

Improved Sales Productivity, On-shelf Product Availability & Accelerated Speed-to-market for a CPG Major



SITUATION

The client wanted to embark on a Sales & Distribution transformation journey to improve efficiency in operations and trade-capital allocations. They targeted profitability in an increasingly tough regulatory environment through business process automation, simplification and integration. The goal was to transform into a performance driven organization led by insightful decision-making

IMPACT

The client's manual, spreadsheets-based Sales & Distribution planning process had limitations – it was cumbersome, time consuming, assumptive, and rendered planning & budgeting ineffective. Also, the management lacked a holistic overview of the TM&D processes, and couldn't gauge the impact the changing business scenarios, objectives, and constraints in one function area had on other business areas

RESOLUTION

ITC Infotech offered a comprehensive enterprise level connected planning solution on Anaplan which brings together – strategic planning, operational planning and execution planning across functions to ensure goal flow-down and purpose based resource allocation

The Client

The client is one of the largest multi-national CPG companies in the world, head quartered in the UK. They are involved in the production of an extensive range of brands, holding a leading position in markets across 50 countries.



The Need

The client wanted to embark on a Sales & Distribution transformation journey aiming to improve operational efficiency and to enable more efficient allocation of trade capital and amplify profitability in an increasingly tough regulatory environment. They wanted to achieve this goal through automation, simplification and integration of their business processes to transform into a performance driven organization through better insights driven smart and prioritized decision making.

The client had a disjointed and siloed trade planning approach across the organization. Poor integration across Trade, Marketing and Distribution(TM&D) often resulted in sub-optimal allocation of resources and underleveraged market opportunities.

The client's speed to market was also deeply affected due to long planning and budgeting cycle times as planning was typically done manually or using excel sheets. Moreover, limited ability to quickly calibrate plans based on business drivers was exacerbating pain points for the planners.

To top these issues, the client was forced to rely on plans that were not fact based or insight driven, causing unsegmented and suboptimal resource/trade fund allocation and ultimately culminating in poor return on trade investment.

Therefore, the client was looking for a fast, innovative and intelligent planning solution for their complex trade and distribution business – one which would integrate various TM&D functions, shorten planning and budgeting cycle time while maintaining acceptable planning precision, enable them to calibrate plans based on business drivers and rely on facts and insights for decision making process.

The Solution

ITC Infotech implemented a fully integrated planning solution in Anaplan which brings together strategic planning, operational planning and execution planning to ensure goal flow-down and purpose based resource allocation. The solution also offered driver based analysis, enabling an agile and flexible planning framework to accommodate any unforeseen aspects and adjustments.

The solution featured seamless system integration with CRM ensuring that plans are available as a going-in position. Integration with DWH enabled data driven decision making and closed loop feedback process for future cycles. Moreover, the solution offered built in intelligent rules for optimal allocation of resources under constraint, simulation of multiple scenarios for analysis and projections in real-time, as well as reduction in planning cycle time through automation and workflows.

Business Benefits

- An agile and connected planning process resulting in improved sales productivity, on-shelf product availability, awareness/trial & speed to market
- An efficient and intelligent sales & marketing operating model through effective alignment of functional plans to overall organizational strategy
- Highly contextual resource allocation which is fully aligned with key issues and opportunities, resulting in a higher Return on Trade investments

ITC Infotech's Data - Infrastructure to Insights Practice

ITC Infotech provides Analytics, Big Data and Information Management services through its "Data – Infrastructure to Insights" line of business. Driven by strong leadership in domain and technology consulting, ITC Infotech provides modern solutions to help organizations harness the value of data. With a strong focus on design and differentiated delivery, ITC Infotech provides cost effective solutions, innovative offerings and customer delight.

In the areas of Healthcare, ITC Infotech focuses on Analytics and Business Intelligence solutions that help organizations provide superior quality of care, enhanced patient engagement, accurate regulatory reporting, and financial and operational excellence.

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