



Delivering Commercial Excellence through Integrated Planning for a Leading Global Tobacco Company

A leading Tobacco product manufacturing company has engaged ITC Infotech to transform its global trade & commercial processes. The company operates across 70+ countries with a turnover of GBP 25 Bn. The company was struggling with manual processes resulting in long cycle times, suboptimal allocation of funds, lack of insights on retailers and consumers, and improper planning and execution. ITC Infotech partnered with the company for assessment of the existing trade & distribution processes, design & development of IBP solutions, identification of effective use cases, establishment of POC, implementation of advanced IBP platform, setting up trade CoE, and deployment across multiple retail outlets across multiple countries.

30%

Increase in sales productivity

1.8%

Reduction in retail OOS

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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CHALLENGES

- Manual processes with long cycle times led to suboptimal allocation of trade funds, thereby resulting in poor ROI on trade spend.
- Siloed approach to planning and execution leading to structural conflicts and misalignment of objectives.
- Struggle in making fact-based decisions without adequate insights into the retailers and the end consumer.

SOLUTION

- Fully integrated planning solution collaborating strategic, operational, and execution planning to ensure goal flow-down and purpose-based resource allocation.
- Driver-based and algorithmic planning framework to accommodate adjustments.
- 360-degree integration with CRM platform, ensuring that plans are available as a going-in position for execution.
- Integration with DWH, enabling data-driven decision-making and a closed-loop feedback process for future cycles.

RESULTS

- Improved awareness/trial and time-to-market
- Highly contextual resource allocation
- Increased agility due to reduction in execution cycle time
- 60% reduction in new product launch time
- 1.5% increase in ROI on trade fund
- 2-3 % increase in Revenue