



Business-friendly Solutions



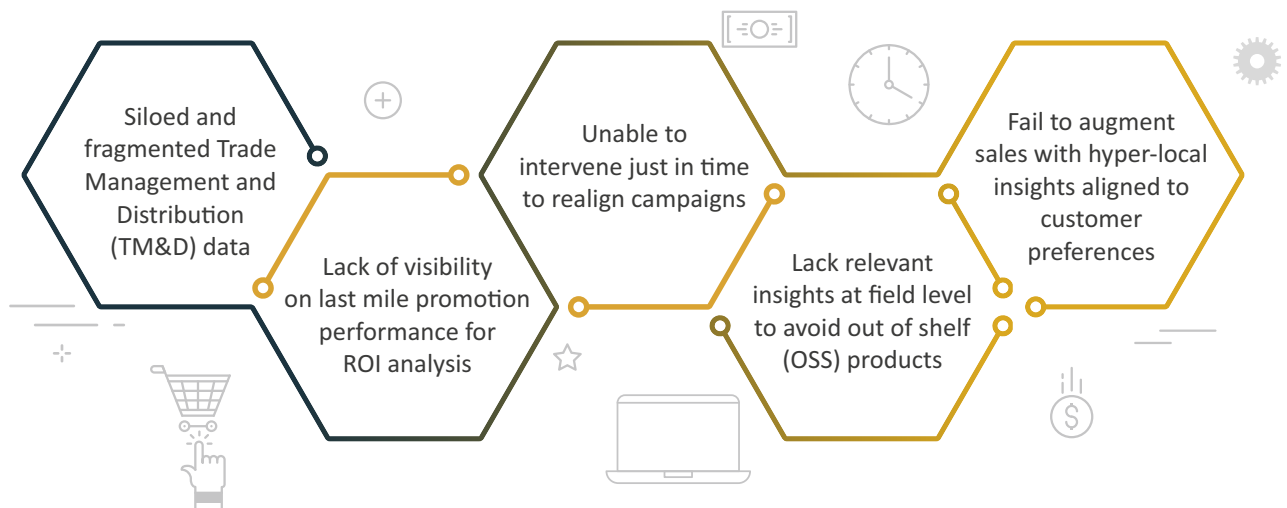
**WINNING IN A FRAGMENTED  
RETAIL MARKET WITH INCISIVE  
TRADE INTELLIGENCE**

Customer loyalty to brands is a shifting goal post. The market is flooded with choices for every category and deep discounts by private labels are only making the competition intense. As the choices multiply, companies continue to plan innovative campaigns to draw and retain customer attention. The CPG industry, on an average, spends 27% of their sales budget on trade promotion, but almost 60% struggle to realize any significant ROI. The gap between average spend and value realized is widening as new retail formats emerge and consumer paths to purchase evolve.



## CPG Companies Struggle to Make Trade Promotions Effective and Get Right ROI

Most CPG companies invest huge dollars in Trade Promotion Management software that churn out loads of data but provide little clarity on ROI on promotional activities. The focus, thus, shifts to incisive trade intelligence. Data being generated every second from different platforms need to be analysed on the go for actionable insights, executed just in time for better return on every dollar spent. CPG leaders require the ability to track the impact of trade promotion campaigns to the last mile and align tactics to meet business goals despite market constraints. The data must uncover opportunities to elevate sales performance, improve field force productivity and maximize ROI on promotional spend. This calls for intelligent planning, targeting, execution and evaluation of their trade promotion activities. Advanced Analytics, Artificial Intelligence and Automation are key drivers in building robust trade promotion cycles that deliver optimal returns. However, the trade promotion ecosystem is not ready as it is:





## Empower Trade Leaders with the Right Insights and Augment Decision Making

CPG CIOs can equip business leaders to unlock great value from their trade promotion by giving them access to real-time insights to match the speed of campaign execution. Empowering every role in the promotion ecosystem – trade promotion planners, marketers, sales team and field executives require strategic intelligence derived from multiple data streams on a single platform.

ITC Infotech brings Platforms of Intelligence to boost trade promotion effectiveness and streamline the entire process for improved decision making at every step.

### Key Benefits and Outcomes

- Optimize promotional spend with trade spend analysis and better alignment of promotion allocation, event and campaign calendar
- Drive optimal assortment mix with better portfolio planning, demand-based store clustering and improved shelf space utilization to unlock cross-sell/upsell opportunity for increased product profitability
- Enhance retail execution by ensuring in-store availability of products with predictive demand sensing at shelf level and trade loyalty analysis
- Drive enhanced customer engagement with intelligence on customer behaviour, trade receivables and retailer segmentation. Optimize routes for on-ground salesforce to expand their coverage area
- Enhance trade performance with incisive sell in, sell out and sell through analysis and better sales forecasting to meet targets

### Platform Features

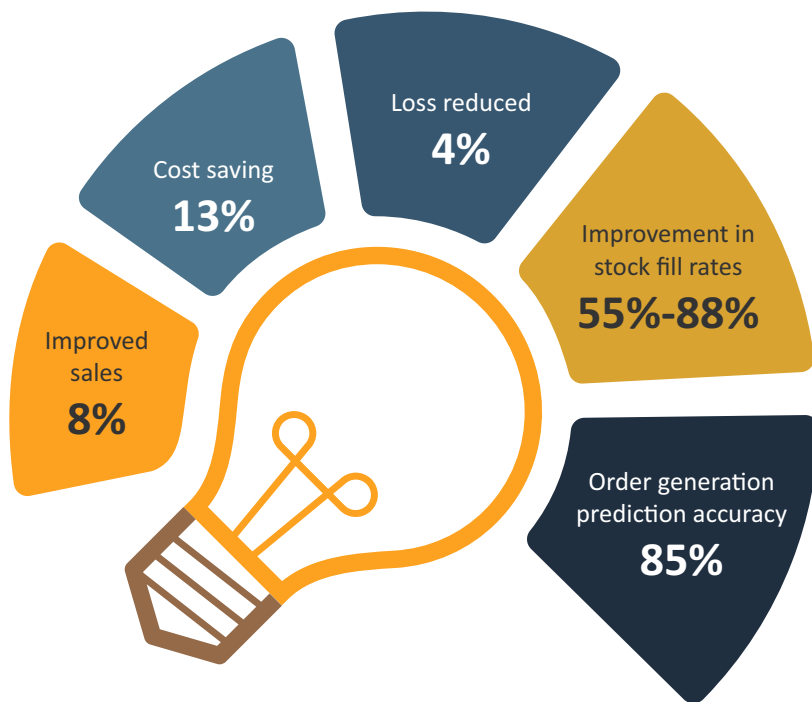
- *Diagnostic and Predictive Analytics* across the Sales and Distribution value chain to improve route-to-market effectiveness and optimize working capital
- *Pre-built CPG-specific* ML algorithms leveraging deep learning and reusable technology components on Big Data platforms for real-time analytics
- *Integration of third-party data* with customer, business, demographic and social data for hyper local demand insights
- *Pre-Call Prep Dashboards* including outlet performance reporting across Sales (Offtake vs Sell-In), Assortment, Incentive Programs, Media Touchpoint Activation, etc. for improved field-force performance

### Our Differentiated Value Proposition

- *Trade Promotion Platform of Intelligence* designed to uncover multi-territory dynamics with As-Is and As-Was Reporting, Snapshot KPIs, KPI Non-aggregation logics, Self-Serving Semantic Model and more
- *Enterprise Performance Management Model* to provide diagnostic & actionable intelligence framework to the sales function
- *Distribution Drive Insights* to facilitate enlisting of must-have range and newly launched products with visibility on incremental volume and consumer base.
- *Sales Support Insights* to reduce Out-of-stock ('OOS') through Suggested Order Quantity recommendations and recommended price compliance with peer benchmarking
- *Retail Activation Insights* to equip field sales representatives in driving Retail Compliance and Performance against the incentive-based trade promotion program
- *Hyper-local Insights* to empower field reps in recommending stock for new products at store, drive subscription of relevant trade promotions and reduce shelf OOS

## Proven Track Record

ITC Infotech designed and successfully implemented an Analytics Center of Excellence for a global CPG leader. The solution provided the client with trade promotion analytics, optimization, and accurate sales forecasting that enabled them to automate suggested order placement and helped improve the effectiveness of their sales representatives. This has helped the client with significant improvement in sales, cost reduction, elimination of fraudulent transactions and better stock management and control.

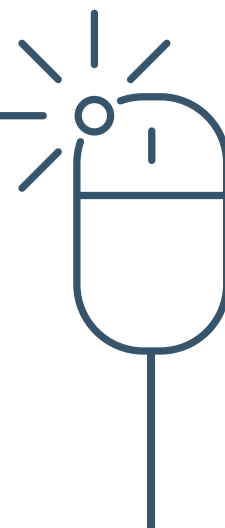


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### About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry-specific alliances, and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

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