



Millions of Dollars are being spent on trade promotions, and hence it is imperative to understand the business yield of this investment. Companies have invested in systems which capture terabytes of data on the various trade promotions and generate reports at all possible levels. However, most of the organizations lack crucial insights on the effectiveness of trade promotions. This leads to ineffective allocation of promotional budgets leading to expensive promotions.

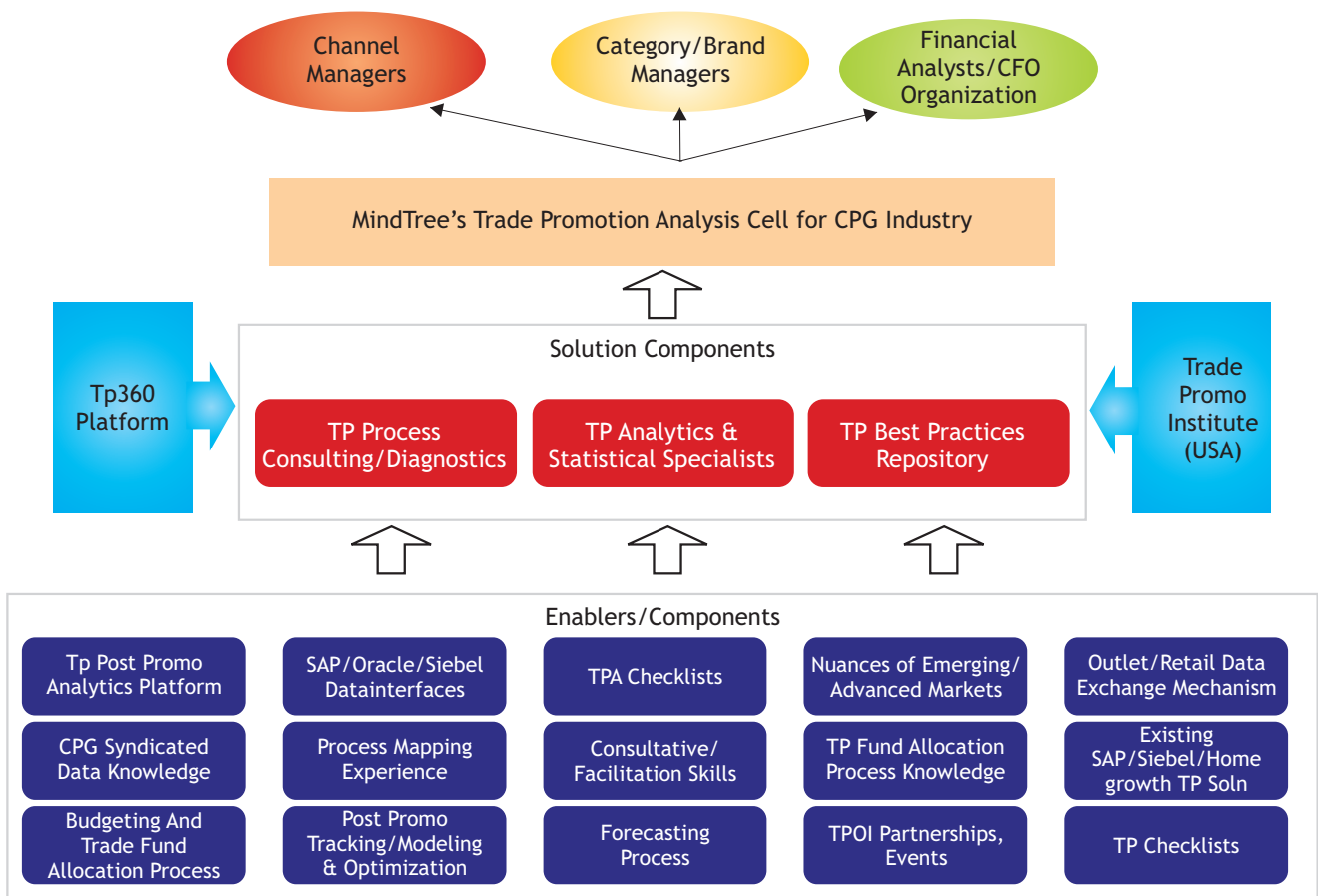
MindTree has developed a Trade Promotions Analytics Solution (TPAS) that bubbles up promotion insights from data captured across all aspects of trade promotions including sales, promotional tactics, products, time, and market; applies trade promotion models and analytical constructs to deliver insights transforming trade promotion expenses into investments with measurable benefits. MindTree delivers this Solution using its unique Trade Promotion Cell that brings together MindTree's decade-long process knowledge in the CPG industry and specialized expertise in advanced analytics. Trade Promotion Cell is a unique solution consisting of a Trade Promotion Analytics Platform and a cross functional team of CPG specialists/statisticians who can help brand managers, channel managers and finance organization redirect the promotion fund allocation process by providing deep insights into promotion performance.

what's on your mind?

- Has my promotion caused significant impact on the uplift of volume?
- Which of my promotional tactics work and which do not work across various brands, markets and seasons/time period?
- What is the impact of cannibalization on the products and brands?

TPAS works on any platform including standalone products such as SAP, Oracle, or an in-house application which the customer has developed. MindTree delivers the Solution in one of the following ways: Custom developed, COTS, SaaS (TPM on Cloud), Custom engineered, Product deployment.

Key Components of TPAS



The 9 Features of MindTree's TPAS

Statistical Attribution

Cannibalization

TP Post Harvest

Geospatial Modeling

Key Alerts

5-Key Matrix (Extensible)

Contribution Decomposition over Time

Contribution Point in Time

Theme Analysis using unstructured text mining

Key Differentiators

- **CPG SPECIALISTS:** Direct access to CPG business analysts who would create a promotion docket and help put promo performance in context
- **ADVANCED ANALYTICS:** Ability to use advanced analytics to decompose true uplift from promotion by negating other seasonal and peripheral factors
- **PROMO POST HARVEST:** Ability to digitally store and search promotion learning's across markets and brands
- **UNIQUE PRICING MODELS:** Run based on per report pricing

Business Benefits

- Reduction in ineffective promotions
- Increased transparency and visibility in trade spending
- Improvement in collaboration and communication
- Increased instances of “promotions being aligned to single objective”
- Insights to all phases of trade promotions implementation from designing to post event evaluation
- Optimized trade promotions spend

About MindTree Ltd.

MindTree is a \$330+ million, 10,000 employee strong, Global Solutions and Services Company. We are acknowledged as the best mid-sized software services company from India for our hybrid delivery model and emphasis on culture, customer centricity, and corporate governance. MindTree's Data & Analytic Solutions team with strong domain, technology, and cross-functional expertise delivers actionable business insights to our clients through our offerings in Analytics, Business Intelligence, Information Management, and Research.

We are one of the world's largest Information Management providers offering customers a one-stop-shop to capture, analyze, enhance, and view their business information in support of their corporate objectives. The MindTree DAS practice serves customers spanning the Consumer Packaged Goods, Retail, Financial Services, Insurance, Travel, and Media markets.

Our clients include: eBay, Volvo, NFL, Southwest Airlines, Avis, AMEX, Silicon Valley Bank, AIG, American Airlines, Procter & Gamble, Unilever, Microsoft, Home Depot, NY & Co, Pepsi, Coke, Time Inc. and Texas Instruments

