



Business-friendly Solutions

RETAIL EXECUTION SOLUTION FOR CPG INDUSTRY





The consumer Goods industry today is under significant pressure to improve the effectiveness of the Retail Execution process spanning across planning, execution and performance monitoring. The key challenges revolve around stronger outlet management, robust & rapid field sales enablement, continued customer engagement, contract management and compliance, and an overall improvement to process efficacy. ITC Infotech with its deep domain expertise in CPG has a Retail Execution solution that addresses these challenges. The solution encapsulates all aspects of Trade Marketing Execution (TME) and Direct Store Delivery (DSD) with comprehensive planning, demand driven field execution and performance analytics based decision making capabilities.

Business Need

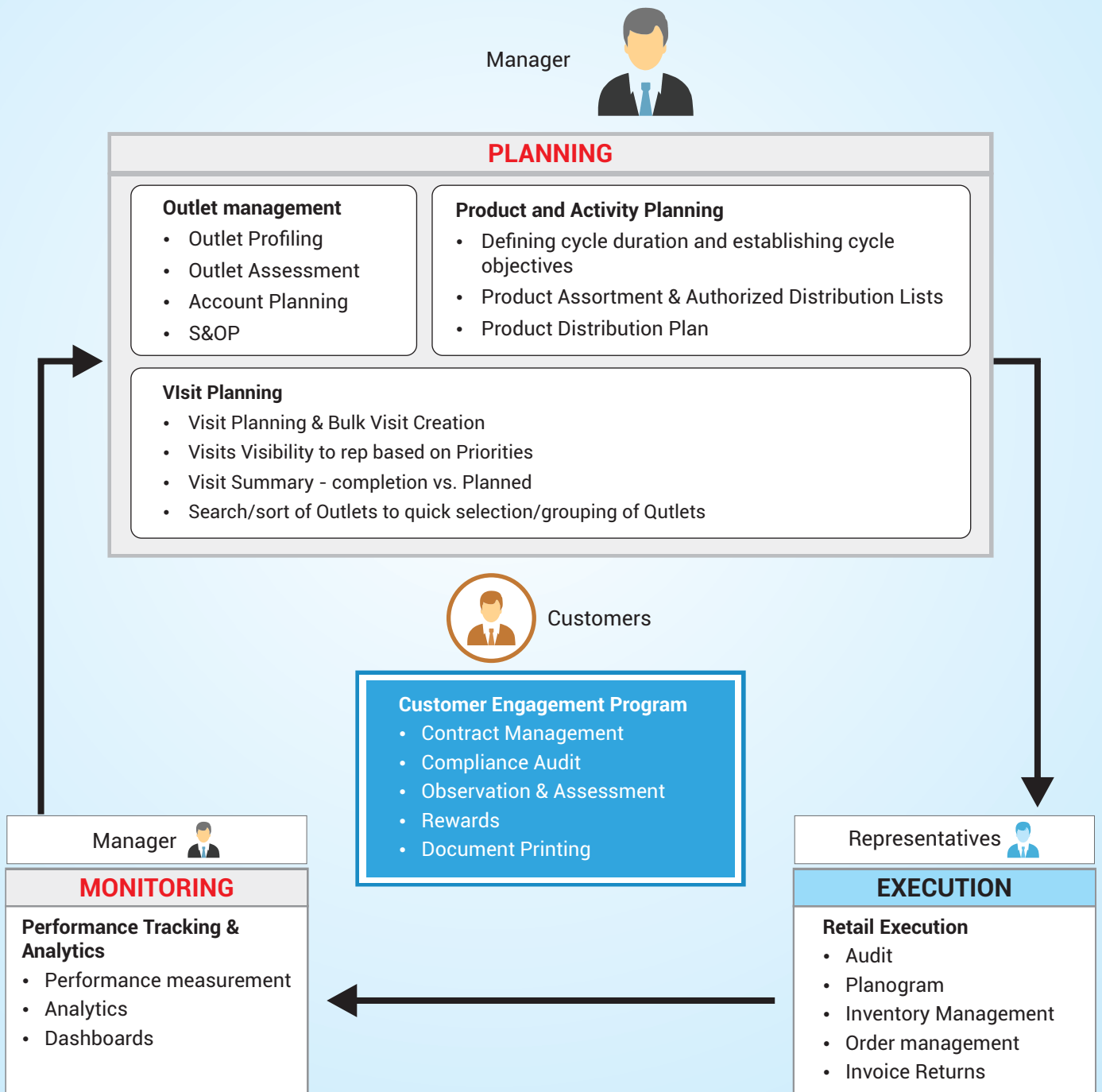
- Lack of organization wide visibility to Trade Management activities
- Unavailability of single source of truth on Sales team and Retailer's Performance
- Absence of streamlined and standardized process/method for planning, execution and monitoring.
- TCO optimization through flexible deployment and usage based pricing options (cloud hosted, SaaS)

Solution Highlights

ITC Infotech's new age Retail Execution solution enables an efficient and demand driven TME and DSD processes – Presales, Van sales and Merchandising. The key processes include Outlet Management, Product Coverage, Visit Planning, Route Management, Visit Execution, Pricing and Promotions, Order Management, Contracts and Compliance Management, Performance Tracking, Analytics and Reporting, and Customer Engagement Program.






Key features of our solution consists of - flexible deployment options on cloud or on premise, intuitive & familiar UI enabling quicker user adoption, seamless integration with Azure Cloud, Outlook, SharePoint, and Office365.

Retail Execution Flow



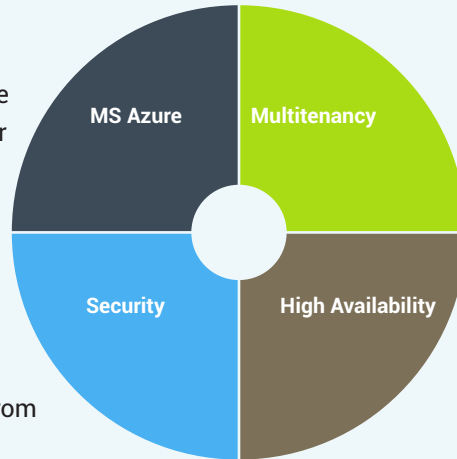
Key Business Benefits

ITC Infotech's Retail Execution Solution enables Consumer Goods Companies with:

-  Higher brand availability
-  Better insight and visibility to organizational sales hierarchy
-  Improved contractual compliance tracking
-  Increased Retail Execution efficiency
-  Improved relationship with Retailer

Non Functional Elements

- Hosted across multiple Global Locations
- Ability to Scale on Demand
- Compliance with data standards
- Flexibility
- Reliable and Secure Data Storage
- Business Continuity and Disaster Recovery

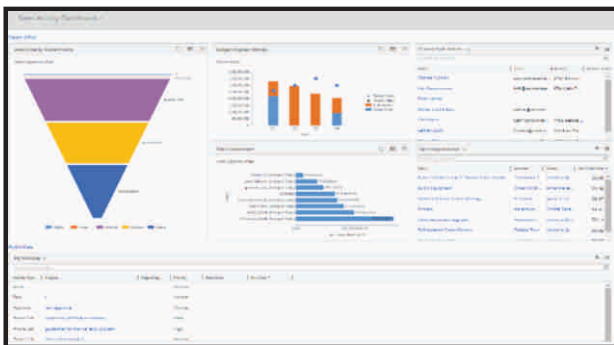


- Data segregation
- Data Security
- Elasticity
- Efficiency
- Economical

- Access Control
- 2 factor authentication
- Data Exchange through secured channel
- Regular Security Patch Update from Azure

- Auto scale
- Load Balancing
- Fail-over Cluster
- SLA driven uptime
- Minimal Planned outages
- Reduced effect of unplanned outages
- Lower Maintenance window

Sneak Peek into the Solution



Dashboards

- Actionable information at a glance
- Performance KPIs - Call Rates by Rep
- Sales Funnel Overview



Visit Coverage

- Visit Prioritization for enhanced efficiency
- Visit Status mapping across region/area/territory
- Summary of visit planned and executed

About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting.

ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business. The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Healthcare Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Healthcare, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term flexible, trusted and sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.

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