

# Transforming Trade Promotion Management

Capgemini's iTPRS Solutions for Consumer Product Leaders

## Moving Forward

In this time of transformation, clients choose Capgemini to help them imagine what could be, navigate the journey, and realize a better future for their business.

We believe that to thrive in this area, consumer products industry leaders must:

- Plan promotions that meet or exceed objectives >90% of the time
- Achieve and sustain 100% alignment between trade promotion and marketing
- Leverage expanded consumer value chain data and analytics to generate informed, trusted and prescriptive guidance
- Enhance and grow collaboration with retailer partners through reliable, proven performance scenarios

## Capgemini's iTPRS Solutions include:

- Advanced Prescriptive Analytics Platform
- Streaming Data Service
- Cloud Subscription or On-premise Model
- Demand Signal Management Platform
- Industry-leading Global Implementation & Maintenance Services
- Trade Promotion Management and Execution Consulting



## Proven Experience

### Trade Promotion

Serving the world's 30 largest consumer products companies, Capgemini helps clients globally imagine and realize a better future for trade promotions, from consulting and implementation services through ongoing servicing.

### Analytics

Capgemini combines technology excellence, data science and business and industry expertise to help organizations drive valuable and actionable insights from internal and external data.

### Innovation

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms.

## Trade Promotion Transformation Examples

### **1** **Cosmetics leader improves demand-driven promotions**

Large cosmetics company needed to become more demand-driven by redefining how they plan, adjust, and track promotions.

- Improved ROI for promotions
- More accurate forecasts
- Better fund accounting, faster settlement
- Optimized promotion planning
- Improved trade promotion collaboration

### **2** **Soft Drink leader increases trade promotion effectiveness**

Global soft drink company needed to improve promotion effectiveness and dramatically improve its data and analytics capabilities.

- Simplified selling process in the store
- Moved to data lake to eliminate data siloes and align data across platforms
- Rich visuals to more easily interpret data
- Standardized KPIs across business units

### **3** **Global consumer products company significantly increases promotion payment accuracy**

Global tobacco company with 2,500 reps and 300,000 outlets needed a solution tailored for a highly regulated environment.

- 99.997% accuracy in \$3B promotion payments
- 28% reduction in administrative costs
- Insights-driven analytics produced 2-3% market share increase
- Common vision and analytics across sales account teams, supply chain and marketing

### **4** **Distributor realizes significant improvement across its 3.5 million stores**

Regional CPG company with 38% share of market needed to streamline multi-tier trade promotion claims and settlements, improve turnaround and increase visibility.

- Improved budget and accounting controls
- Dramatic reduction in claims turnaround time
- Standardized claim systems to reduce cost
- Improved claim processing accuracy

To discuss your needs,  
start by contacting:



#### **Rob Hand**

Intelligent Trade Promotion and  
Revenue Solutions (ITPRS)  
Leader Capgemini  
[rob.hand@capgemini.com](mailto:rob.hand@capgemini.com)

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)