

Wipro Promax Analytics Solutions (WPAS), a wholly owned subsidiary of Wipro Limited.
promax.wipro.com

Profile: A TPM /TPO vendor that is part of a global services and technology company. The Promax solution suite provides complete promotion planning, execution, management, tracking, and optimization capabilities that are highly automated.

Geographic presence: Europe (24%), AsiaPac (44%), North America (30%), Latin America (2%).

Total consumer goods users (seats): Confidential.

Tiers represented: All.

Solution offerings: TPM and TPO.

Major product sub-segments not covered: None, all are covered.

Analytics: WPAS includes the full analytical stack such as multi-causal uplift models, cannibalization/halo effects, pre and post-promotion evaluations (very nice side by side ROI evaluation), price/profit optimization, and predictive planning. The system decomposes the data and manages in-store and period matching, removing syndicated data anomalies, with no user intervention. Users are now able to visualize either an individual promotion or the average across a group of promotions to see the true decomposition of both volume and the manufacturer/retailer revenue return of promotions. Coupled with this are modeling and sales analytics capabilities that enable clients to optimize a promotional program with real-time predictive analysis to guide optimal execution. Promax Optimization based on objectives and constraints, while pricing on any causal, is on the near-term roadmap and in development. POI likes how it visually shows the gap between what a user predicts vs. what the system predicts. Cannibalization shows all brands impacted by the promotion as well as those benefitted, not just my own brands. POI likes the “clash” capability that allows users to view where promotions exist in the same week for matching customer and PPG. This helps users identify where potential clasher/overlap occurs. Users can look into the R models to see the data in a plotted line chart to get a better fit, grab outliers, and explain in text why they were removed. It has some unique and insightful views and renders well visually. Note that promotions optimized with the TPO offering can be pushed into Promax Advanced (TPM) or another TPM system (see CRM technology partners below). Promax has HQ capabilities to analyze and allocate spending budgets by account, optimizing the use of trade funds and ROI. On the Promax develop roadmap is optimized HQ annual planning and roll-ups. This includes an automated 18-month historical review to understand the results and best price, timing, and outcome based on the objectives and constraints chosen. It will be a huge benefit to teams that need to optimize go-to-market strategies. The system has real-time monitoring and analysis of promotions and the ability to manage execution and course correct. Promax sales analytics and reporting capabilities provide in memory reporting that is fast and has high level visual dashboards and powerful pivot table capabilities. Promax has a configurable P&L studio that allows clients to define their own metrics and KPI's inside the system without the need for code customizations. Wipro works with client teams to build confidence and accuracy and helps an organization move through advanced analytics change management.

POI rates Wipro Analytics as Above Average.

Configuration/Customization: Wipro Promax delivers all clients a standard release of the software, and the system is highly configurable. Yet, Change Requests (CRs) are developed for various clients globally. The benefits of delivering and supporting a standard release along with the capability to customize client specific requirements are enabled through the use of backend configuration, licensing, and system settings to expose specific functionality or custom code to select clients whilst disabling it for other clients.

Technology architecture/delivery options: On-premise, hosted or public cloud.

Service partners: None at present. Wipro has talent around the globe to support Promax implementations and provide ongoing services. However, they are open to working with external partners if the client prefers.

Technology partners: Microsoft Azure and Amazon Web Services for hosting, Microsoft Tech Stack, Sales Force.com for SFA and CRM, SAP: Hana and Demand Signal Management, Mobility, RetX and FMS, Microsoft Business Intelligence for reporting and visualization, ThinkVine for Marketing Optimization Mix, Opera Solution for advanced analytics & insights including signal hub, JDE, Oracle, CISCO, EMC, HP, IBM.

User experience: Wipro Promax has had a consistently nice UX across the platform. Yet, they have continued to invest in this area and with the upcoming release, the entire UX has been re-designed for even greater usability. The goal was to reduce complexity and heavy user maintenance through automation. Wipro teams have worked through a process of simplification to optimize TPM workflows. The system has much better filtering and a user can use a wild card to simplify the search. In the old version the user had to work through seven planning tabs and then check the pre-evaluations and later go to a different screen to evaluate the ROI. In the new version, all the data to make a promotion decision are on one screen, and there are “focused” columns the user needs to enter. Data, causals, metrics, deals, and forecast are all on one page. Their reporting is moving from “reporting” to driving insights that provide the why and “tell me” which products I should invest in. They are continuing to hone the process and capabilities as AI becomes more deeply imbedded in the process. The calendar has the ability to overlay last year’s calendar to see what happened vs. plan and also enables a retailer view. The visual representation with color coded status and traffic light indicators highlighting financial viability of the promotions is exceptional. POI likes the ability to work and finalize a scenario and then just right click to “publish” and push it to the TPM solution for execution. Promax is ergonomic and favors both field and HQ users.

POI rates Wipro Promax UX as Above Average.

Vendor trend: Wipro Promax has been experiencing modest growth, which is less than their fair share based on the Wipro company resources, market presence of the parent company, breadth of services available, Promax innovation, and above average TPx capabilities.

Strengths: An integrated, but also a modular approach to TPM and TPO plus the ability to deploy TPO on top of an existing TPM. The ability to layer TPO deployments on top of third-party TPM, which is a major element of the current WPAS strategy for TPO.

Challenges: Wipro Promax (WPAS) is part of a very large company. It has an excellent TPM/O platform and services combination that can win globally. It needs to continue to deliver the innovation the market is demanding and introduce cutting-edge solutions that will address the new challenges of the CPG industry.

Adjacent offerings: Wipro Holmes is a cognitive AI platform that can be used in the TPM process to improve auto invoicing and settlement process. Wipro sight shelf Analytics helps track shopper behavior and purchase intent within a store optically and ensures optimal product availability on shelves and promotion placements in the store are best maximized. Wipro insights driven shopper marketing to provide a personalized shopping experience with (offers, pricing, etc.). Data Services are separate modules that work together and can be procured and layered as business dictates. In addition to what is represented in this report, Wipro offers a full suite of services to address foundational organizational needs: process reengineering and optimization, organizational change management, analytics as a service, business process outsourcing (deduction mgmt., sales analysis, and promotion management), application and infrastructure outsourcing.

Key differentiators: Length of experience as a combined TPM and TPO offering. Depth of data management and data science resources as part of a company with 175,000 employees. Wipro has a wide array of individual services within its management, implementation, and consulting practices. The facets of Wipro offerings have been designed to develop and evolve a strategy for a client's long-term improvement, execute the strategy, then maintain the benefits of the strategy through continuous improvement. This is demonstrated by the long-term clients that stay and expand capabilities over time. Not solely unique to Wipro, but one of a few vendors that enable top down and bottom up planning. Using the budgeting functionality, business targets are distributed to planning accounts and then validated against optimized plans created with the predictive strategic planning capability.

Outlook & prognosis: WPAS is already a global player with a well-balanced client footprint. The organization needs to continue to execute well in the marketplace, fulfill its roadmap, and drive to the front of the innovation line.

Evaluate WPAS when: You want a combination of global support, deep services (data management, data science, analytics, or consulting), multiple delivery options, good quality TPM and TPO in one, and industry expertise. Additionally, if you have a TPM investment that you don't want to walk away from, but wish to layer on TPO.

Avoid WPAS if: No reason to avoid.

Distinction: Desktop UX, Post Event Analytics, and Remote Promotion Monitoring.

Promotion Optimization Institute Best-in-Class Distinctions

Within the functional set described above, we believe there are some significant differentiators that merit mention as a group. We have touched on some of them already, but as we work to strengthen this market by encouraging their adoption, we wish to highlight the following vendors as being "Promotion Optimization Institute Best-in-Class."

POI Best-in-Class Recipients

















































	POI Best-in-Class Recipients		
	Functional area	Recipient(s)	Why critical to TPx?
WINNER	Desktop UX	Acumen, Kantar, SAP, UpClear & WIPRO	Drives engagement from users, increases total business visibility and reduces administrative burden; drives next best action.
	HQ Analytics & Insights	Accenture, Data Ventures, Kantar, Periscope By McKinsey	HQ pricing, promotion; go-to-market enablement of optimal promotions.
	Field Analytics & Insights	Exceedra Professional, SAP	Enabling field personnel to build and execute a better promotions by having the key insights available how and when they need them.
	Financial Orientation & Simulation	Cornerstone, Exceedra, Periscope By McKinsey, SAP, visualfabriq	Financial accountability, customer P&L management with an RGM focus.
WINNER	Post Event Analytics	Blacksmith T-Pro Solutions, Cornerstone, WIPRO	Automated post event “what-if” analytics to drive enhanced promotional effectiveness.
	Collaboration - Internal	Accenture, Acumen, Data Ventures	Holistic company engagement to leverage enterprise insights, gained by the use of core capabilities, results in increased buy-in from cross-functional partners.
	Collaboration - External	Periscope By McKinsey, SAP	Collaboration between vendor and manufacturer &/or retailer for continuous improvement.
	Analytics Visualization	Accenture, Exceedra, Kantar, Upclear, visualfabriq	A good graphic, layout or image says it all.
	Dashboard	Accenture, TABS	Dashboard with standard yet flexible business measures. Is the launch point for further drill down.
	TPO Ergonomics	Blacksmith T-Pro Solutions, Cornerstone, Exceedra, Kantar, visualfabriq	TPO can be complex with constraints, objectives and simulation. It has to be made easy and actionable.
	Calendar	Accenture, SAP	An intuitive calendar is a focal point of the plan. It has to be visual, informative, and easy to change or drill down into the promotions.
WINNER	Remote Promotion Monitoring	Data Ventures, WIPRO	Need to be able to remotely monitor the promotion in-flight, as a dashboard element in TPx, in order to better take immediate action.
	S&OP Capabilities	Exceedra, Periscope By McKinsey	Sales volume planning inputs that flow into the demand planning/forecast/Integrated Business Planning (IBR) process.
	Data Management	Blacksmith T-Pro Solutions, Data Ventures, TABS, visualfabriq	Sales volume planning inputs that flow into the demand planning/forecast/Integrated Business Planning (IBR) process. *This does not include data management through services.
	Artificial Intelligence (AI)	Data Ventures, Kantar, visualfabriq	Capabilities that can learn and predict full year promotion calendars based on a set of objectives and constraints. Provides answers to questions or options the user hasn't thought to ask. CPG applications in: pricing, GTMS, promotions, deductions, etc.




We are pleased to highlight these distinctions to draw attention to how critical these capabilities are; both to CG manufacturers and solution providers. However, we caution users against assuming that “Best-in-Class” is automatically the best fit for them. In a world of good-better-best, “good” may be good enough, but it is always instructive to know what “best” has to offer in order to evaluate how it can create a competitive advantage by improving all aspects of the trade promotion cycle.

















































Vendor Assessments




Figures 1 through 6 are company and product assessments for the vendors covered in this research. Note that the ratings do not comprise a normal distribution (i.e. an equal number of Above Average and Below Average ratings) because there are many solutions in the marketplace that are not included for various reasons. Hence, ratings are absolute versus the market, and not relative versus other vendors featured in this report. The source for all figures is POI's primary analysis conducted in 2019.

Figures 1 – 3: Company Assessments

Company Assessment								
Vendor/Category	Company Viability	Geographic Strategy	Responsiveness & Track Record	Deployment Capabilities	Market Understanding	Vertical/Industry Strategy	Partner Leverage	Company Vision
Accenture								
Acumen								
Blacksmith - FORGE TPM								
Blacksmith - TPro Solutions								
Cornerstone Capabilities								
CPGToolBox								

 = Above average
  = Average
  = Below average

Company Assessment								
Vendor/Category	Company Viability	Geographic Strategy	Responsiveness & Track Record	Deployment Capabilities	Market Understanding	Vertical/Industry Strategy	Partner Leverage	Company Vision
Data Ventures								
Effectmakers								
Exceedra								
Kantar Consulting								
Periscope By McKinsey								
SAP								

 = Above average
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Company Assessment

Vendor/Category	Company Viability	Geographic Strategy	Responsiveness & Track Record	Deployment Capabilities	Market Understanding	Vertical/Industry Strategy	Partner Leverage	Company Vision
TABS Analytics								
UpClear								
Vistex								
visualfabriq								
WIPRO/WPAS								

= Above average = Average = Below average

Figures 4 – 6: Product Assessments

Product Assessment







































Vendor/Category	Product Aptness & Flexibility	Delivery Flexibility	TPM Functionality	TPO Completeness	User Experience	Analytical Capabilities	Product Vision	Configurability
Accenture Cloud TPM								
Acumen								
Blacksmith - FORGE TPM				TPro-See below				
Blacksmith - TPro Solutions								
Cornerstone Capabilities								
CPGToolBox				None				

= Above average = Average = Below average None = No Capabilities Currently Offered

Product Assessment

Vendor/Category	Product Aptness & Flexibility	Delivery Flexibility	TPM Functionality	TPO Completeness	User Experience	Analytical Capabilities	Product Vision	Configurability
Data Ventures								
Effectmakers				None				
Exceedra								
Kantar Consulting								
Periscope By McKinsey								
SAP								

= Above average = Average = Below average None = No Capabilities Currently Offered

Product Assessment								
Vendor/Category	Product Aptness & Flexibility	Delivery Flexibility	TPM Functionality	TPO Completeness	User Experience	Analytical Capabilities	Product Vision	Configurability
TABS Analytics			None					
UpClear				None				
Vistex								
visualfabriq								
WIPRO/WPAS								

 = Above average
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  = Below average
 None = No Capabilities Currently Offered