

## #RethinkCPG - Delivering on Innovation

For an industry faced with increasing number of challenges, the only ideal way out for consumer goods companies seems to be by embracing innovation. This applies not only for bringing in newer products but to innovate and change processes and technologies in their existing ecosystem, to stay relevant.



The consumer packaged goods (CPG) industry is undergoing a transition, mostly because of today's consumers. The increasingly digital savvy consumer with their demands are forcing CPG companies to innovate faster, cheaper and better.

The foremost challenge in embracing sustainable innovation, is to create a collaborative environment which also includes the consumer and suppliers. The cultural change within the organization to get the 'innovation' working, is far more significant than merely tweaking business processes. Companies today are playing in a greater field of competitors, low product life cycles and increasingly thin margins. In such an ecosystem CPG companies need to adopt technologies in every aspect to enable it to create new products, achieve quicker time to market and deliver superior consumer value. An integrated culture of innovation throughout the value chain therefore is essential.

At Infosys, with our culture of innovation and as a leading technology partner

to global consumer goods giants, we understand that delivering on innovation rather than implementing it, is the need of the hour. This means that consumer

goods companies should be able to see and measure the value delivered by these innovations, monetary or otherwise.

**Attend the thought leadership session titled 'Delivering on Innovation in a global context'** which will cover the journey that Mondelez took to transform their sales execution process globally.

Please join us to know how Mondelez leveraged internal partnership, standardization of process, leveraged latest technology and enabled adoption of these changes on a global scale. In this session, Carlos Buss, Head of IS Strategy, Mondelez International is going to describe the approach he championed to deliver this initiative and the impact it had on transforming global capabilities to minimize regional differences.

Before this program, the organization didn't have local capability or simply used extensive manual process to execute its sales plan. As a result, the organization was not able to leverage its scale and struggled to know how well they were performing across markets. Before beginning its Winning In Sales Execution (WiSE) program, the company had taken a market-specific approach to the processes and tools, which supported its field sales organization. WiSE program helped standardize sales processes and KPIs, these along with use of cutting-edge technology platforms has improved sales rep efficiency and effectiveness at the point of sale.

Meet our experts to know how you can achieve measurable value by investing in innovative technologies

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