

New Product Introduction and Key Promotion (NPI&P) "A SAP Certified xApp"

Are the consumers finding product on the shelves?!

Do all the stores have product?!

Is consumer off-take happening at fewer stores?!

Is the time appropriate to release advertising campaign of new product?!

For which brands is the promotion working?!

How many stores are complying with promotion display?!

Infosys NPI&P Solution

The Infosys NPI&P xApp enables a CPG company to perfectly execute its key growth plans with quality and speed in the progressively complex retail channels thus creating a revenue growth opportunity. The solution, while enabling the key growth drivers of the business, leverages your investment in SAP and RFID. It integrates lead indicators like RFID reads and lag indicators like POS data, home panel reports to provide actionable insights and effective decision support.

BRAND LAUNCH / PROMOTION TEAM / STORE EXECUTION FIELD FORCE

Pre Launch / Promotion

Ensure that product and displays are in place and aligned to plan

retailink
wal-mart stores Incorporated
RFID

Mid Launch / Promotion

Monitor and synchronize distribution in line with consumer pull

retailink
wal-mart stores Incorporated
RFID & POS
Shelf Activity

Post Launch / Promotion

Monitor and align replenishment based on leading indicators and market share performance for new products
Analyze inventory and promotional compliance for promoted products

retailink
wal-mart stores Incorporated
RFID & POS
Shelf Activity
ACNielsen IRI

SPEED OF EXECUTION

Products and Displays move to shelf with speed and on-time

QUALITY OF EXECUTION

Ensure availability of the right product and ensure compliance in execution

INTERVENTION EFFECTIVENESS

Take corrective action based on timely, exception based visibility

Solution Benefits

New Product Launches

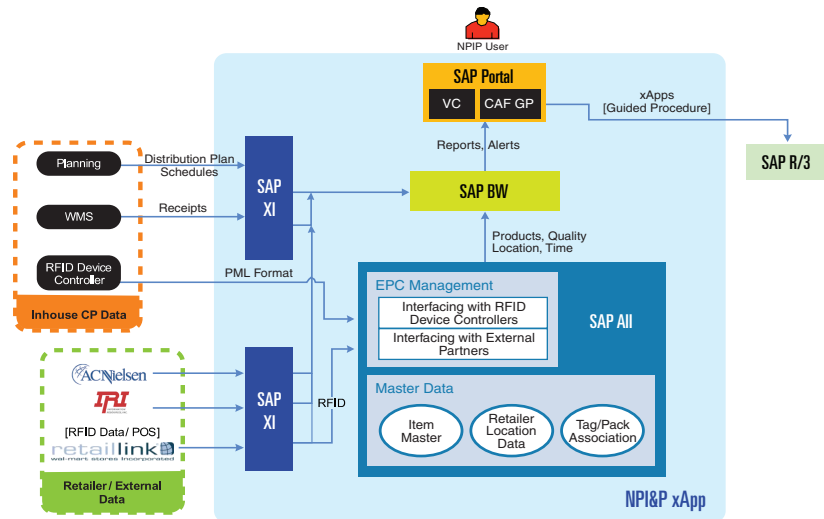
- Enables brand launch teams to successfully execute store level product launches
- Enables sales team to achieve availability and display compliance at stores
- Ability to modify store replenishments & supply chain plans in line with consumer off-take
- Ability to correctly time the brand building activities in line with off-take build up and product availability
- Actionable insights on root causes and learnings for future new product introductions
- Enhances the quality and speed of execution by providing real time visibility through out the product supply chain
- Adapts to varied levels of data sharing and RFID adoption amongst retailers

Key Promotions

- Enables promotion to team to ensure promotional display compliance and availability
- Streamlines the settlement process around promotions through better visibility and control
- Provides integrated view of multiple data streams to derive actionable insights
- Provides timely alerts to user to have better control

Solution Descriptor

Infosys' NPI&P solution uses a SAP NetWeaver based architecture comprising SAP-All, SAP-BW, SAP-EP, and core SAP components. The xApp provides real-time visibility of product movement and promotional displays up to the store shelf. It integrates lead and lag indicators like RFID, POS data, home panel reports to provide insight and the ability to intervene when product placement is not in line with the media, advertising, execution plan or customer pull.



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India

Bangalore, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Mangalore, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

For more information, contact infosys@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

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