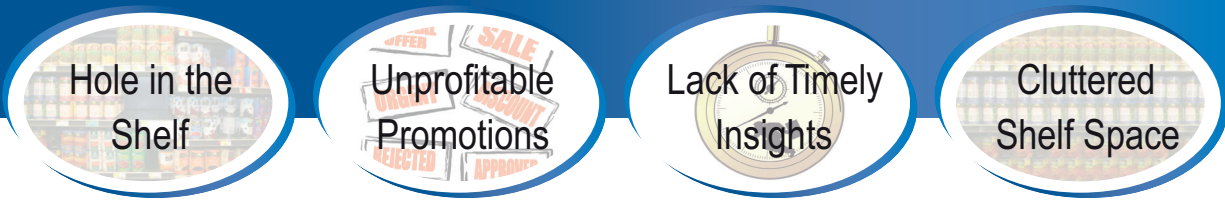


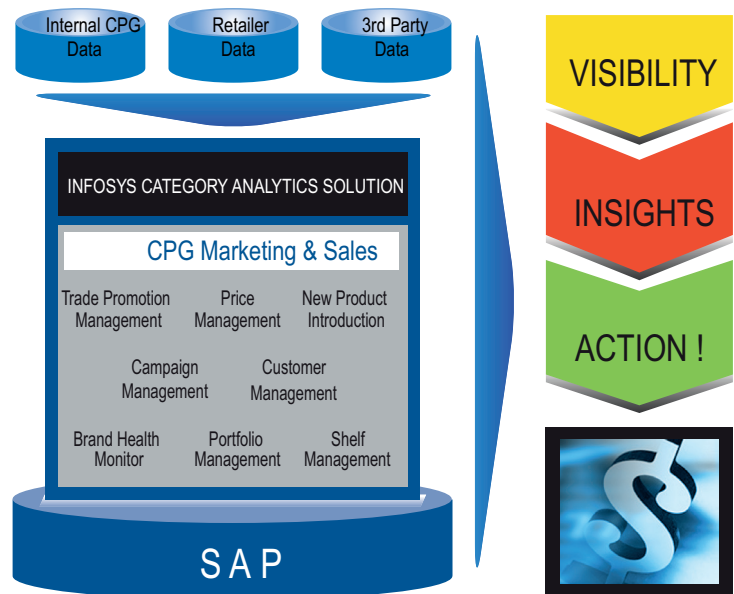
Infosys – Category Analytics Solution

Is your business a victim of the following?



Infosys Category Analytics Solution

Changing channel dynamics and consumer behavior are forcing CPG companies to look at new automated analytical decision support capabilities to effectively manage marketing and promotional spends. Infosys' Category Analytics solution provides CPG sales and marketing executives with greater visibility and enhanced analytics to execute effectively at the shelf by leveraging available granular data. The solution integrates multiple sources and types of data, while leveraging the SAP platform. The analytics provided varies from predicting the ROI on funds invested to understanding the impact of decisions on the consumer, retailer, and ultimately on bottom line. Infosys' Business Insights On Demand service provides support through a global talent pool to address the need for qualified resources to support analytics and reporting programs.



Solution Benefits

CPG Company

Ability to shape, sense and respond to demand through

- Robust demand insights
- Improved exception based visibility to sales & marketing performance and events

Reduced operational cost and improved productivity by

- Enabling access to centralized data resources and tools for a single version of truth
- Freeing up time spent on searching for problems

Increased promotional ROI and profitability through

- Better promotional and pricing decisions
- Improved HQ control over account teams
- Increased value from existing investments on SAP, syndicated and POS data sources
- Improved planning resulting in better manufacturing and distribution planning

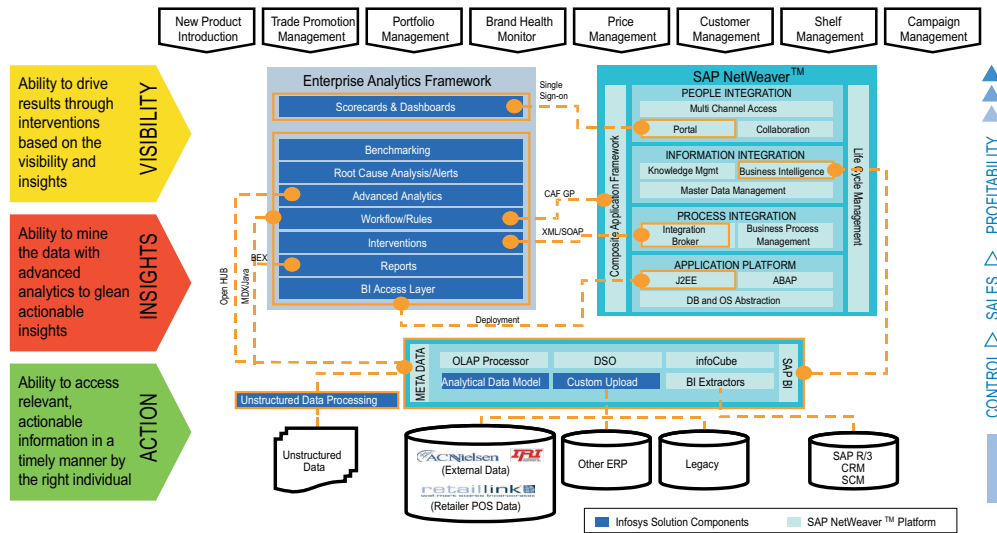
Retailers

Enhanced promotional and pricing decisions resulting in increased promotional ROI and profitability.

Reduced operational cost through collaborative planning with CPG manufacturer.

Better shopper experience through enhanced product availability, optimal assortment (selection), and desired product features.

Solution Descriptor



Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from retailers to distributors and CPG manufacturers.

The 3000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPC global and ARTS (Association for Retail Technology Standards).

Allied services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Process Outsourcing

Realize the power of Infrastructure Management, Application Management and BPO working in tandem for you. Dramatically lower your transaction cost. Consolidate your workforce and lower operational costs. Redesign your process to make it more effective.

Technology Consulting

We work with you to develop implementable architecture solutions that help you leverage technology to enable business strategy. Our solution helps you achieve a balance between IT Effectiveness and business innovation.

Enterprise Solutions

Our Enterprise Solutions help you automate your value chain using off-the-shelf packages. Our solutions span ERP, CRM, SCM and EAI. They help you to mitigate your risks, achieve faster returns and lower TCO.

Infosys | Building **Tomorrow's** Enterprise

For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.