



YOUR STORES
DEMAND INTELLIGENT
WORKFORCE SCHEDULING,
ARE YOU READY?

The Era of Value Sensitive Consumer

Customer journeys are not linear anymore. Their preferences and buying patterns are evolving. Reaching the customer with the distinguished value proposition is becoming harder for CPG companies as the retail landscape becomes increasingly fragmented. The growing influence of discounters and convenience centered direct to customer (DTC) platforms pushes the boundaries further. The trade promotion spends deliver suboptimal outcomes with as much as 70% of it going straight to retailers' coffers. The ROI thus is dismal as the trade load is far removed from consumer spending habits. The frequent Out of Shelf (OOS) incidents erode revenue and alienate consumers, giving competitors an easy lead.

The Ascent of eMarketplaces and Retail Bargaining Power

The growing bargaining power of modern retail has pushed the margins for the CPG sector. The discounters stray from recommended retail price (RRP) resulting in increased trade spend highly disproportionate to sales lift. The companies are found over-investing in key accounts while battling stagnated market share in important markets. The field sales representatives are left to their own devices losing consumer context. Continuously shifting retail landscape requires agile and micro-level planning aided by intelligent insights.

The Implications of Complex Supply Chain

The supply chain visibility is key to accelerate the route to market (RTM). However, the CPG sector needs precision planning in off-trade channels rising to overcome the limited line of vision due to fragmented data. Over investment in on-trade channels to secure shelf presence and suboptimal cross-category planning and execution give way to retailer dominance. As trade and supply chains struggle to align, the headroom for growth for FMC is further restricted. The added weight of a restrictive regulatory regime brings in operational challenges and squeeze margins.

The Upsurge of Digital Next CPG with Platforms of Intelligence

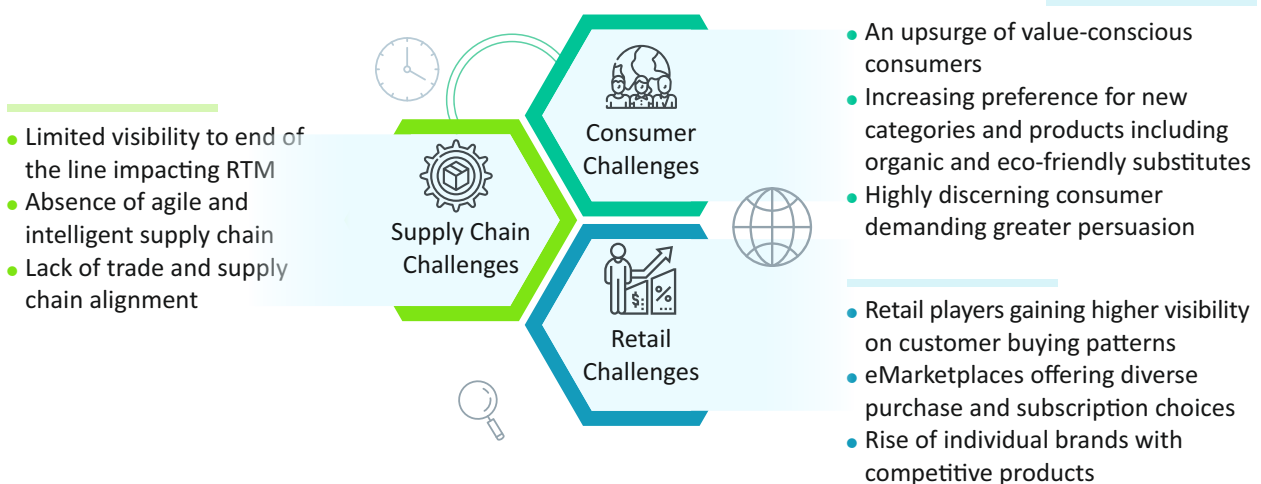
ITC Infotech brings Platforms of Intelligence to deliver better visibility, increased ROI, and improved sales for the CPG industry. The platform components are easily integrated into the CPG landscape equipping them to reimagine customer buying patterns, retail businesses, and supply chain management.

Business Drivers

The rising shift in consumer preference is challenging CPG brands. Creating a line of vision and loyalty-building are the need of the hour. Delivering products aligned to evolving customer preference, gaining better returns on trade promotions, capitalizing on distribution opportunities, and optimizing RTM requires intelligent and informed decision making.

CPG Market Challenges

The CPG industry is posed with three-pronged challenges. They need to fine-tune their supply chain to gain better alignment with the retailers and serve consumers' choices.



The Platform of Intelligence Solution Advantages

ITC Infotech brings a bespoke AI/ML-powered intelligent platform to empower CPG leaders to build stronger consumer connect, mutually rewarding retailer relationships, and a streamlined supply chain. Our Platforms of Intelligence deliver:



CONSUMER INTELLIGENCE

- Perform intelligent activation and analytics tools to manage the customer journey
- Enhance sales with optimized promotions for personalized experiences
- Orchestrate cross-promotion for more than 2% increase in sales
- Reduce cost up to 10% with contextual marketing and recommendations

TRADE INTELLIGENCE

- Deliver cognitive retail execution for performance evaluation,
- Increase field force productivity and improve trade spend ROI
- Increase sales with dynamic pricing and intelligent merchandise planning
- Gain assured 2% growth in sales with assortment optimization

SUPPLY CHAIN INTELLIGENCE

- Gain end-to-end visibility for tracking and management
- Build a clear line of vision for cost identification and recognizing sustainability risks
- Save 15-30% costs with intelligent logistics management

The Platform of Intelligence Features:

ITC Infotech delivers unmatched intelligence edge to the CPG companies with 2-5% margin improvement, 5-7% incremental sales, and 10-15% potential cost saving.

- Data lake, harmonizing supplier, retailer, consumer, ERP CRM, trade promotion, and 3rd Party Data
- Pre-built CPG standard business glossary, data catalog, and data modeling with MDM
- Cloud-based scalable, secure platform
- Modular API led components with Microservices supporting 4Vs of data
- Analytical Engine for segmentation, predictive and optimization modeling
- Data visualization for self-service reporting
- Unified command center for easily accessible actionable insight
- Planner Cockpit for integrated and intelligent planning
- Engagement channel optimization with Trade Promotion Management, Retail Execution, and SFA
- Streamlined connect B2B community commerce platforms
- Intelligent Virtual Assistants to support field force with guided selling and greater consumer engagement
- Marketing automation for improved campaign performance

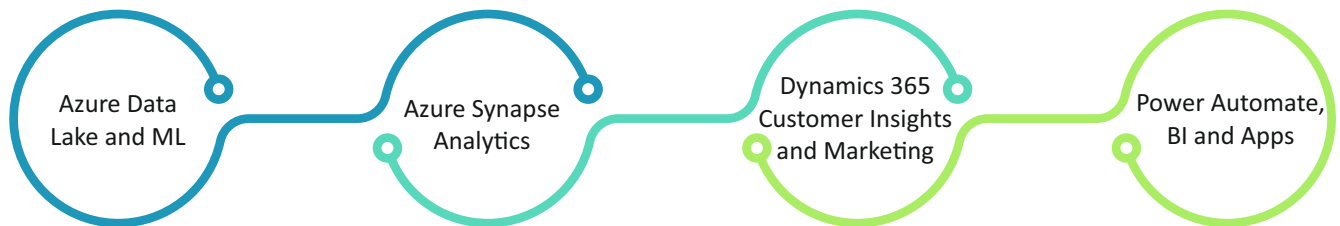


ITC Infotech Platforms of Intelligence Accelerators

- **Pre-built AI/ML models** for improved marketing effectiveness and faster implementation
- **Real-time execution platforms with Analytics** for consistency and accuracy in ideation to execution
- **Zero CapEx, long term OPEX model** for outcome linked delivery
- **Seamless Integration** between infrastructure, insights, and engagement for a single line of vision
- **Modular plug and play technology components** to augment existing IT ecosystem

Microsoft Technologies Powering the Platforms of Intelligence

Our Platforms of Intelligence are built using Microsoft Technologies to unify data from multiple sources, analyze data to enable real-time insights, drive intelligent decisions, and personalized engagement at scale.



Our Proven Track Record



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.

ITC Infotech is a wholly-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate. For more information, please visit: www.itcinfotech.com