

## mPromo - End-to-end trade promotion management.

### Summary

In today's fastpaced business environment, your sales team needs to be well-equipped to access information at their fingertips to make critical business decisions on-the-go. Mobilizing trade promotion management (TPM) by allowing access to customer relationship management (CRM) systems accelerates decision-making, increases productivity and enhances customer service.

mPromo (Mobile Trade Promotion Management) is a SAP Mobile Platform based solution that empowers the field personnel with tools to plan, execute and track trade promotion events effectively. The power of mobility provides ability to make instant decisions to plan and negotiate promotion events with customer. mPromo is also capable of executing what-if analysis, tracking promotion compliance and sending feedback to management.

### Business challenges

- Promotion negotiations happen between the supplier sales team and retail outlet representative with outdated or irrelevant data
- Inability to assess promotion performance, optimize and evaluate with What-if analysis
- Challenges in tracking promotion execution compliance at store level. Compliance check and zero-in on pending promotions is done offline which is error prone and inapt
- Unavailability of single platform to view entire promotion event calendar across different stores or locations in the account portfolio

### Solution

- Single platform with highly interactive promotion calendar view for all the stakeholders in the ecosystem
- Map-based drill-down on the stores and location within account portfolio
- Options to modify promotion calendar and perform a portfolio analysis on-the-fly for modified calendar
- Tracking and compliance recording capability which will address challenges in tracking execution and in-turn lead to efficient promotion spends

### Key features

- **View calendar of promotion events for the store:** A consistent and holistic view of executed, planned and on-going events. Helps to discuss and firm-up promotions planned. Ability to modify events and view modified calendar
- **Map-based search:** Narrow down to required store in a particular location
- **Reporting ability to visually depict and analyze promotion performance:** Information and outcome-based discussions to finalize promotion events
- **Field sales have the ability to capture promotion compliance feedback:** This further helps to zero-in on pending compliances
- **App provides an ability to perform promotion portfolio analysis:** Facilitates negotiation with reference to promotion performance using a quick what-if analysis on modified promotions
- **Retailers can capture compliance with proof:** Taking pictures and attaching with compliance form
- **Data access control in the app:** Based on user mapping and roles

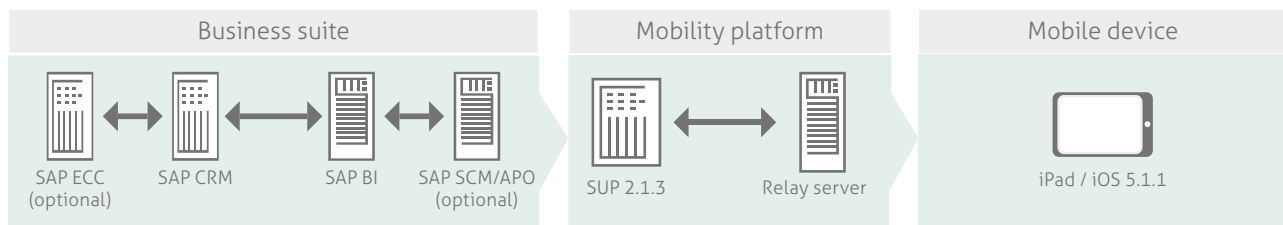
## BI reports

Following reports are available to visually aid firm-up promotion plans and assess the performance

- **Promotion portfolio analysis:** Actual v/s planned values for revenue, ROI, spend and uplift
- **ROI Top 10 promotions:** Spend and ROI values for Top 10 promotions
- **Promotion uplift (planned v/s actual):** TPM promoted volume, actual v/s planned revenue and variance between them at store level

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## Solution architecture



Developed in cooperation with **SAP Co-Innovation Lab**

## Solution highlights

This mobile application with one view of the event calendar across different stores in the account portfolio provides a one stop utility for account manager, field sales and retailer during promotion planning, analysis, formalization, and finalization through compliance tracking. The inherent challenges in offline conversations and compliance tracking are overcome with this solution. Promotion event discussions will be more information backed with promotion portfolio analysis which can be performed with what-if.

## Solution context

- Industry – consumer packaged goods, sales, retail
- Device – iPad
- Operating system – iOS 5.1.1 and higher
- Backend EIS systems
  - CRM 7.0 EHP1
  - SAP BI system
  - SAP ECC (optional)
  - SAP SCM/APO (optional)
- Middleware components
  - Sybase unwired runtime 2.1.3
  - Sybase relay server
- Application users – account manager, field sales and retailers

For more information on mPromo, please contact: [SAP\\_PresalesIndia@mindtree.com](mailto:SAP_PresalesIndia@mindtree.com)

## About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.