

Winning the New Age Consumer



Mindtree

Welcome to possible



Meet Emily and Dave. Every month they plan a shopping trip to their local supermarket. As a young couple, they're always looking for ways to save money, and they're also very "connected" on Facebook and other sites.

More and more, they depend on their smartphones and social media for promotions and product information. Coupons and offers through their phones have saved them money and also made them more faithful to the brands they love. They've even received promotions for a certain product while standing in front of the store display for that very product. Dave jokingly calls this "shopping magic."

What Emily and Dave can't see are the processes and technology that create this magic. New IT initiatives at global CPG companies are creating connective, interactive customer experiences, both online and in the store. But all that matters to Emily and Dave is that they have easier access to promotions and a better relationship with the brands they prefer.

At Mindtree, we have partnered with 5 of the top 10 global CPG enterprises to reshape their IT strategies for this type of success. One of the fastest growing technology consulting firms worldwide, we specialize in e-commerce, mobility, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We help our CPG partners build the technological frameworks and solutions that enable the fast, efficient use of data to drive digital marketing, promotions and retail execution strategy. Whether it's through proprietary solutions like Integrated Customer Insights and mPromo, or through the hard work of managing systems through efficient IT operations, the results speak for themselves:

- unified and enhanced digital engagement with consumers for a cost savings of 40% in marketing spend
- optimized trade promotion planning and execution for a spend total of \$1.5 billion across 35+ countries
- overhauled a legacy distribution management system for 41,000 salespeople and 10,000 distributors worldwide, improving turnover by 8%

Tying it all together – our “secret sauce” – is our famously collaborative culture. The attention to creating a positive, collaborative environment with clients and partners is hard-wired deeply within all of us. This value system, combined with our digital expertise, has earned us preferred-provider status with some of the premier global CPGs. For Mindtree, “Welcome to possible” is more than a slogan – it reflects our approach to every engagement.

Maximize Return on Promotions

While Emily and Dave are enjoying the fruits of a digital society, the landscape is more complicated for CPG companies. Meet Mark. He is the VP of Sales and Marketing at a consumer packaged goods company, preparing the rollout of a promotional campaign for a new line of beauty products across 25,000 stores in the U.S., Brazil and India. He applies company-standard TPM and retail execution models in each market.

It does not go well.

In the U.S., it takes weeks for the retail execution process to report any actionable performance information. Time and money is lost by not being able to adapt quicker. In Brazil and India, things are much worse. His ability to predict and

track the effectiveness of his promotions is confounded by a much wider array of intermediaries in the supply chain, unique local tastes and cultural preferences, competition from entrenched local brands, and far different levels of affordability and price points. In fact, he begins to see India itself as many ‘micro-markets.’

But it doesn't have to be that way. With robust tools for trade promotion optimization and trade promotion analytics, Mark could cut back on guesswork and plan his trade spend correctly from the start, while significantly speeding up his company's ability to react to changes in the marketplace.

Mindtree's mPromo solution is an award winning proprietary framework that helps sales reps efficiently track and manage promotions. An especially useful tool when entering emerging markets, it puts the power of real-time data into handheld devices that sales reps can use during store visits – for promotion compliance audits, to eliminate guesswork and improve predictability of success, drive effective negotiations, and provide a single integrated view of data across CRM / TPM and other back-end systems.

A Top 5 Multinational CPG Company

Our 10-year engagement has resulted in:

- 600+ Mindtree minds working exclusively on their customer and consumer value chain across the globe
- A custom analytics tool that combines data from multiple sources and generates recommendations at the outlet level, enabling mobile salespeople to make faster, smarter decisions
- A proprietary TPM system that unified and optimized \$1.5 billion of trade promotion planning and execution across 35+ countries
- An overhaul of their legacy distribution management system with a hosted solution based on SAP-IS Retail, giving 41,000 salespeople and 10,000 distributors in emerging markets real-time data that improved turnover by 8%

Data is Power – How Will You Use It?

CPGs know they need to harness data as the fuel source that drives competitive advantage and creates loyal consumers like Emily and Dave. But there is so much data, from so many sources, that putting it together in an integrated way seems monumentally complex. At Mindtree, we have built the technological frameworks and solutions that enable CPGs to use their data as a source of power, to deliver insights that make a strategic difference and lead to actions that drive profitable growth.

Our Integrated Customer Insights solution is a proprietary tool that gives CPGs actionable 360-degree information about consumers. It's a scalable platform that combines data from multiple sources – such as social, demographic and transactional – to build behavioral profiles of individual shoppers. It then analyzes this data with custom-built algorithms based on specific business goals, allowing companies to present targeted offers to consumers at various touch points, with a unified view of their brand.

This new capability – context aware offers – can revitalize commerce because it reaches the individual shopper right where the decision is being made, in real time, with offers that are interesting to that person. This stands in stark contrast to the relatively untargeted and largely annoying promotional “noise” that exists for the average consumer today.

Digital Decoupling – The New Best Practice

One of the most powerful ways we've helped CPG companies grow is through a decoupled digital marketing model, where creative agencies continue to do what they do best (creative work!) while Mindtree serves as the lead technical agency that applies their work across digital channels using our rich digital marketing toolset and best practice processes that are fast, agile and proven.

It's only a matter of time before this is the industry norm. The technical side of producing and delivering digital marketing initiatives has gotten too complex, duplication of technical work across multiple agencies is massive waste, and there's no room for error when it comes to security and privacy.

At Mindtree, we have partnered with Fortune 1000 CPG enterprises to integrate their digital marketing production workflow for deeper engagement, reduced cost, faster time to market, increased security and greater flexibility to exploit technological changes.

A Top 3 Multinational CPG Company

Our 6-year engagement has resulted in:

- 250+ Mindtree minds working exclusively on their digital and business intelligence projects across the globe
- A custom digital marketing services framework that unifies and enhances engagement with consumers across 600+ sites (150 mobile) and 70+ brands in 9 product categories
- New website development and redesign, including mobile site development, mobile app development, analytics, testing, maintenance, regional localization, content updates, and master data management
- A cost savings of 40% in marketing spend and a 50% decrease in time to market

Mindtree's Digital DNA

Recently named “the most promising company of the year” by CNBC-TV18, Mindtree may no longer be the best-kept secret in global technology consulting. What sets us apart is that unlike traditional business solutions companies, we never had to adapt to the digital world. As a 15-year-old company born in the information age, digital is in our DNA, and we have a long track record of success in creating innovative and robust e-commerce and m-commerce experiences:

- 800+ websites across 140 countries
- 35% lower costs in delivering websites
- 40% lower costs in delivering mobile websites

But that doesn't mean we step into new engagements with predetermined solutions. Mindtree succeeds because we take a business-first approach.

It all starts in our Digital Pumpkin, a collaborative digital innovation laboratory designed to facilitate the kind of brainstorming, introspection and discussion that unlocks ideas that can be turned into powerful new solutions. Starting with your desired business outcome, we'll work backwards to your legacy IT systems, and build the digital infrastructure necessary to make what you already have serve where you need to be – with as seamless a transition as possible.

We also offer end-to-end services in SCM package integrators / upgrades / process harmonization, marketing mix modeling, sales force automation, distribution management systems, and digital marketing platforms, including social media analytics.

Across all of these areas, you can count on Mindtree to put heavy emphasis on ensuring fast time to market, holistic workflow standardization, problem ownership, and ROI-based testing.

A Flexible, Collaborative Partner

In addition to our expertise at transforming the front end of the value chain, what wins over our CPG partners the most is the collaborative culture of Mindtree. This is our true hallmark. When you partner with us, you will know that you're getting an extreme amount of attention from our top leadership to ensure success.

By optimizing the efficiency of all IT operations, we create breathing room to fund more technology initiatives. This way, you can begin to transition from spending too much of your budget and attention on running your business, and more on transforming your business.

And if you're tired of vendors who step in, carve out their turf and walk away, you can rest assured that Mindtree works well in a multi-vendor environment. Put simply, your interests are our mission – how much credit any individual vendor deserves is not for us to dictate.

But we're certain that our commitment and passion, our business insight, and our breakthrough technical innovations will speak for themselves.

At Mindtree, it is about unleashing possibilities. Write to us at cpg@mindtree.com to start the conversation.



About Mindtree

Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries.