



Business-friendly Solutions

PRE-INTEGRATED COMPREHENSIVE TRADE MANAGEMENT SOLUTION FROM ITC INFOTECH

The Consumer Goods industry's most complete trade management solution

Addressing Trade Promotion Planning, Execution and Optimization requirements



The Consumer Goods Industry has undergone a transformational journey in last decade. The pressure on margins, increased bargaining power of retailers, hockey stick input cost and increased trade spends due to dynamic competitive environment has pressurized the CG manufacturer to work on thin line of profitability. Also the problem most consumer goods companies have is that the layers of IT components that manage the trade channel are not harmonized and work in silos without end to end process visibility and insight to the business.



ITC Infotech, a leading global IT services and solutions company, has entered into a global Business Process Services agreement with Oracle Corporation for the 'Comprehensive Trade Management' (CTM) offering to the Consumer Goods Industry. ITC Infotech will be making Oracle's CTM offering available in the cloud, with hosted Exadata, Exalytics and Exalogic hardware, managed technical services and managed business services, all with subscription based pricing.



ITC Infotech's Comprehensive Trade Management solution is based on the proven and robust Siebel Trade Promotion Management solution for managing promotions, funds, settling claims, and forecasting sales and liabilities backed with Trade Promotion Optimization as services offering for Post Promotion Analysis and Optimization.

The solution has been enhanced with predictive trade planning capabilities using our in-house Advanced Analytics COE, a built-in electronic Point-of-Sale (ePOS) data Demand Signal Repository (DSR) and Oracle's Business Intelligence Enterprise Edition analytics tool (OBIEE), to enable leading trade promotion planning business practice processes such as:

- Real-time what-if scenario planning
- Consumption based volume planning
- Retailer profitability analysis
- Customer-centric joint business planning

These processes allow organizations make better trade fund allocation decisions, optimize promotions and increase trade spends efficiency.

Key Solution Capabilities of Oracle's Pre-Configured CTM Solution

Oracle's pre-configured CTM solution integrates aspects critical to trade management to help consumer goods manufacturers analyze, plan, manage and optimize trade spend in an improved way. It helps enhance business value in the following ways:

Promotions

- Modern and Intuitive Interface (Siebel Open UI)
- Intelligent Promotion and Plan Copy
- High-speed automated and streamlined Promotion Entry
- Causal based Fixed Spend allocations
- Push and Pull Corporate promotions (templates)
- Multiple Tactics per Promotion

Volume Planning

- Predictive Trade Planning
- High level volume planning (PPG or Brand level)
- Shipment or Consumption
- Baseline/Incremental, Total Volume or Promotion Only Methodologies
- Baselines in Weeks or Months
- Cannibalization for Related Products

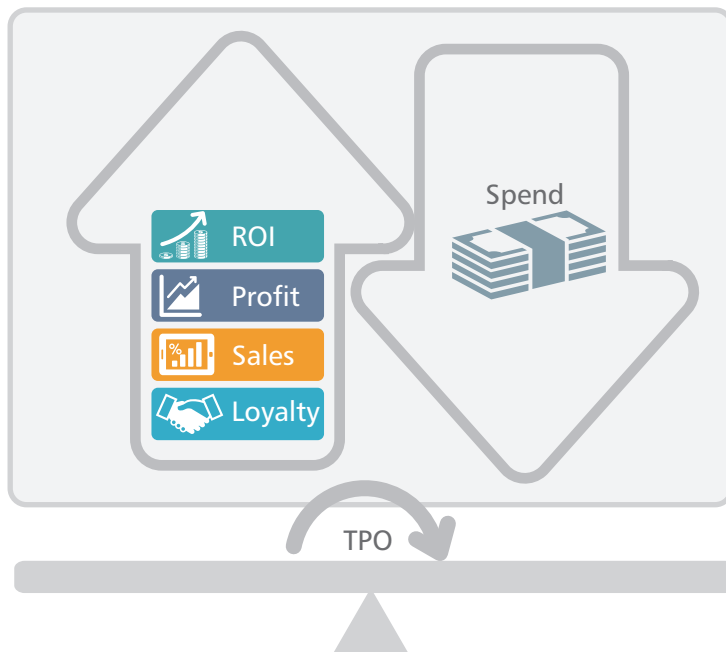
Trade Funds Management

- Accrual and Fixed Funds
- Planned, Committed, Estimated and Actual Balances
- Funding by spend type and Product Category/Brand
- Rate setting by Account, Product and time
- Fund Groups for fund creation and administration
- Contingency/Hold Back Funds
- Fund Adjustments and Transfers
- Max Pay Ahead
- Mass Addition of New SKU's to Multiple Funds
- Mass Change of Accrual Rates to Multiple Funds

Settlements and Deductions

- Automatic matching of claims, deductions and bill-backs
- Formal workflow for approving or rejecting payments
- Automated research for verifying Promotion compliance and claimed volumes
- Reduced Days Sales Outstanding/Claims Processing Velocity

ITC Infotech's Trade Promotion Optimization Services



Core Services:



Pre-event Analysis

- Manufacturer and Customer ROI
- What-if Scenario Planning
- Embedded Insights (Promotion Tactics)



Post-event Insights

- Dogs and Stars
- Tactics Analysis
- Promotion Compliance Analysis
- Promotional Claim Verification exception report



Scorecards

- Promotion Performance Analysis and Ranking
- Cannibalization and Halo Effects

Value Proposition

Comprehensive trade management addresses the Trillion Dollar Challenge of trade spending in the consumer sector. It helps the Consumer Goods company to transform the way the business is done today by:

- Near real time trade activity visibility across enterprise
- Near real time collaboration with retailers on sales, marketing and demand planning
- Proactive management of store level retail execution
- Trade and financial systems integrated for improved management and reporting trade costs

Why ITC Infotech?

We address your needs and challenges, by providing:

Technical Support Services:

- Database and application server administration
- On-going development support (Configuration, Integration and Reporting)
- Annual upgrades to current software versions
- Regular release of new enhancements
- Maintaining data interfaces from various systems

Business Support Services:

- Data administration (reference data, workflow/business rules)
- Leading Business Practices Advisory Services and Business Process Change Management
- Organize training, facilitate workshop and feedback session
- Fine-tuning baseline and promotion forecast causal factors

SaaS Solution:

- To minimize infrastructure cost and maximize service levels
- Monthly subscription fee to remove upfront software licensing fees
- Oracle Exadata Hardware for up to 15 X improved performance

Existing Siebel TPM Customers

- Receive credit for Siebel and OBIEE licenses already purchased
- Reduces operational costs by minimal customizations
- Cuts down maintenance costs by moving to a fully supported version

Business Benefits:

Our solution helps in achieving the following benefits:

- Increased Trade Spend Efficiency
- Improved Forecast and Trade Liability Estimate Accuracy
- Reduced Time Entering and Reconciling Funds, Promotions and Claims
- Better Collaboration and Relationship with Customers
- More Insightful Category Management Recommendations using the Domain Expertise
- Better Change Management & advisory services leveraging Consulting Expertise

ITC Infotech: Partner of Choice for Oracle Technologies

Industry recognitions: ITC Infotech is featured in research report by Gartner Inc., titled: "Vendor Panorama for Trade Promotion Management in Consumer Goods, 2014". This report highlights ITC Infotech's ability to deliver against industry requirements and recognizes ITC Infotech's unique positioning: "consulting firm, outsourcer and TPM/TPO software company puts it in a rather unique category".