

Price Hub platform launched

In collaboration with TWC, Caterforce has introduced Price Hub to streamline pricing processes, drive operational efficiencies and increase transparency across the supply chain.

In the fast-paced wholesale foodservice industry, efficiency, accuracy and transparency are key to staying competitive. Caterforce, one of the UK's leading foodservice buying and marketing groups, is tackling these challenges head on with the launch of its Price Hub platform.

Developed in partnership with **TWC**, this innovative solution aims to streamline pricing and promotion management, providing Caterforce members with real-time data, advanced analytics, and a more efficient way to make pricing decisions.

Bespoke technology – choosing a partner

Buying groups are complex organisations by nature of the variety of members and the multiplicity of IT systems supporting the group at a local and central level.

Caterforce has invested in market-leading technology that is serving the group well but after substantial research it identified that there was no readily available off-the-shelf package to pull its group price information together into one place. The group therefore decided that it would need to invest in a custom software solution.

After a review of provider options, Caterforce selected TWC to be its software partner. This was for two main reasons. Firstly, TWC is Caterforce's incumbent data partner and supplies its SmartView sales reporting platform to Caterforce, which is branded Sales Hub. Secondly, Caterforce and TWC



have worked closely over the years and developed a strong, collaborative

working relationship, which meant the Caterforce team was able to place its trust in TWC to deliver something that was originally just a concept.

"Custom software builds are challenging: translating a business owner's idea into a tangible piece of software is fraught with risk," says Tanya Pepin, managing director of TWC. "However, the team at Caterforce have been incredible – they knew what they wanted, they had high attention to detail throughout requirements gathering and testing, and they dedicated enough internal resource to the project so that the TWC developers had the full support of the business team as the product came to life."

"It was a risk for us at Caterforce," says Peter Saunders, head of buying. "I knew what I needed the solution to do but we needed to manage the project very carefully, and I also knew that what we wanted was quite complex but it needed to be easy to use if we were to gain the buy-in from members and suppliers.

"The end solution has more than met our hopes and I believe it will transform the way we work. It is already saving staff time, and the feedback from members has been really positive."



Tanya Pepin: 'The team at Caterforce have been incredible.'

Addressing challenges

The wholesale foodservice sector and buying groups in particular have long struggled with the burden of managing pricing and promotions. Manual processes – from price changes and claims to complicated promotions – are time-consuming and prone to human error. This inefficiency costs businesses time and money. Price Hub is designed to tackle these

challenges by offering a centralised digital platform that simplifies pricing and promotional management.

At its core, Price Hub takes care of many of the tasks that used to be done manually, reducing administrative workload and the risk of errors. Buyers, suppliers and Caterforce members can now access a single, up-to-date version of pricing data, enabling faster, more accurate decision-making.

Price Hub delivers efficiency

A key feature of Price Hub is its ability to automate pricing and promotional processes. Suppliers can input pricing data and justifications directly into the platform, where they are reviewed by Caterforce buyers. Once approved, the new pricing is shared with all members automatically, ensuring transparency and consistency across the network. This centralisation reduces the risk of errors and helps to ensure that pricing changes are accurate and up to date.

Price Hub also simplifies the management of promotions. Coordinating promotions across multiple suppliers, buyers and members can be a logistical nightmare, but Price Hub centralises product and pricing information, streamlining communication and speeding up decision-making.

In addition, Price Hub integrates with TWC's SmartView platform, which tracks shipment data across the supply chain. This integration provides a comprehensive view of the entire supply chain and offers deeper insights into product performance and promotion effectiveness.

Security and data integrity

As more businesses transition to digital platforms, data security is a growing concern. Price Hub was designed with robust security features, including two-factor authentication and limits on data downloads to prevent unauthorised access.

In a rapidly changing market, staying competitive requires innovative solutions. Price Hub is designed to give Caterforce members the tools they need to lead the way.