$3Mn+ incremental revenue in six months, for a leading global personal care company using Wipro's Trade Promotion Optimization Solution
As part of a revenue growth initiative, the client identified the need to develop capabilities to measure and optimize their trade promotion investments.

Client background
- A leading consumer products company (CPG) whose products are marketed in over 200 countries throughout the world
- Market leader in the following business categories: oral care, personal care, home care, and pet nutrition
- The company has operations in North America, Latin America, Europe, Asia Pacific and Africa/Eurasia

Challenge
Like many CPG companies, the client was trying to find the right trade spend and retail pricing investment levers to unlock profitable growth. Through consolidation, retailers have put downward pressure on overall profit margins through deep discounting pricing strategies. This market dynamic may achieve short-term sales volume acceleration for both the retailer and the company, but quite often these sales spikes work against long-term profitability. Over time, constant discounting to drive sales growth can cause an erosion in brand equity, which makes recapturing competitive profit margins even more difficult. The client wanted to protect their brands from the dual threats of excessive price discounting and private label competition. In order to adapt to these challenging trends, there was a need to optimize their trade promotion and pricing strategies.

Business requirements:
- A platform to support extensive data transformation requirements (syndicated data, retailer POS data, master data, P&L inputs) with varying formats, hierarchy levels and frequency.
- Integration with existing enterprise systems (ERP, TPM, and visualization platform).
- Advanced machine learning framework based modeling capabilities.
- Pre-built templates to provide visibility to key KPI’s to support global design approach, yet can be configured to meet market-specific requirements.
The Promax Optimize solution has enabled cross-functional teams of the client to have better discussions on promo strategy, promo priorities by brands, brand platform tactics, etc. The tool brought in a ROI mindset in the departments involved, based on which potential action plans have been laid out.

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