

GETTING MORE BANG FOR THE BUCK WITH TRADE PROMOTIONS

Are you able to?

- Provide real-time visibility and control of your promotions to sales and business executives to help them sense and respond quickly to market demand
- Simplify and harmonize processes to reduce the manual effort of the commercial team?
- Drive collaborative promotional planning and execution with your retailers and distributors?
- Draw business insights to deliver a competitive advantage and make rapid fact-based decisions?

Trade promotion is often cited as one of the largest cost items on the profit and loss statements of Consumer Packaged Goods (CPG) companies. In today's constrained economy, a number of factors have placed even more pressure on the trade promotion budget as retailers roll out more private labels – fierce competition for shelf space with a proliferation of brands and fickle consumers constantly looking for new ways to reduce their purchase spend. CPG companies are finding it difficult to gauge true profitability and long-term return on promotions as they are unable to accurately monitor their effectiveness and efficiency. CPG companies need new strategies, tactics, and technology choices to maximize their promotion spend by anticipating demand and predicting revenue, volume and profitability.

Infosys is collaborating with leading CPG companies to generate enthusiasm, stimulate demand for brands, and build loyalty – immediately. Our approach is helping them expand their trade promotion management (TPM) programs by offering the right tools, processes and analytics to improve the effectiveness of their trade funds.

Research by TradeInsight* indicates that a good TPM solution creates benefits that transcend the software solution itself. A majority of the CPG companies believe that best practices built in the solution and an improved user interface increase adoption greatly.

CPG companies have improved overall ROI by 4-18%, reduced deduction resolution days by 20-28%, increased market share by 3-5%, cut time to develop a promotion from 300 hours to 60 hours, and increased sales by 12-16%.

Why talk to us?

- Work experience with seven of the top 10 global CPG companies
- Unique approach to designing TPM solution based on process objectives, metrics and best practices to help define, achieve and communicate measurable business value
- CPG Trade Promotion Management Repository consisting of tried and tested tools and functionalities. These include the TPM Capability Maturity Model, Process Reference Model, Business Scenarios, TPM Value Diagram, TPM Persona Repository for all TPM roles and a pre-configured TPM toolset
- Ability to combine world-class consulting with a proven global delivery model in helping deliver faster, better, more cost-effective services to clients across multi-country implementations
- 2000+ consultants with deep domain expertise and wide-ranging experience in trade promotion management, CRM, and customer analytics. They are skilled in integration with demand planning and order management functions across SAP, Oracle and CAS, among others with 120+ experts in running TPM-shared services
- Partnerships with leaders – Infosys is an SAP Global Service Partner and an Oracle Diamond Partner (the highest level)

What can we do for you?

Business Strategy, Roadmap and Business Transformation Consulting

Package Evaluation and Selection, Business Process Reengineering

Implementations, Upgrades, Global Rollouts

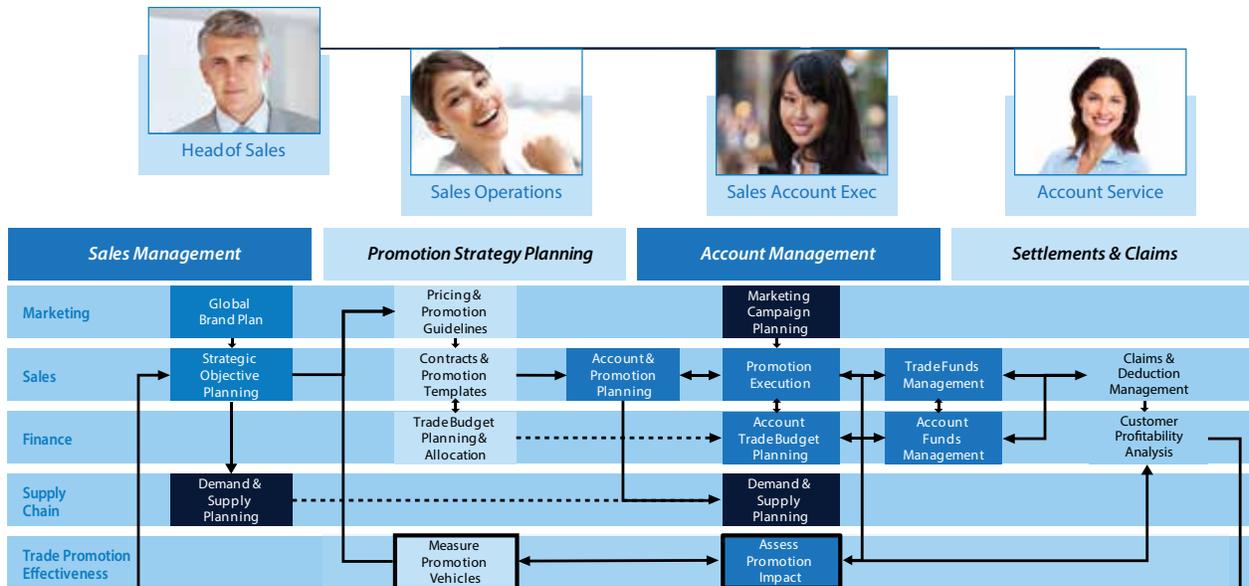
Organizational Change Management and Training

Application Maintenance and Support

Trade Promotion Management Shared Services

* http://www2.tradeinsight.com/rs/meicpg/images/2012_Trade_Promotion_Trends_Results.pdf

TPM connects processes across departments



SUCCESS STORIES

CASE STUDY 1

Client context – A leading confectionery, foods and beverages conglomerate is running its trade promotion, funds and claims management process across Europe on multiple legacy applications, including Excel spreadsheets. It wanted to draw up a roadmap to transition its promotions to the SAP platform, build an integrated solution with simplified business processes to track Consumer Price Index (CPI), optimize trade spend, and enable data-based faster decision-making.

The Infosys solution – Infosys is leading the global transformation program with the template development and rollout of an integrated SAP CRM-TPM solution for fifteen countries in Europe. It is prototyping key business processes to evaluate the solution and validate its feasibility in the existing complex and customized SAP landscape. The approach includes:

- Assessment of the current trade promotion management process across different geographies and definition of a global template based on best practices
- Definition of key business requirements and business scenarios
- Definition of key integration requirements with SAP ECC, SAP BI, and SAP APO
- Recommendation of the implementation methodology and defining an implementation roadmap

Envisaged business benefits

- Reduced trade spend through identification of unprofitable trade investments

- Reallocation of trade spend through better visibility across markets and channels and ability to undertake scenario planning
- Enhanced revenue and profits through sell-in and promotional activities
 - Improved sales-force productivity
 - Collaboration with customers
 - Aligning customer investment to category objectives
- Enhanced SAP CRM EHP1 TPM functionality with improved system performance

CASE STUDY 2

Client context – A large beverage company in Europe is managing its trade promotions manually, with archaic tools such as MS Excel. Hence, the company decided to embark on a strategic program to maximize returns on spend.

The Infosys solution – Infosys will be implementing and deploying an integrated SAP-based CRM-TPM solution that will give greater visibility and improved returns from the promotions and offers it runs for distributors and retailers. The approach will entail:

- Analysis of business requirements
- Building of the solution
- Testing
- Deploying it technically to IS and functionally to business

Envisaged Business Benefits

- Real-time visibility into the promotions to sales and business executives
- Improved management of trade expenditure and subsequent budget impact

- Accurate inventory planning based on improved predictability of the impact of promotions
- Sensing and responding quickly to market demand owing to real-time insight into returns from marketing investments

CASE STUDY 3

Client context – A leading brewer in Australia, with a portfolio of brands, was managing trade promotions using archaic bespoke tools and MS Excel. Looking to enhance the efficiency of planning and reporting to drive top line growth, the company embarked on a strategic sales transformation program and implemented an integrated trade planning solution.

The Infosys solution – Infosys defined the implementation roadmap to deploy an integrated TPM solution using Siebel CRM. The approach involved analysis of business requirements, solution build, testing, and user training. The solution was deployed technically to IS and functionally to business.

Envisaged Business Benefits

- Savings to the tune of AUD 0.1 million owing to automation of discount validation process
- Accurate and efficient planning with fully integrated trade promotions management solution
- Accurate claims processing through improved demand and liability forecasting
- Improved planning efficiency with real-time predictive planning capabilities
- Better visibility of overall business health by bringing two sections of the business onto a single platform
- Effective promotional plans with real-time impact analysis of a single promotion on the overall promotional plan

For more information, contact askus@infosys.com

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Navigate your next

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