



POSmart

*Integrates, Validates
and Analyzes Point-of-Sale
Data for CPG Organizations*

As the consumer packaged goods (CPG) industry continues to grow at historic rates, companies are challenged to adapt to rapidly changing business environments. Increased global competition, a globalized economy and shifting consumer demands are important considerations for today's CPG manufacturers that work with multiple retailers. The CPG sector is expected to double in size over the next 10 years to \$14 trillion. Many companies are rethinking their business strategies to meet this increased demand.

To succeed in this new, expanding CPG landscape, organizations must have precise knowledge of what products are selling, where they are selling, what they are selling with and how they are going to out-perform their competitors. To make all of this happen, companies need to better understand their entire sales ecosystem, including their consumers' behaviors. It's not about having "enough" data. Companies are swamped with data. What they need is an enterprise foundation that will automate the harmonization of outside data with internal master data and push out insights without the cumbersome tasks associated with cobbling data together.

Built from the Ground Up for CPG Manufacturers with Multiple Retailer Relationships

POSmart, by Relational Solutions, a Mindtree company, sets a new standard for CPG data management and analytics. POSmart is an industry-leading demand signal repository that simplifies gathering, cleansing and harmonization of point-of-sale (POS) data with internal master data to gain insights into sales and customer behavior. The solution

provides a complete view of retail sales activities to support category managers, account teams, marketing and supply chain teams throughout the organization.

For CPG managers and decision makers, this information can be easily queried to optimize in-store inventory, improve trade promotion effectiveness, maximize supply chain management, forecasting and internal efficiencies. And POSmart can be extended to include ERP and third-party syndicated data, so you gain more visibility and make more informed decisions.

POSmart Provides the Tools to Capitalize on CPG Data

- Point-of-sale data integration and harmonization
- Integration capabilities for SAP, Demantra, Siebel, Oracle ERP, syndicated data providers and others
- "Flowcast" technology for optimizing on-shelf availability and supply chain reliability
- Built-in account team analytics
- Inventory forecasting reduces costly inventory shortages and over-stocks
- Predictive analytics allows you to solve problems before they become costly
- Automated alerts identify and prioritize high impact business issues
- Can be installed behind your firewall, or hosted in our data center or in the cloud

Here's how POSmart can help you:

Provides a Complete View of Sales - Automates integration of all point-of-sale, syndicated and internal ERP data for end-to-end visibility of retail activities.

Enables Trusted Data Validation - Data validation architecture ensures inaccurate information from source systems will not pass required business rules and will be rejected. Automatic notification of success and failure of data loads are sent to the data manager.

Delivers Flexible Reporting and Best-in-Class Analysis - Dynamic reporting and analysis capabilities improve sales and business efficiencies. Teams can export reports to Excel, Word, PDF, HTML, XML and flat files. Users can create queries that pull data from multiple data sources into a single report, which can be automated.

Reduces Costs and Improves Productivity - POSmart creates an easy to manage and maintain data environment that allows for rapid development, reliable insights and data consistency.

Powerful Analytics on Microsoft Smart Client Technology

POSmart uses BlueSky Analytics on the front end. Developed to address the specific needs of CPG organizations, POSmart

BlueSky Analytics uses Microsoft smart client technology that combines a powerful client-side query tool with a browser-based tool's ease of management. This approach enables all application

upgrades and management to be performed on the web server, giving companies the best of both worlds.

Flexible, Open Architecture Grows with Your Business

With POSmart's open architecture, the data model can reside on virtually any database. The open API allows other front end tools to query and access the cleansed data as well. Common business intelligence tools such as Business Objects, Cognos, and Brio can all be used to fully leverage the POSmart architecture and make it available to many different user communities and departments.

POSmart can integrate data from virtually any source and easily scale to meet growing business demands. The solution's architecture also allows organizations to easily change as market conditions evolve. For example, you can move POSmart from one database like SQL server to another database down the road.

Extend Insights with TradeSmart and PromoPro Trade Spend Tools

TradeSmart and PromoPro, developed by Relational Solutions, a Mindtree company, aligns promotional events with actual trade events to accurately measure ROI. These best-in-class promotion, analysis and visualization tools help you:

- Improve joint business planning (JBP) sessions with retailers
- Understand trade spend ROI across all promotions at all retailers
- Automate data integration and streamline processes for improved productivity
- Reveal cannibalization, lift and their impact on trade spend ROI
- Enable better-informed and future event planning by leveraging history and new insights

Mindtree Drives CPG Profitability and Growth with Predictive Analytics

Mindtree has deep experience delivering large, multi-country programs for CPG companies. From creating innovative data warehouse solutions to targeting customers and optimizing supply chains with predictive analytics, our solutions help drive CPG profitability and growth. Today's CPG organizations use predictive analytics to improve ROI on trade spends, maximize on-shelf availability and correct missed merchandising opportunities.

POSmart accelerates CPG success by integrating demand data like retail POS, inventory, shipments consumption and market data, while reducing data integration development cycles from six months per retailer to a few weeks. For CPG manufacturers looking ahead to a new competitive landscape, POSmart gives you the tools to keep pace with market changes, dramatically improve business efficiencies, optimize sales and plan for a successful future.

ABOUT MINDTREE

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.