



Intelligent Trade Promotions Management

Power-up Trade Promotions Management with Artificial Intelligence

Consumer packaged goods brands spend roughly **60% of marketing spend** on trade promotions, according to Gartner. But this large investment often fails to improve your bottom line. Why? Because the trade promotions process has become too complex – so complex that the key decisions that need to be made outpace the human capacity to quickly make them. More technology won't solve the problem. More data won't.

Artificial intelligence and other endpoint solutions can make incremental improvements. But the real transformation of trade promotion management happens when a business combines smart data, intelligence, and user experience.

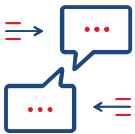
That's exactly what Pactera EDGE does.

How Pactera EDGE Can Help

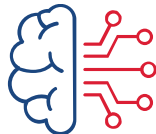
Our trade promotions management solution and service offering combines the strengths of our digital transformation practice, our business process optimization expertise, our innovation-led applied AI practice, and our user experience design capability to truly transform the way you manage trade promotions. We don't view this as only a function of data warehousing or a new AI algorithm or even a fancy user interface. The challenge to TPM is systemic and requires a solution that drives systemic evolution of the TPM process. We see the challenge as a combination of all three.

Pactera EDGE, with its legacy of CPG and Retail engagements, understands the TPM process well. Through our design-thinking and lean-innovation based approach, we connect the dots between data, intelligence, and user experience to optimize and transform the trade promotions process, and we deploy an AI-powered continuous intelligence solution that is designed to drive enterprise adoption and hence realize immediate value.

Too often, businesses rely on endpoint solutions like spreadsheets or even emails to coordinate the major stakeholders to make strategic decisions. These inefficiencies are symptomatic of a larger problem of an overly complex process. As a result, businesses suffer from:



Over dependence on manual tools like emails and spreadsheets



Inability to quickly react to the complexity of strategic decision-making



Barriers to digitizing and incorporating advanced technologies



Lack of coordination of events to ensure success

We streamline and optimize inefficient and non-scalable TPM processes by unifying disparate data through a data fabric and bespoke AI solutions - all delivered through a lovable user experience that becomes an enterprise capability.

We drive business process transformation with digital intelligent solutions

- Increased collaboration by bridging data gaps.
- Decrease dependence on manual tools like emails and spreadsheets.
- Improve information sharing and accelerate decision making.
- Facilitate digitization and adoption of advanced technology.
- Automate coordination of events ensuring success.
- Optimize events planning with value impact of cannibalization and halo

Pactera EDGE specializes in taking a human-centered approach to solving complex problems. Our trade promotion optimization solution has three components:

Data Fabric	AI Engine	Lovable Experiences
<p>We create a data fabric that connects cross-functional teams within the organization, namely Sales, Revenue Management, Finance, and Operations. We create a common data model that disparate data systems can connect to.</p> <p>We unify data sources such as market data and CRM to accelerate decision making from large strategy initiatives like the annual operating plan to urgent decisions based on acute events in the market.</p>	<p>With the foundations of the data fabric in place, we integrate artificial intelligence and machine learning to improve the efficiency and accuracy of trade promotion management. We tie AI and machine learning algorithms to workflows for trade promotion optimization, forecast accuracy, pricing optimization, and invoicing settlements. Through our work, clients can safely automate 80% of the entire trade promotion management process within a set of predefined parameters that can be validated by account sales. The AI models can also recognize unusual events that need immediate attention, improving decision making and related actions. We develop merchandising plans that help direct field sales teams to focus on the most valuable events, resulting in the reduction in support costs and focusing on store support level.</p>	<p>Using our proprietary methodology that combines design thinking with rapid prototyping, we create elegant experiences that support consumer packaged goods companies. We make it possible to access promotion management, execution, optimization, forecasting, and tracking from a single web platform. Doing so makes it possible for account sales and revenue management teams to plan effectively. These experiences draw upon our ability to develop artificial intelligence processes that draw upon a common data fabric.</p>

Why Pactera EDGE



We combine data, intelligence, and user experience to transform trade promotions.



We draw upon deep experience with consumer packaged goods leaders.



We combine technology expertise with the commitment of an agency.

Where We've Done It

We recently helped a global consumer packaged goods leader transform its trade promotion management. Our client faced significant challenges similar to the rest of the industry, such as offline planning via spreadsheets and poor adoption of existing planning platforms. As a result, the client suffered from problems ranging from a slowdown in decision making to the proliferation of inaccurate data. The root cause for these issues: too many process handoffs and a complex technology landscape.

Pactera EDGE and the client collaborated to create and implement a trade promotion management solution that:

- Eliminates gaps in systems that hinder collaboration.
- Decreases dependence on manual tools like emails and spreadsheets.
- Integrates AI and advanced technology to deal with the complexity of decision making.

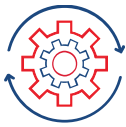
After a very close partnership with the client, we were able to make significant impacts. Our solution is:



Managing over **50%** of the company trade and more than **60%** of the volumes forecasting.



Increasing the sales forecasting of the company trade by more than **20%**.



Improving the trade accuracy and management.



Contributing roughly **USD \$50 million** in bottom-line profitability.

This is just the beginning. As the rest of the sales organization is being onboarded and leveraging AI for other areas – we expect to see increased benefits and ROI.

Pactera EDGE Can Get You Started

If any of this sounds familiar to you, our TPM and AI experts are here to show you how we can help. We can translate our proven success in other CPG brands to your organization and add millions to your bottom line. Contact us to learn how.