# APEX
## *Book the Perfect Order in Every Store, Every Time*

As emerging markets grow, a new consumer class is coming into its own—billions of shoppers who patronize small, independent stores that still sell mostly local brands. These shoppers are ready to shift more of their dollars to better, higher-priced international brands. But Consumer Packaged Goods companies whose distributor sales reps rely largely on their own gut instincts to reach these shoppers will be left behind.

### APEX: Creating Real Growth, Store By Store
Let's say a typical distributor sales rep in an emerging country averages $7 per store visit. If he is smart and can recognize opportunities for cross-sell and up-sell in a growing market, he might raise his average to $10 per visit. This may seem negligible, but if multiplied across a million stores in one of these countries, the growth would be massive.

Of course, the hard part is getting a million different sales reps—often uneducated and scraping by—to make the same improvement at the same time and in short order. That is where our new platform comes in: Assortment Planning Excellence, or APEX.

APEX is a next-generation analytics platform that helps sell the right assortment, in the right quantity, at every store, on every sales rep's visit.

Based in the cloud, APEX will pool, validate and map three core types of data into a central datamart:
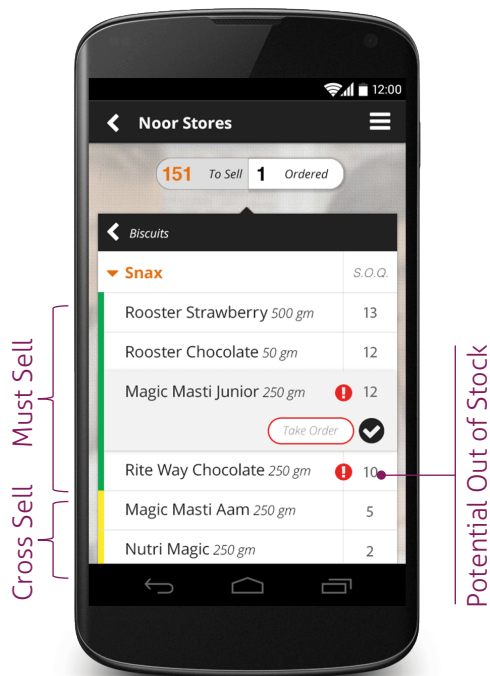
- DMS data from sales, stores and products
- Syndicated third-party data from vendors such as Nielsen
- Demographic data specific to the store's region

Proprietary, self-learning algorithms perform predictive modeling for the store in question and recommend Must Sell and Cross Sell products, and also make Out Of Stock predictions. These recommendations can be adjusted based on supply, targets, promotions and historical preferences.

At the CPG level, APEX allows business stakeholders greater control over recommendations by providing easy-to-use interfaces where they can accept or edit recommendations before channeling them to sales reps.

"Big data analytics" is being put to use in modern trade, but most enterprises don't think it can help with micro-segmentation for customer targeting and conversion in emerging markets. The belief is that the granular view necessary for so many millions of stores in remote regions across emerging markets just isn't possible yet. But that's not true anymore.

## Mindtree
*Welcome to possible*

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Sales reps get their recommendations through an easy to use app on a typical Android-based smartphone. Rather than spend their visit reading the store's shelves like a crystal ball, sales reps only need to look at and trust the recommended assortment given to them on their phone, which will be unique for each store.



Must Sell / Cross Sell / Potential Out of Stock

Although APEX is a new platform, it is based on real work that Mindtree has done behind the scenes with a Top 3 global CPG over the last three years. Across eight different countries, we have used big data, analytics and mobility to boost FMCG sales. The results have been smashing:

- $40 million in incremental revenue thanks to smart cross-sell recommendations at the store level
- 17% increase in repeat purchase rate
- 4.5 million out of stock recommendations
- 26% increase in unique lines sold per store

For new partners, we predict a minimum 10% increase in lines per call and a 15% increase in average store order value after a one-year period with APEX. And because it's a cloud-based solution, you can expect the onboarding process to take five to six weeks rather than five to six months.

## APEX—Uses Big Data, Analytics and Mobility to Accelerate CPG Sales

- Pools, validates and maps data from sales, stores and products, third-party data (Nielsen, etc.) and demographic data
- Uses proprietary algorithms and performs predictive modeling for each store
- Recommends must-sell and cross-sell products
- Provides "out of stock" predictions
- Enables recommendation adjustments
- Delivers recommendations to mobile sales force

Mindtree Accelerates CPG Profitability and Growth CPG organizations are swamped with data from POS systems, retailers and third parties. Turning that data into actionable insights is key to continued growth and profitability in an increasingly competitive market. With the CPG sector expected to double in size over the next decade, there's a lot at stake. To take advantage of these emerging opportunities, you need a partner with the right people, processes and industry expertise.

Mindtree has proven experience with large, multi-country programs for CPG companies. By merging our expertise with Relational Solutions, it adds the right mix of skills and intellectual property to deliver comprehensive, end-to-end solutions for trade spend ROI improvement, assortment optimization and media spend. From creating innovative data warehouse solutions to targeting customers and improving supply chains with predictive analytics, our solutions help drive CPG profitability and plan for a successful future.

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