



Integrated Global Trade & Commercial Planning

A Fortune500 multinational CPG giant



Managing Trade, Marketing & Distribution (TM&D) cost is critical to any CPG organization and escalating costs impact the operational efficiencies.

30% increase in sales productivity

60% decrease in new product launch time

1.5% increase in ROI

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 deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGE

The customer wanted to lower the TM&D costs. The existing manual processes with long cycle times has led to suboptimal allocation of trade funds, thereby resulting in low ROI. The planning and execution process needed to improve, required data-based insights on retailers and end-consumer to help in decision making.

SOLUTION

- Fully integrated planning solution on Anaplan that brought together strategic planning, operational planning, and execution planning to ensure goal alignment and purpose-based resource allocation
- Driver-based and algorithmic planning framework to accommodate adjustments
- 360-degree integration with Salesforce ensuring that plans are available as a going-in position for execution
- Integrated with DWH, enabling data-driven decision making and closed loop feedback process for future cycles

RESULTS

- Fully integrated planning solution
- 360-degree integration with Salesforce
- Data-driven insights for decision making
- Increased productivity
- Reduced time to market
- Better retail stock management