

A technology-enabled trade promotion optimizer with multi channel coverage delivers 50% improvement in cycle time and up to 98% forecast accuracy for a Fortune 500 global beverage company

A leading consumer packaged goods manufacturer with US\$8 billion in annual trade spend needed a technology-enabled trade promotion optimizer (TPO) solution. Over the course of nine months, Genpact expanded the company's pilot program from three chains to 82 with multi-channel coverage, delivering 50% improvement in performance cycle times in the process and achieving up to 98% forecast accuracy.

Client

Fortune 100 global beverage company

Industry

Consumer packaged goods

Business need addressed

Transformed pilot TPO system into a robust, user-oriented, and accurate value creator for the entire enterprise

Genpact solution

Our joint team of experts upgraded client systems and expanded the pilot model while improving cycle performance times

Business impact

- Asset optimization
- Access to technology
- Standardization and simplification

Business challenge

- Transform the pilot TPO system into a robust, user-oriented, accurate value creator by:
 - Expanding the scope from pilot accounts to a production system with complete grocery channel coverage
 - Tuning the analytic engine to ensure greater than 80% forecast accuracy for expansion customers
 - Upgrading the system and fine-tuning performance to ensure optimal usability for end users as the database grows

Genpact's taskforce of experts delivered more than 100 priority system enhancements while expanding the scope of the solution

- Leveraged agile project management (APM) and our partnership with OCS to assemble a (just-in-time) JIT taskforce of technical, functional, and analytics experts
- Expanded the pilot solution from three to 82 chains in two phases over nine months, including not only grocery but target and alternative channels as well
- Upgraded the client's existing system twofold and shortened cycle performance times by 50%
- Delivered more than 100 priority system enhancements

Business impact

This trailblazing solution for both direct and indirect spend impact arrived at true net promotional effect. It exceeded forecast accuracy goals by increasing accuracy to 98%, and shortened cycle times by 50%.

The enhanced technologies provide clearer insight and simpler, more adaptive forecasting processes, enabling the company to use its assets more effectively. The reporting accelerators deployed by Genpact produced such good results that they are being adopted across the enterprise for 2014 trade promotions.

About Genpact

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations. Genpact generates impact for 700+ clients including over 100 of the Fortune Global 500. We offer an unbiased combination of smarter processes, analytics and technology through our 60,000+ employees in 24 countries, with key management based in New York City.

For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook and LinkedIn.

© 2013 Copyright Genpact. All Rights Reserved.

For more information, contact:

consumergoods.services@genpact.com