



The Connected CPG Enterprise

How CPG leaders connect digital sales execution with data intelligence



Co-created by
OroCommerce and DataArt

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Introduction

Across the consumer packaged goods industry, digital progress has become a competitive divider. McKinsey's research ranks CPG among the least digitally mature sectors, warning that many manufacturers are falling behind both retailers and end customers in how they sell and serve.

Analysts estimate that scaling digital and AI use cases across sales, channel management, and forecasting can lift revenue by up to 10% and boost margins within a few years. Yet most organizations still run on disconnected processes and manual workarounds.

Gartner expected that by 2025, four out of five B2B sales interactions would happen through digital channels — and that shift is now visible across the market, showing how quickly power is tilting toward connected, data-driven operations.

This guide explores how CPG manufacturers can evolve from transactional systems built for order processing and reporting to connected commercial ecosystems that integrate intelligence across every customer touchpoint.

OroCommerce provides the commerce architecture behind that ecosystem: multi-brand catalogs, account-specific pricing, approval workflows, and seamless integration with ERP, CRM, and logistics platforms. DataArt extends it with data engineering, AI, and analytics capabilities that turn those transactions into insights, revealing demand patterns, highlighting risks, and guiding smarter planning.

Together, OroCommerce and DataArt show what a connected model looks like in practice. The pages ahead outline where CPG manufacturers typically lose visibility and control, and how to close those gaps through unified commerce, data, and decision intelligence.



Why CPG Manufacturers Need a Digital Upgrade Now

Every ERP-commerce integration is different, but the domains you choose to sync determine whether buyers trust the channel and whether your teams stay efficient. Below are the core areas that almost every manufacturer or distributor has to solve, and the reasons they matter.

External Pressures

Retailers are raising the bar. Large chains like Walmart and Target now fine suppliers for late or incomplete deliveries, often around 3% of each affected shipment. Many manufacturers still hit only about 84% on-time performance, which adds up to real money lost and strained retail relationships.

Marketplace and pricing transparency. When a product appears cheaper through a third-party seller or outdated listing, retailers notice immediately. Price drift, missing content, or unauthorized offers can damage trust and trigger tough conversations with channel partners.

Buyer expectations have matured. 82% say they want to compare products and pricing online before speaking with sales. 75% are ready to switch suppliers for a smoother digital experience. High-value self-service is normalized, with buyers willing to place \$500k+ orders through digital/remote channels.

Cost pressures are rising fast. From 2020 to 2024, delivery and distribution costs rose ~25%, squeezing margins.

Internal Imperatives

Trade spend needs a clear paper trail. Promotions, rebates, and chargebacks still move through emails and spreadsheets in many CPGs. The result is confusion over what was agreed, missed reimbursements, and revenue quietly leaking out of every sales cycle.

Operational scale overload. As brands and markets multiply, fragmented stacks slow execution. McKinsey flags CPG as a laggard on digital/AI maturity and urges rewiring commercial operations (not just IT) to compete.

Sales and service bottlenecks. Error-prone order entry and exception chasing tie up teams; 40% of buyers cite lack of transparency on stock and delivery as the top online frustration, preventing orders and creating avoidable service load.

Content & compliance strain. SKU complexity (pack sizes, allergens, certifications) grows faster than manual operations can keep up.

Across both external and internal fronts, CPG manufacturers are under pressure to deliver more visibility, accuracy, and speed to their customers. Retailers and distributors now expect real-time data, consistent pricing, and straightforward digital ordering.

Inside the organization, sales, finance, and operations teams are still managing these expectations through disconnected systems and manual workflows. The result is a widening gap between how customers want to buy and how most manufacturers still operate.

Many manufacturers are already working to close that gap, linking the systems that manage customers, products, and orders into one connected backbone.

What follows is a look at where that connection delivers the biggest impact, and how companies are using it to simplify selling, strengthen operations, and make data a daily advantage.

Rebuilding the CPG Commerce Core: Where Connection Creates Impact

Progress in CPG depends on connection.

When information moves freely between order capture, pricing, and logistics, every team works from the same facts instead of reconciling spreadsheets. That clarity shortens order cycles, improves forecast accuracy, and keeps partners aligned.

Below, we break down where these improvements make the most difference, from the way customers place orders to how companies plan production and measure results. Each section shows how connected systems turn everyday tasks into predictable, measurable performance.

1 Simplifying How Customers Buy

In most CPG companies, even routine orders can turn into slow, manual processes. Buyers often have to confirm pricing by email, check stock through a rep, or wait for approval chains to clear. Each delay increases the risk of lost orders and unnecessary deductions.

A connected commerce layer removes those barriers. It gives every account a single environment where they can view their own catalogs, pricing, and contract terms, then place or repeat orders instantly. Reorders, quotes, and returns follow the same logic, supported by real-time credit and invoice data from an ERP system.

This approach keeps people at the center. It takes repetitive work off their plate so sales and service teams can spend their time solving customer issues instead of tracking down data.

Business impact

- Faster order turnaround and fewer entry errors
- Lower service costs through higher self-service adoption
- Better pricing accuracy and audit trails for finance
- Stronger account retention through consistent, reliable transactions

2 Strengthening Supply and Order Control

Order accuracy and delivery timing make or break retailer confidence. Yet most CPG teams find out about issues only after they turn into chargebacks. Shipment, invoice, and fulfillment data often live in different systems, leaving no single view of what's happening as orders move through the chain.

When those systems connect, problems surface early. Service teams can see short shipments as they happen, supply teams can confirm fill rates, and finance can close invoices without chasing paperwork.

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Business impact

- Fewer chargebacks and faster dispute resolution
- Lower OTIF penalties and improved service scores
- Shorter invoice-to-cash cycles through clearer documentation
- Stronger customer confidence through transparent communication

3 Streamlining Product Data and Compliance

Every new SKU brings a mountain of details: pack sizes, claims, images, and regulatory fields that change from one retailer to another. When that information lives across different tools and teams, errors creep in fast. A single missing attribute can hold up an entire listing or delay a launch.

The shift toward a connected product data process fixes this by treating content as a shared resource, not a one-off submission. Updates made once are validated automatically and flow to every retailer feed that needs them. Category, regulatory, and marketing teams can all work from the same source instead of passing files around.

Product data may not seem as urgent as order health or delivery speed, but it's the foundation of both. When retailers trust the information you send, they list faster, sell more, and call less.

Business impact

- Shorter product launch cycles
- Fewer listing rejections and manual corrections
- Stronger retailer trust through accurate data
- Lower administrative cost per SKU

4 Turning Data into Better Decisions

Across the CPG sector, teams keep uncovering the same issue: data arrives too late to change decisions. By the time a report explains what went wrong with a promotion or forecast, the next cycle has already started. That delay turns every fix into a recap instead of a course correction.

When order, inventory, and partner data flow through one integrated digital layer, those delays disappear. A change in order volume can trigger a stock check. A pricing deviation can alert account managers before a retailer flags it. Teams start to see shifts as they happen and act while they still can.

Take a common case: a regional retailer's orders drop mid-promotion.

Instead of waiting for a postmortem, the system flags the decline and shows that a popular pack size is out of stock at one DC. The sales team can substitute or redirect inventory the same day, protecting both revenue and partner satisfaction.

Business impact

- Faster response to demand changes and promo shifts
- Lower deduction exposure through earlier intervention
- Improved forecast accuracy at the customer level
- More efficient allocation of promo and trade budgets

5 Using Data to Build Stronger Partnerships

Once data is connected and reliable, it becomes more than an internal tool. It turns into something partners want to access. Retailers, distributors, and brokers all need insight into category trends, promotion results, and supply reliability, but they rarely see that information in one place.

Leading CPG manufacturers are starting to share curated views of their data with partners: short dashboards or reports that help both sides plan better. A distributor can see on-time rates by product group. A retailer can review how last quarter's promotions performed and plan the next one based on actual lift. When partners use your data to make better decisions, they also deepen their reliance on you.

Building this capability doesn't require a separate system. It builds on the same digital foundation powered by OroCommerce's commerce architecture and DataArt's integration and analytics expertise.

Business impact

- Easier joint planning and performance reviews with partners
- Stronger account relationships through shared transparency
- Opportunities to monetize analytics and data services
- More predictable demand from better-informed partners

Evolving Toward Intelligent Commerce in CPG

Every improvement outlined above, from faster order cycles and cleaner data to fewer deductions and stronger planning, points to the same shift. CPG manufacturers are moving from systems that handle transactions in isolation to operations that use shared data to guide every decision.

That connection is what creates resilience. It allows teams to react faster to demand, manage trade spend with precision, and deliver the level of transparency retailers and distributors now expect.

OroCommerce and DataArt make that shift possible.

OroCommerce provides the structure for complex selling and fulfillment; DataArt builds the data and intelligence that keep those processes learning and improving.

Together, OroCommerce and DataArt give manufacturers a single, adaptive foundation that turns daily operations into continuous insight and growth.

This foundation is already redefining how leading CPG companies run their business, from how they sell to how they plan. For manufacturers still relying on fragmented systems, now is the time to align around a single strategy and move from catching up to leading.



See what connected commerce can do. Request a 90-day pilot to identify data bottlenecks and demonstrate ROI in one market.

[Request a 90-Day Pilot](#)

About Oro Inc.

Oro Inc., the company behind OroCommerce, was founded by the original creators of Magento with a clear mission: to give B2B companies a commerce platform built for the way they do business.

Over the years, OroCommerce has evolved beyond eCommerce into a Unified B2B Sales Enablement Platform, providing industry-leading tools for both buyers and customer-facing teams. It unifies eCommerce, CRM, marketplace management, CMS, AI, invoicing, and payments in one system. This gives organizations a single view of customers, transactions, and workflows, connecting every step of the quote-to-cash process.

Recognized by Gartner, Forrester, and IDC for its innovation and B2B depth, OroCommerce powers hundreds of midmarket and enterprise organizations worldwide.



About DataArt

DataArt is a global software engineering firm that takes a uniquely human approach to solving problems across Travel & Hospitality, Healthcare, CPG, Retail, Finance, and Media.

DataArt provides consulting services to help clients find the best solution and implement it into their business model, develop individual eCommerce software and third-party integrations for B2B and B2C clients, implement headless and non-headless solutions, and help clients with a secure platform and data migration.

With over 25 years of experience, teams of highly-trained engineers around the world, deep industry sector knowledge, and ongoing technology research, DataArt helps clients create custom software that improves their operations and opens new markets. Powered by the People First principle, DataArt works with clients at any scale and on any platform and adapt alongside them as they evolve.