



Business-friendly Solutions



# **Digital Next CPG Business Powered by Platforms of Intelligence**



## THE VALUE SENSITIVE CONSUMER

Customer journeys are not linear anymore. Their preferences and buying patterns are evolving. Reaching the customer with a distinguished value proposition is becoming harder for CPG companies as retail landscape becomes increasingly fragmented. The growing influence of convenience-centered direct to customer (DTC) platforms pushes the boundaries further. The trade promotion spends deliver suboptimal outcomes with as much as 70% of it going straight to the retailers' coffers. The ROI thus is dismal as the trade load is far removed from the consumer spending habits. The frequent out of stock (OOS) incidents erode revenue and alienate consumers, giving competitors an easy lead.

## THE ASCENT OF eMARKETPLACES AND RETAIL BARGAINING POWER

The growing bargaining power of modern retail has pushed the margins for CPG sector. Companies are often found over investing in key accounts while battling stagnated market share. The field sales representatives are left to their own devices, losing the consumer context. Continuously shifting retail landscape requires agile and micro level planning, aided by intelligent insights.

## THE UPSURGE OF DIGITAL NEXT CPG WITH PLATFORMS OF INTELLIGENCE

ITC Infotech brings Platforms of Intelligence to deliver better visibility, increased ROI and improved sales for CPG industry. The platform components are easily integrated to the CPG landscape, equipping them to reimagine customer buying pattern, retail businesses and supply chain management.

## BUSINESS DRIVERS

Shift in consumer preference is challenging CPG brands. Creating a line of vision and loyalty building are the need of the hour. Delivering products aligned to the evolving customer preference, gaining better returns on trade promotions, capitalizing on distribution opportunities and optimizing RTM requires intelligent and informed decision making.

## CPG MARKET CHALLENGES

The CPG industry is posed with three-pronged challenges. They need to fine-tune their supply chain to gain better alignment with the retailers and serve consumers choice.

### CONSUMER CHALLENGES

- Upsurge of value-conscious consumers
- Changing consumer preferences – including organic and eco-friendly substitutes
- Highly discerning consumer demanding greater persuasion

### RETAIL CHALLENGES

- Retail players gaining higher visibility on customer buying patterns
- eMarketplaces offering diverse purchase and subscription choices
- Rise of individual brands with competitive products

### SUPPLY CHAIN CHALLENGES

- Absence of agile and intelligent supply chain
- Lack of trade and supply chain alignment

## ADVANTAGES OF THE PLATFORMS OF INTELLIGENCE SOLUTION

ITC Infotech brings a bespoke AI/ML powered intelligent platform to empower CPG leaders to build stronger consumer connect, mutually rewarding retailer relationship and streamlined supply chain. Our Platforms of Intelligence deliver:

### CONSUMER INTELLIGENCE

- Enable Consumer Journey Management through Intelligent Consumer Activation and Journey Analytics tools
- Orchestrate cross promotion for 2% increase in sales
- Reduce cost up to 10% with contextual marketing and recommendations

### TRADE INTELLIGENCE

- Enable cognitive retail execution and B2B commerce
- Enhance field force productivity and maximize trade spend ROI
- Increase sales with dynamic pricing and intelligent merchandise planning
- 2% growth in sales with assortment optimization

### SUPPLY CHAIN INTELLIGENCE

- Gain end-to-end visualization for tracking and management of the supply chain
- Build clear line of vision for cost identification and recognizing sustainability risks
- Save 15-30% costs with intelligent logistics management

## FEATURES OF THE PLATFORMS OF INTELLIGENCE

ITC Infotech delivers unmatched intelligence to the CPG companies with 2-5% margin improvement, 5-7% incremental sales and 10-15% potential cost saving

- Data lake – harmonizing supplier, retailer, consumer, ERP, CRM, trade promotion, and 3<sup>rd</sup> Party Data
- Pre-built CPG standard business glossary, data catalog and data modeling with MDM
- Cloud-based scalable, secure platform
- Modular API-led components with microservices supporting 4Vs of data
- Analytical Engine for segmentation, predictive and optimization modeling
- Data visualization for self-service reporting
- Unified command center for easily accessible actionable insight
- Planner Cockpit for integrated and intelligent planning
- Engagement channel optimization with Trade Promotion Management, Retail execution and SFA
- Streamlined connect B2B community commerce platforms
- Intelligent Virtual Assistants to support field force with guided selling and greater consumer engagement
- Marketing automation for improved campaign performance



## ITC INFOTECH PLATFORMS OF INTELLIGENCE ACCELERATORS

- Pre-built AI/ML models to improve marketing effectiveness, and for faster implementation
- End-to-end ideation to execution platform with analytics and real-time execution capabilities
- Zero capex, long term opex model for outcome-linked delivery
- Seamless integration between infrastructure, insights and engagement for single line of vision
- Modular plug and play technology components to augment existing IT ecosystem

### OUR PROVEN TRACK RECORD

The largest tobacco manufacturer in the world integrated global trade and commercial planning with our intelligent analytics platform. The client improved sales productivity by 30%, reported an increase in ROI by 1.5% and reduction in retail OOS by 1.8%.

A leading global beverages company executed scenario-based sales and trade operations planning with our intelligent platform. They gained 30% improvement in sales forecast and 60% reduction in S&OP cycle time.

Leading manufacturer of household products in USA improved trade promotion planning with in-built analytics on our integrated data platform. They recorded 1.75% increase in sales in first 3 years and accrued 3.3% in trade savings.



### About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a wholly owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate. With a market cap of US \$35 Billion and gross sales value of US \$10.8 Billion, ITC Ltd is acknowledged as one of India's most valuable business corporations. It has been ranked as India's most admired companies by a survey conducted by Fortune India, in association with the Hay Group.

For more information, please visit: <http://www.itcinfotech.com/>