



TradeSmart

Accurately Measure CPG Trade Spend ROI, Use Predictive Models to Plan New Promotions

For consumer packaged goods (CPG) organizations, trade spend is often 20% of overall revenue and the second highest company expense. Despite the high cost of promotions, most companies are still using Excel spreadsheets to manage their trade spend. This approach is not only resource intensive and time consuming, but it also lacks accuracy, consistency and the large Excel files are difficult to share. As a result, only 10-30% of all promotions are analyzed for ROI due to the daunting data integration tasks.

To understand the value of their trade spend, CPG companies need an integrated and automated process that leverages cost of goods sold (COGS), point of sale, shipments and other data sources. Armed with this information, CPG manufacturers and retail organizations can determine accurate trade spend ROI and plan for future promotions.

Powerful Post-Promotion Automation and Analysis

TradeSmart, developed by Relational Solutions, a Mindtree company, offers a powerful post-promotion automation and analysis solution. TradeSmart integrates consumption, shipments, trade plans, COGS and competitive data into a single, harmonized, open analytics platform. By streamlining this process, marketing teams achieve greater retailer coverage, improved joint business planning sessions with retailers, streamlined efficiencies and accurate promotion ROI analysis.

TradeSmart helps companies maximize returns on their trade promotion across components such as price, merchandising, in-store promotion, production assortment optimization, compliance and others. TradeSmart works with syndicated data (Nielsen, IRI) and retailer point-of-sale data to perform data transformations that measure the impact of a promotion's depth, frequency and duration—as well as diminishing returns of a promotion's spend and decay over time.

Here's how TradeSmart can help you:

Data and Analysis Readiness - Pre-built, post-event analysis framework accelerators propel data harmonization, allowing you to spend more time gaining business insights from analysis.

Multi-Level Data Integration - Integrates structured and unstructured data from multiple sources, including a POS integrator with retailer mappings and customizable business rules.

Event Insight Generation - Creates reports that allow users to view promotion performance across "as is" and "as was" scenarios as retailers and their product groups change over time.

Building Predictive Models - Provides a glimpse into the future so planning teams and category/brand managers can effectively plan new campaigns and drive increased forecast accuracy.

Trade Promotion Optimization - Completes entire trade cycle by analyzing past promotions, predicting future promotions, providing near real-time promotion performance alerts, predicting ROI and integrating findings and insights back into optimization model.

With TradeSmart, CPG organizations have everything they need to make better informed trade spend decisions. It's an integrated data hub, a robust predictive analytics engine and easy-to-use reporting tool that enables users to slice and dice data for business users.

TradeSmart Transforms Post-Event Analysis

When CPG manufacturers optimize promotional activities, they gain benefits such as improved profitability by rationalizing promotion spends, avoiding overlapping promotions, developing more effective promotions and others. Trade promotion optimization also improves collaboration with retailers through Joint Business Planning.

A transformational post-event analysis solution, TradeSmart combines a strong data integration layer, a user-friendly reporting layer and a robust analytics and insight layer. These components deliver TradeSmart's core capabilities:

- Integrate internal spending and retailer POS to compute customer-event profitability
- Provide customer-event level scorecard (incremental lift, ROI, etc.)
- Incorporate cannibalization/halo and pantry loading/forward buy calculations
- Use clustering analysis to identify best vs. worst performing events—and why
- Compare performance and help reallocate spend across accounts, products, tactics, etc.
- Include next-generation of econometric model-driven marketing ROI measurement, fact-based planning and causal forecasting.
- Enable data diagnostics and visualization

- Provide econometric marketing mix model building and management, and fact-based planning that uses optimization and "what if" scenarios
- Include econometric models that can be used for both historic analysis as well as future planning

Mindtree Accelerates Trade Spend Value and Effectiveness

Mindtree's extensive experience with large, multi-country CPG manufacturers and retailers helps you accelerate the value and effectiveness of your promotional activities. TradeSmart provides the tools to easily understand key performance indicators (KPIs) across all promotions and retailers for margin-building insights and improved joint business planning.

TradeSmart's post event analytics are key to avoiding the costly process of manually harmonizing disparate data, optimizing trade spend across all retail segments and aligning trade funds with consumer events. For CPG manufacturers looking for a competitive advantage, TradeSmart can help you improve trade spend efficiencies and deliver more effective promotions.

PromoPro Enables Automated Analysis of All Promotional Activities

PromoPro, developed by Relational Solutions, a Mindtree company, is an ideal complement to TradeSmart. PromoPro offers a standardized method to manage and fine-tune your event alignment workflow, override allocations and provide reporting and analysis for all promotional activities.

- Improves productivity and calculates over 100 KPIs in seconds
- Compares actual spend against original estimates
- Identifies trade spend ROI, HiLo and EDLP lift for both you and your retail customer
- Provides compliance requirements for all retailers
- Enables adjustments to event duration, spend rate, base volume and other event metrics
- Bump chart analysis shows your product's performance against your competitors

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.