

## Do more than just handout mobile devices, to create 'ideal' stores

*Drive growth through Retail Execution Planning with Sales Force Automation*

### Are you looking to

- Create 'ideal stores' with the same sales force?
- Prioritise the stores your sales representative needs to visit?
- Determine when your sales representative should visit that store and at what frequency?
- Decide how much time the sales representative should spend in the store?
- Evaluate what the sales representative should do in a specific store on a specific day?

It's time to change the way you play the game. We believe that not all stores are equal, not all activities generate the same ROI and not all sales representatives are the same.



Sales VPs and Information Technology (IT) directors in CPG companies are looking to enhance profitable growth by ensuring the 'perfect' execution of category strategy and increasing the efficiency and effectiveness of their sales force. While, Sales Force Automation (SFA) is necessary to improve productivity, simply providing handheld devices to sales representatives is not enough. Hence, Retail Execution Planning supported by SFA can help accelerate cash flow realization and increase market share.

### Why talk to us?

- Game changing Intellectual Property (IP) in Retail Execution Planning to help you realize potential revenue gains to the extent of \$120million and cost savings of \$10million
- Managed the largest Retail Execution implementation in the world for a CPG company with 27000 stores and 5000 sales representatives
- Pioneered Retail Execution implementations supported by SAP REX, Quofore, Oracle Siebel, and across multiple devices/ platforms including iOS, Android, Windows mobile
- Worked with 7 out of top 10 global CPG companies and have invested in product development across the retail execution space
- Rated as the leader in Enterprise Mobility Services by Forrester Research \*



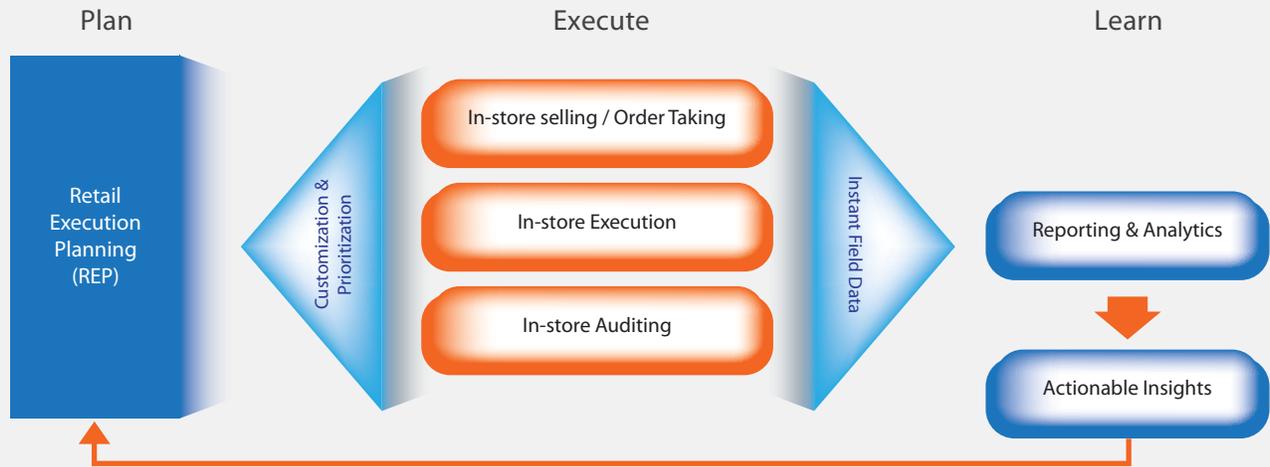
### What are the business outcomes you can realise?

Retail Execution Planning supported by an easy-to-use, cost-effective, mobile-enabled solution that is deployable across device platforms will allow you to:

- Reduce sales admin time by 14%
- Increase in display conversation rates by 30%
- Reduce time taken for new item introduction by 35%
- Reduce time taken to close out-of-stock and void by half
- Focus on high ROI activities in every store, every day leading to more closing opportunities

\*The Forrester Wave™: Enterprise Mobility Services, Q1 2013 report rated Infosys as a leader in Enterprise Mobility Services

## Connecting the dots in Retail Execution



### SUCCESS STORIES

#### CASE STUDY 1

**Client context** – A leading CPG company catering to home, personal care, food, and refreshments wanted to improve its in-store execution capabilities, store coverage, in-store visibility, and sales fundamentals. It needed to rationalize and standardize its sales force automation solution across all retail outlets to attain these critical objectives. It initiated a program to define and roll out a global sales force automation solution for retail execution.

**The Infosys solution** – Infosys is implementing a mobility solution based on SAP Retail Execution (ReX) to support the client's retail execution activities in modern trade and general trade markets within Europe. The solution will enable key capabilities such as store execution planning, outlet management and journey planning, key performance indicators (KPI) definition, blueprinting, in-store execution for sales/ order capture, merchandizing, store audits, and surveys, among others.

**Business benefits** – Besides providing an automated platform for sales force management, the solution will drive significant business value such as:

- Better insights to action owing to a field-based closed loop mechanism
- Improved efficiency of sales representatives, thereby enabling quicker, easier and more flexible in-store activity completion
- Standardization of best practices across all global outlets that align with the current solution, ensuring consistency of in-store action and

improved accuracy of reporting/ decision-making against European KPIs

- Enhanced action reports for all levels such as sales representatives, area managers, sales directors, and Key Account Managers (KAM) that provide instant and specific alerts and decisions for field issues
- Time-saving efficiencies (tool and process) that allow a strategic shift from low-value compliance and measurement activity to customer-facing relationship building and sales activity
- Higher organizational cost savings owing to a revised proportion of internal and third-party sales representatives and merchandisers, which was made possible by the new solution

#### CASE STUDY 2

**Client context** – A leading global food and beverage company was looking to streamline its sales force and drive real-time collaboration between planning teams and Sales Representatives (SR). It wanted to implement in-store execution process automation and develop a new process for planning, executing, analyzing and continuously improving its sales planning and retail execution.

**The Infosys solution** – Infosys partnered with the client's sales, operations and strategy teams to define an end-to-end process governing the flow of communication from customer teams to SRs. The solution enabled a set of tools to facilitate tight and relevant collaboration between the planning team and the retail execution team such as:

- Retail Activity Management to create and prioritize activities to be sent to SR
- Segmentation Model to allocate appropriate hours to a store based on the volume it contributes to the client
- Customizer to allocate and customize activities for specific stores based on their hours
- Integrated Reporting process and Value Calculator to outline the business benefit

**Business benefits** – The solution has helped the client realize business benefits such as:

- Revenue gains of around \$120M owing to improved feature and display conversion
- Cost savings of approximately \$10M across 27,000 stores in the US with 5000 SRs within 3 months of deployment owing to faster factory-to-shelf speed for products
- Stronger links between business units (BUs)/ customer account teams/ retail sales force
- Improved retail effectiveness by enabling efficient allocation of retail time through store specific agendas
- Increased process efficiency and reduced administrative overheads for customer account teams/ sales representative by consolidating systems and processes

Let us discuss how we can help you create ideal stores. Contact us at [askus@infosys.com](mailto:askus@infosys.com)

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