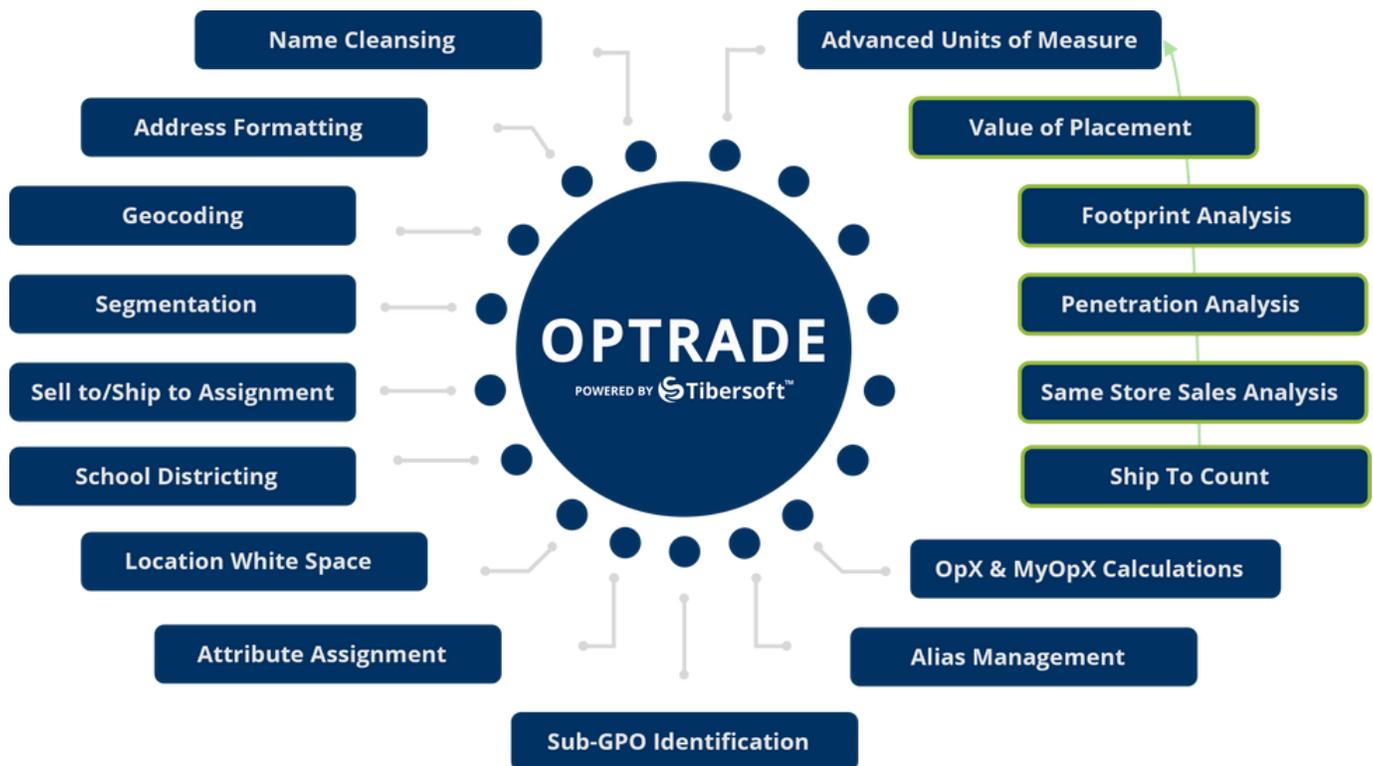# OPTRADE™
Powering FAFH Insights

OPTRADE connects operators, GPOs, distributors, and other third-party data sources, enabling Tibersoft clients to quickly understand purchasing behaviors and leverage collaborative insights for optimized trade and faster growth.

Benefits of OPTRADE

- Name Cleansing
- Address Formatting
- Geocoding
- Segmentation
- Sell to/Ship to Assignment
- School Districting
- Location White Space
- Attribute Assignment
- Sub-GPO Identification
- Alias Management
- OpX & MyOpX Calculations
- Ship To Count
- Same Store Sales Analysis
- Penetration Analysis
- Footprint Analysis
- Value of Placement
- Advanced Units of Measure

OPTRADE
POWERED BY Tibersoft™

Plug-and-Play Data
Leverage a Ready-to-Go FAFH Data Ecosystem

Proven Demand
Go Beyond Static Labels to See What Customers Actually Buy

True Sales View
Eliminate Inflated Volumes for an Accurate Picture of Performance

48-Hour SLA
Receive Fully Processed Claims Data in Two Days

The OPTRADE Community
Trusted by the World's Leading Food & Packaging Manufacturers.

NAME CLEANSING
Ensure clarity and precision in reporting by standardizing inconsistent or ambiguous naming conventions, making your data easily actionable.

ADDRESS FORMATTING
Efficiently identify and eliminate duplicate locations with standardized addresses, ensuring data accuracy through CASS certification standards.

GEOCODING
Enhance operational efficiency with precise location mapping, enabling Locations Near Me and improved territory planning / execution .

SEGMENTATION
Optimize sales and marketing strategies by grouping locations with similar purchasing behaviors and operational needs. Tailor your product assortment and pricing to maximize profitability and customer satisfaction.

SELL TO / SHIP TO ASSIGNMENT
Streamline sales and claims reconciliation by clearly connecting parent-level sales strategies with individual ship-to location purchases, ensuring transparency and efficiency in planning and performance tracking.

SCHOOL DISTRICTING
Enable clear and consistent reporting across your K-12 business by effortlessly matching individual schools with their respective districts and purchasing cooperatives.

LOCATION WHITE SPACE
Gain immediate access to untapped market opportunities across the entire OPTRADE community, providing strategic pathways for expansion.

ATTRIBUTE ASSIGNMENT
Enhance reporting depth and accuracy by assigning granular attributes like Metro Region, Cuisine Type, Daypart, and Recreation Sub-Segment, empowering detailed analytics and strategic decision-making.

SUB-GPO IDENTIFICATION
Align your business strategies and communications effectively with GPO hierarchies, influencing product eligibility, pricing strategies, and purchasing behaviors.

ALIAS MANAGEMENT
Simplify complex data management by accurately identifying and merging multiple aliases for a single location. Clearly track performance despite frequent industry shifts. This precision is the foundation for accurate trade spend management, allowing you to find and prevent costly double-dips in the K-12 segment.

OPX AND MYOPX CALCULATIONS
Focus your sales efforts on high-potential locations with relative purchasing power rankings. Spot gaps between market opportunity (OpX) and your current penetration (MyOpX) to boost revenue.

ADVANCED UNITS OF MEASURE (UOMS)
Accelerate decision-making and strategic planning with dynamic units of measure tailored to your filters, making complex analytics simple and intuitive.

SHIP TO COUNT
Easily quantify your market presence by quickly identifying the total number of active shipping locations.

SAME STORE SALES ANALYSIS
Clarify true organic growth by filtering out market noise from affiliation changes, ensuring accurate measurement of performance and genuine market penetration.

PENETRATION ANALYSIS
Rapidly pinpoint untapped market opportunities by assessing how many operators purchase specific products or categories, enhancing your ability to target sales efforts strategically.

FOOTPRINT ANALYSIS
Identify assortment gaps by analyzing the average number of SKUs purchased per operator, allowing you to proactively address opportunities.

VALUE OF PLACEMENT (VOP)
Drive targeted sales growth by clearly quantifying the potential value of specific product placements. Motivate sales teams with actionable insights into high-potential opportunities.
boost revenue.