



Leading global packaged foods manufacturer slashes loss-making promotions by 24% through trade promotion optimization

wipro promax



Client background

- One of the world's largest global manufacturer and marketer of consumer-branded food products with \$15+ Bn in net sales annually
- More than 100 consumer brands marketed across 100+ countries on six continents
- Product categories include: Baking mixes, pet foods, breakfast cereals, yogurt, refrigerated dough, soups, pizzas, snack foods, ice creams, soy products, vegetables, flour

Challenge

In response to competitive pressures and rising costs, our client needed a revenue management solution that would provide business users with an insights-driven business planning platform to help them optimize their trade investments.

In addition to trade spend optimization, the client also wanted to improve their ability to predict, and shape promotional demand, which in turn would reduce costs through effective inventory management practices.

Business requirements:



A platform to support extensive data transformation requirements (syndicated data, retailer POS data, master data, and P&L inputs) with varying formats, hierarchy levels and frequency.



Integration with existing trade promotion management system.



Advanced machine learning framework based modeling capabilities.



Pre-built templates to provide visibility to key KPI's to support global design approach, yet have the ability to configure to meet market-specific requirements.

Promax Optimize enabled the client with predictive modeling and promotion optimization capabilities

Wipro's Promax Optimize Solution

The client selected Promax Optimize and initiated their project with a global design workshop and subsequently deployed to four major countries. All major retailers and product categories were included in the scope of the project. The Promax Optimize solution provided our client the required data transformation and insight-driven planning capabilities required to drive profitable growth. The Promax Optimize solution combines industry leading predictive modeling software in a machine learning based framework.

The Wipro services team supported our client and provided the required assistance to address and overcome all the obstacles (people, tools, data, and process) to effective business transformation, and ensured a high level of user adoption.

Solution highlights:



Simulate pricing and promotional tactics and review their impact on financial and volumetric outcomes.



Ability to predict retailers' profitability of promotions.



Enable sales and other business users to increase profitable revenue.



Provide ROI analysis, incrementality analysis, causal analysis and cannibalization.



Calculate profit margin for retailers.

Business impact

Wipro implemented the Promax Optimize solution in four countries for the customer and is in the process of extending the solution with more

advanced capabilities and to additional geographies. The initial business benefits include:



Wipro implemented the Promax Optimize solution in four countries for the customer and is in the process of extending the solution with more advanced capabilities and to additional geographies.

Visit our website promax.wipro.com. Email us at WPAS-Promax@wipro.com



Wipro Limited

Doddakannelli, Sarjapur Road,
Bangalore-560 035,
India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

wipro.com

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
please write to us at
info@wipro.com

