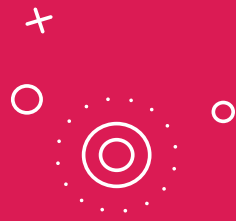




Mindtree

A Larsen & Toubro Group Company

Case Study:
Developing MS&P
Merchandiser Assistant
for **leading CPG
Company**



Welcome to possible

■ CLIENT

The client is a leading Multinational Consumer Goods Company with a rich history spanning over 100 years. Having over 60 brands, it delivers a wide range of products across personal consumer health, personal care, hygiene, as well as fabric and home care, and many more.

■ CHALLENGE

Marketing across many geographies and stakeholders was proving challenging for the client. They faced a lack of visibility on which key business drivers would enable merchandisers, account managers and the market, strategy & planning (MS&P) team make better decisions. This meant that they had difficulties in spotting commercial executions and customer teams that need attention, sorted by either country or channel. There was also a lack of visibility over store (GP) performance & scores, and their overall data harmonization efforts - having multiple BI apps - were disconnected, leading to productivity loss and increased costs as well.

■ SOLUTION

Mindtree began by setting up a KPI development environment, and the KPI's included "Share of Shelf", "Share of Display", "Share of Feature" w.r.t to the client and their competitor's SKU's at retail stores, which in-turn generated a golden point for each SKU. Then, harmonizing data from multiple source by integrating with Core Data lake and then market specific data - this was put together and integrated into the Salesforce system, on which the mobile app was built.

After that, we conducted wrangling and development of KPIs for consumption by PBI dashboards. The Azure cloud platform was used to architect the solution – using Azure blob , Azure SQL DB, AAS, Azure Data Factory, Data bricks cluster. At the end, PBI was used for reporting and visualization.

■ BENEFITS

By providing end-to-end support for the IoT platform, Mindtree delivered the following benefits:



Consolidated view of KPIs for MS&Ps and sales reps enabling them to strategize sales in stores and run customized audits that generate actionable insights



Discovery of new opportunities to increase overall market share



Increase in overall productivity of MS&P, sales reps & channel leaders



Better management and resolution of issues reported by sales reps, store owners, and customer HQ



Ensured delivery in 20 markets spanning APAC and IMEA countries with expected 2% YoY sales growth



■ ABOUT MINDTREE

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."