

# Achieving Mutual Growth through Data Centered Collaboration



## A Trading Partner Approach to Data Centered Collaboration



# Agenda

- Background
- Panelists
- The Foundation
- Typical Scenario
- Stories
- Q&A



# Mindtree at a Glance

## Global Coverage

### North America

Warren, NJ  
Cleveland, OH  
Dallas, TX  
Gainesville, FL  
Phoenix, AZ  
Redmond, WA  
San Jose, CA  
Schaumburg, IL  
Minneapolis, MN  
Chicago, IL  
Los Angeles, CA  
New York, NY

### Europe

Basel, Switzerland  
Brussels, Belgium  
Cologne, Germany  
London, UK  
Paris, France  
Solna, Sweden  
Vianen, Netherlands

### Asia

Beijing, China  
Dubai, UAE  
Singapore  
Sydney, Australia  
Tokyo, Japan

### India

Bangalore  
Pune  
Chennai  
Hyderabad

Company HQs

Delivery Centers



**26% Revenue**

Retail, CPG and  
Manufacturing



# Relational Solutions acquired by Mindtree

## Solution Offerings:

### POSmart

Integrates,  
Validates and  
Analyzes Point-  
of-Sale Data

### BlueSky Analytics

Business  
Intelligence and  
Reporting Tool

### TradeSmart

Accurately  
Measure CPG  
Trade Spend  
ROI, Use  
Predictive  
Models to Plan  
New Promotions

### PromoPro

Align CPG  
Trade  
Promotions and  
Shopper  
Marketing for  
Improved Trade  
Spend ROI

## Relational Solutions



- Specialized provider of analytics for CPG retail execution
- Pioneer in demand signal repository technology

CPG sales and supply chain improvement

Advanced data-driven solutions for supply chain optimization and trade promotions analytics

Grow U.S. Data and Analytics Centre out of Relational Solutions' Cleveland office

Enhance digital transformation journey of CPG clients



# Moderator



**Kristy Weiss**

Director CPG  
Analytics

Relational Solutions  
a Mindtree  
Company



- 19+ years in CPG industry
- Bachelors degree in Direct Response Retail from Johnson & Wales University
- Masters degree in I/O Psychology, focus in Consumer Psychology from The Chicago School of Professional Psychology
- Extensive background in CPG/retail business analysis with Fortune 100 manufacturers
- Expert in integrating and analyzing complex data points to identify actionable insights
- Able to translate efficiently between business users and technical teams
- Develop and manage Business Analyst teams in-house and on-site



# Meet the Panelists



**Mike Marzano**

Solutions Process  
Expert, Retail  
Execution  
Mondelez  
International



**Donna Tellam**

Vice President,  
Customer &  
Partner Solutions  
Spring Mobile



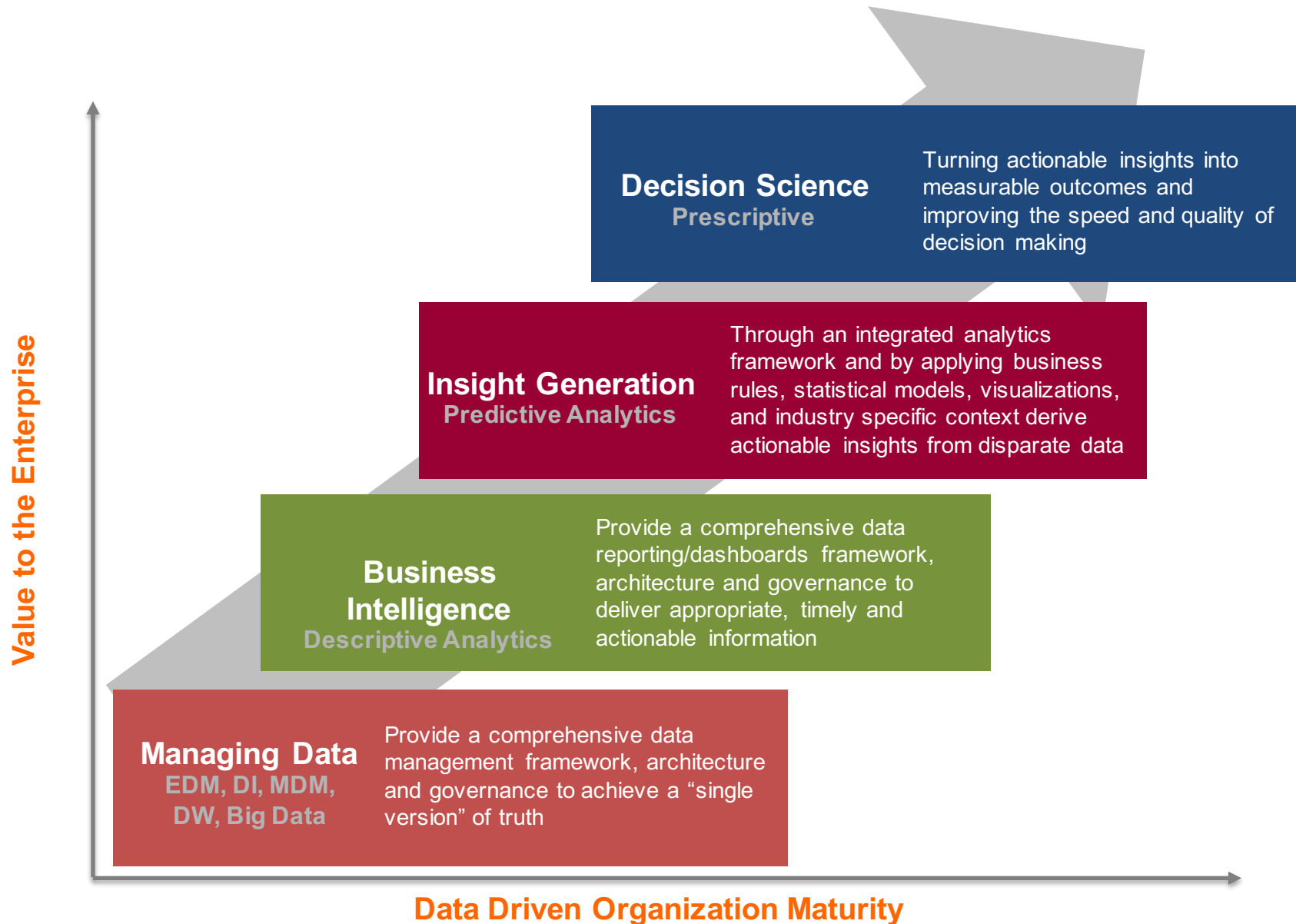
**Mark Horner**

Director, Trade  
Marketing  
Eagle Family  
Foods Group



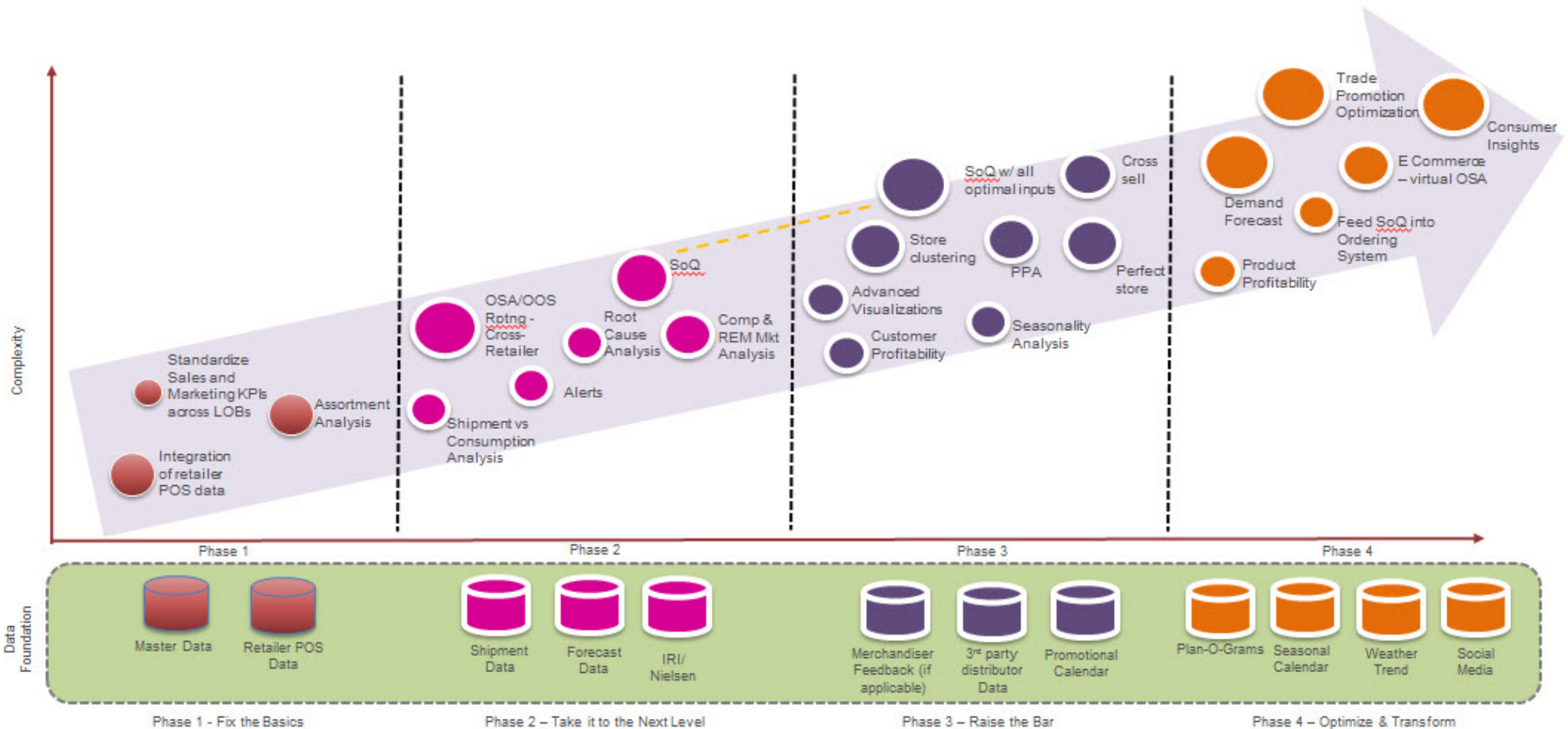
# Data & Analytics Continuum

The power of an integrated data and analytics framework





# Building a Solid Foundation



Enables Many Business Driving Insights to Bubble Up



# Achieving Mutual Growth through Data Centered Collaboration



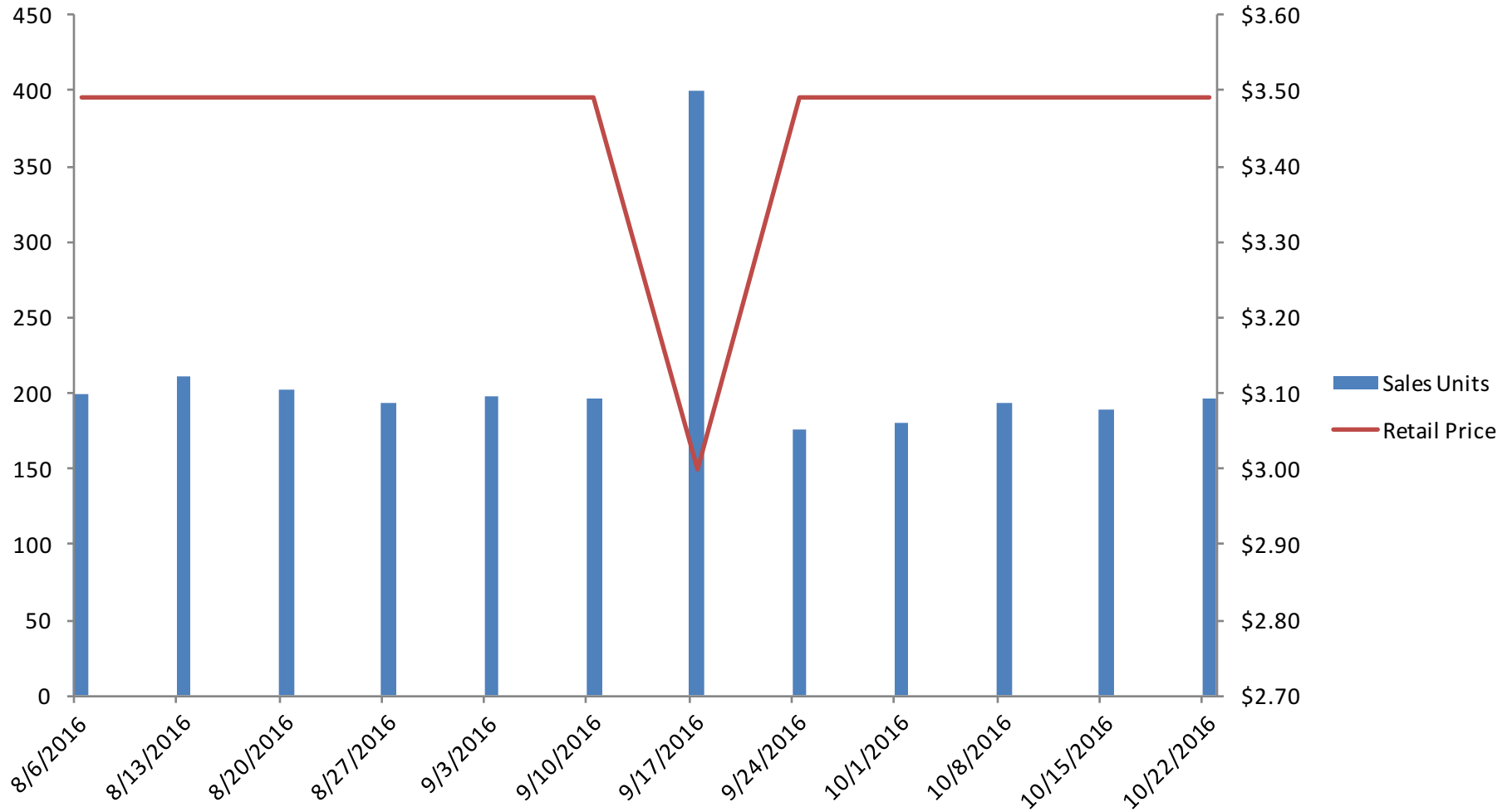
## A Typical Promotion Analysis Scenario



# Typical Scenario

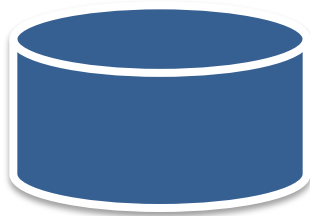
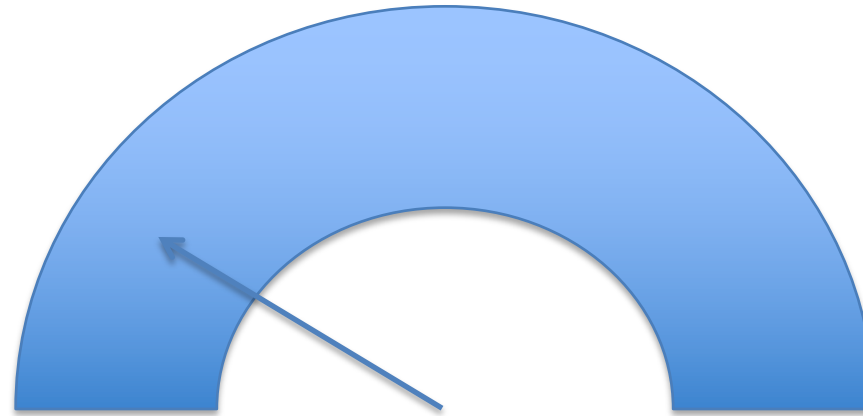
High level Promotion Plan and Sales Facts

Retailer X 13 Week Price vs. Volume Trend





# Where's the Needle?



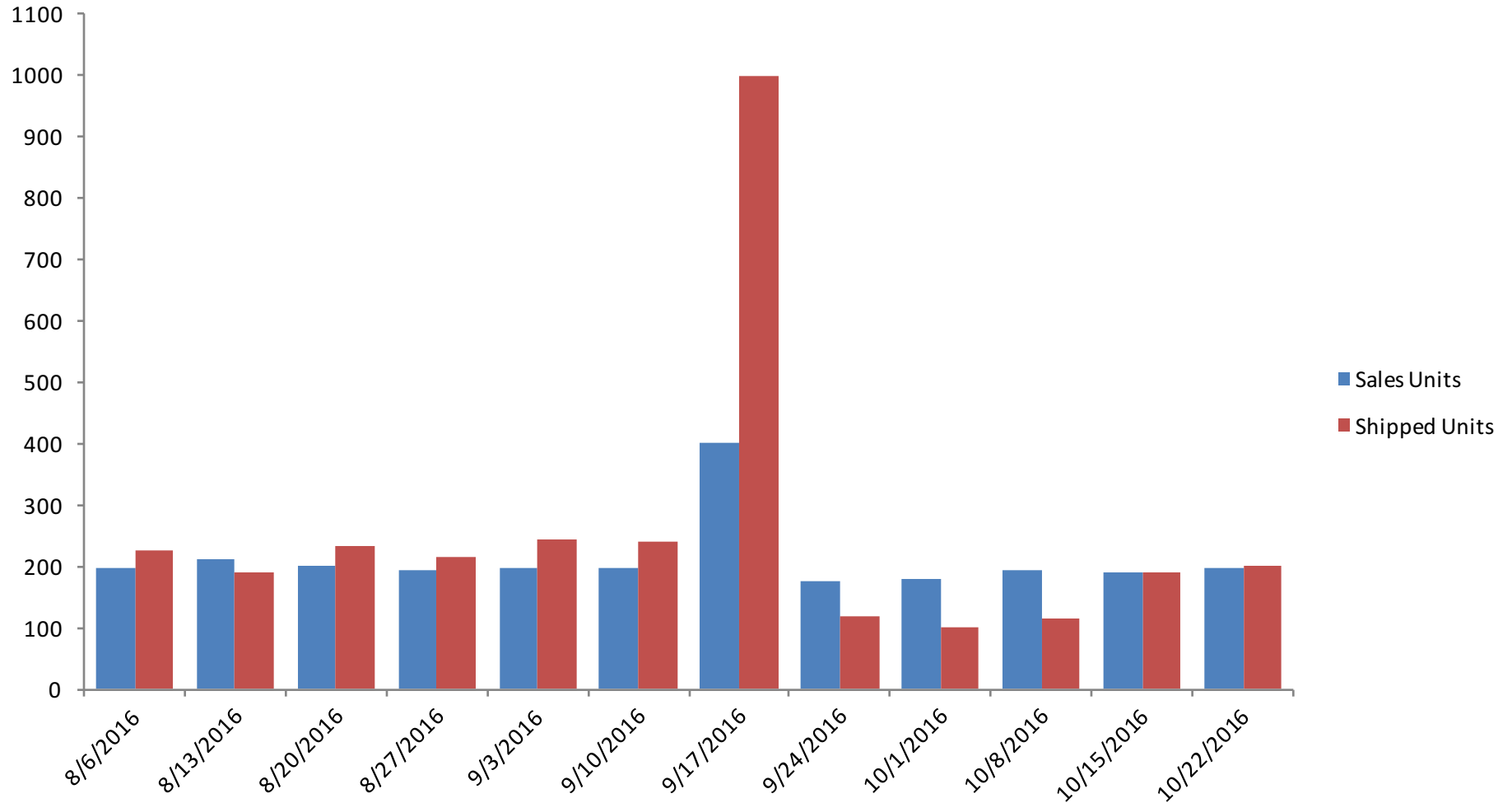
Syndicated  
Data



# Additional Information

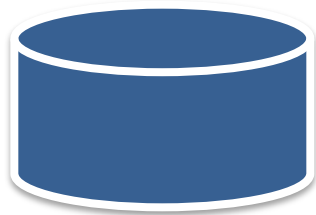
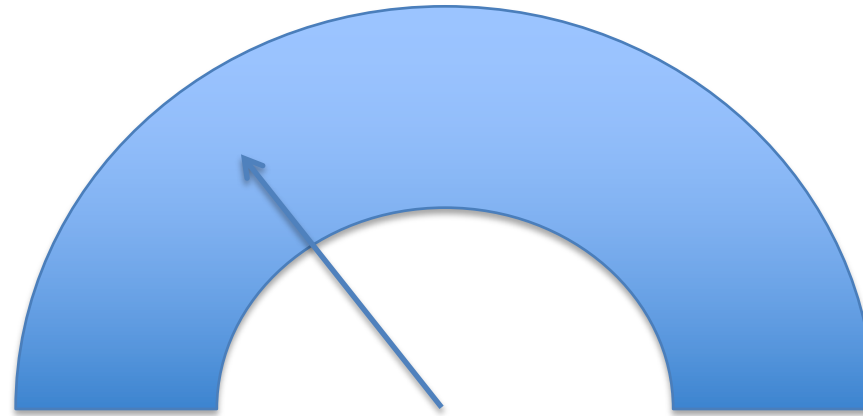
## Shipment Facts

Retailer X Shipment vs. Consumption Trend

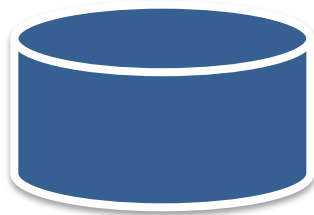




# Now Where's the Needle?



Syndicated  
Data



Shipment  
Data



# More Information

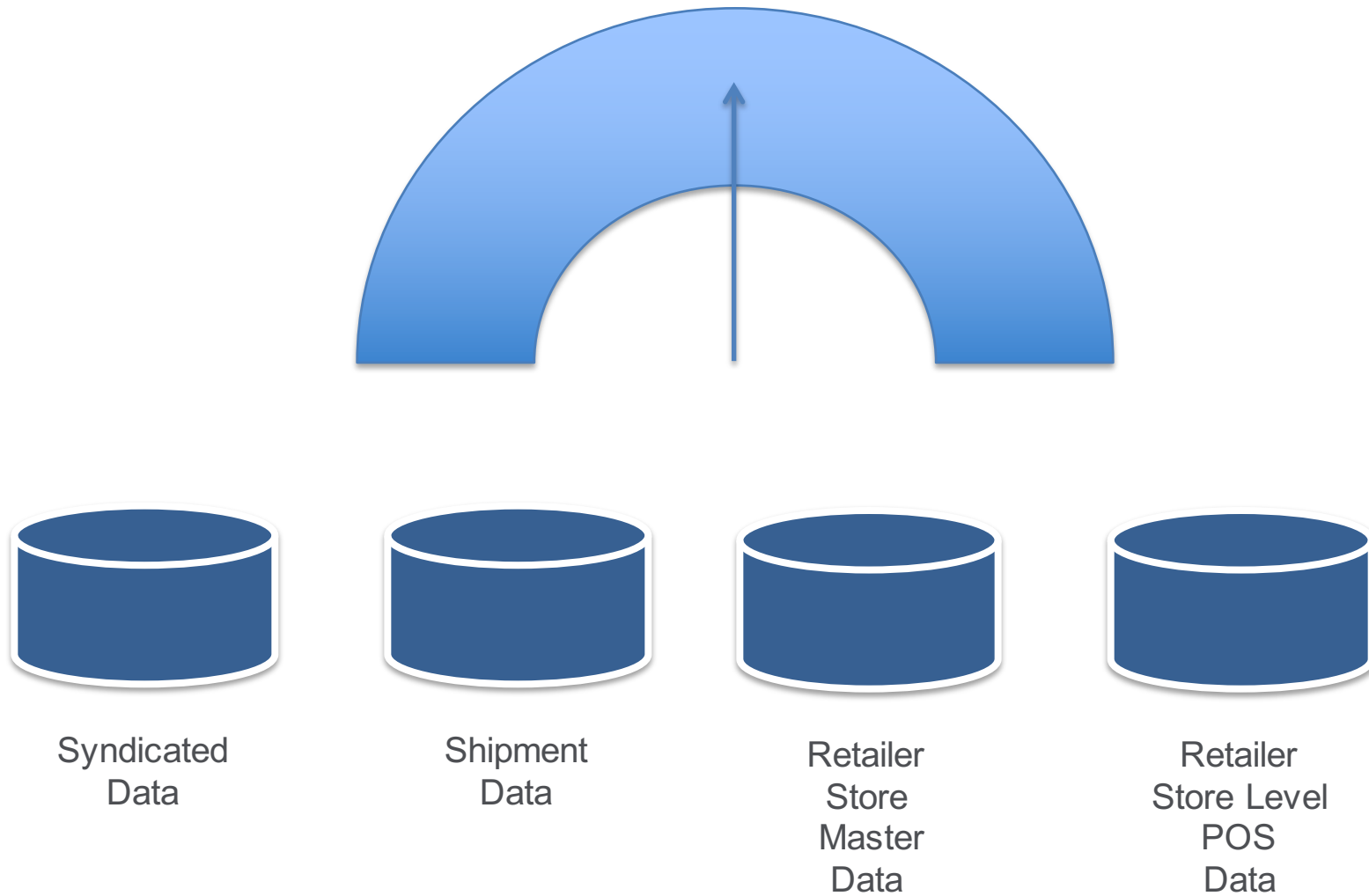
## Retail Execution Facts

### Retailer X Store Sales by Day

Store #	City	Sales Units							Total Sales Units	Shipped Units	Remaining On Hand
		Sunday 9/11/2016	Monday 9/12/2016	Tuesday 9/13/2016	Wednesday 9/14/2016	Thursday 9/15/2016	Friday 9/16/2016	Saturday 9/17/2016			
1	Florence-Graham	7	6	5	8	7	12	5	50	50	0
2	Los Angeles	2	1	1	2	1	2	1	10	50	40
3	East Los Angeles	0	0	0	0	0	1	4	5	50	45
4	Commerce	1	1	1	1	3	3	5	15	50	35
5	Ladera Heights	6	5	11	15	12	1	0	50	50	0
6	Vernon	0	1	1	1	2	1	3	9	50	41
7	Willowbrook	1	0	1	0	2	2	5	11	50	39
8	Bell Gardens	0	0	1	1	1	3	7	13	50	37
9	Beverly Hills	1	1	1	1	1	3	8	16	50	34
10	Compton	0	0	0	0	0	0	0	0	50	50
11	Downey	0	0	0	0	0	1	4	5	50	45
12	Gardena	2	1	0	1	0	1	3	8	50	42
13	Hawthorn	10	8	7	10	15	0	0	50	50	0
14	Hermosa Beach	1	1	1	1	1	4	3	12	50	38
15	Huntington Park	0	0	0	0	0	0	0	0	50	50
16	Lawndale	1	1	2	1	2	3	6	16	50	34
17	Lynwood	10	12	15	13	0	0	0	50	50	0
18	Malibu	15	15	15	3	1	1	0	50	50	0
19	El Segundo	1	1	1	1	1	3	7	15	50	35
20	Maywood	0	1	1	1	1	5	6	15	50	35
<b>Retailer X</b>		<b>58</b>	<b>55</b>	<b>64</b>	<b>60</b>	<b>50</b>	<b>46</b>	<b>67</b>	<b>400</b>	<b>1000</b>	<b>600</b>



# Now Where's the Needle?





# Is More Information Useful?

If so, why isn't it used  
more often?

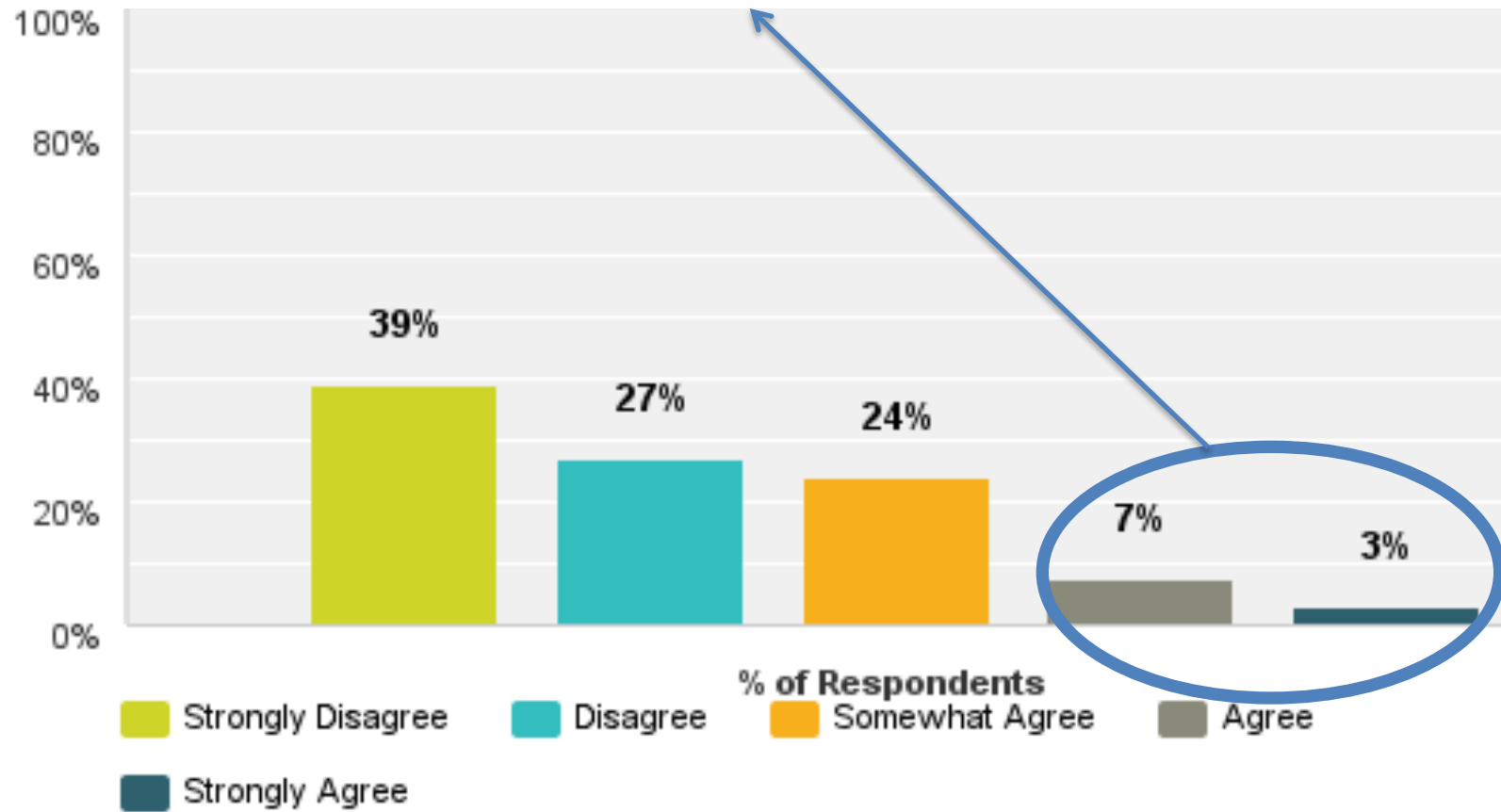




# What You Said at POI Last Year

The POI 2015 TPx and Retail Execution Survey

Only 10% of CPG Companies felt they had an  
Automated and Easy way to analyze trade

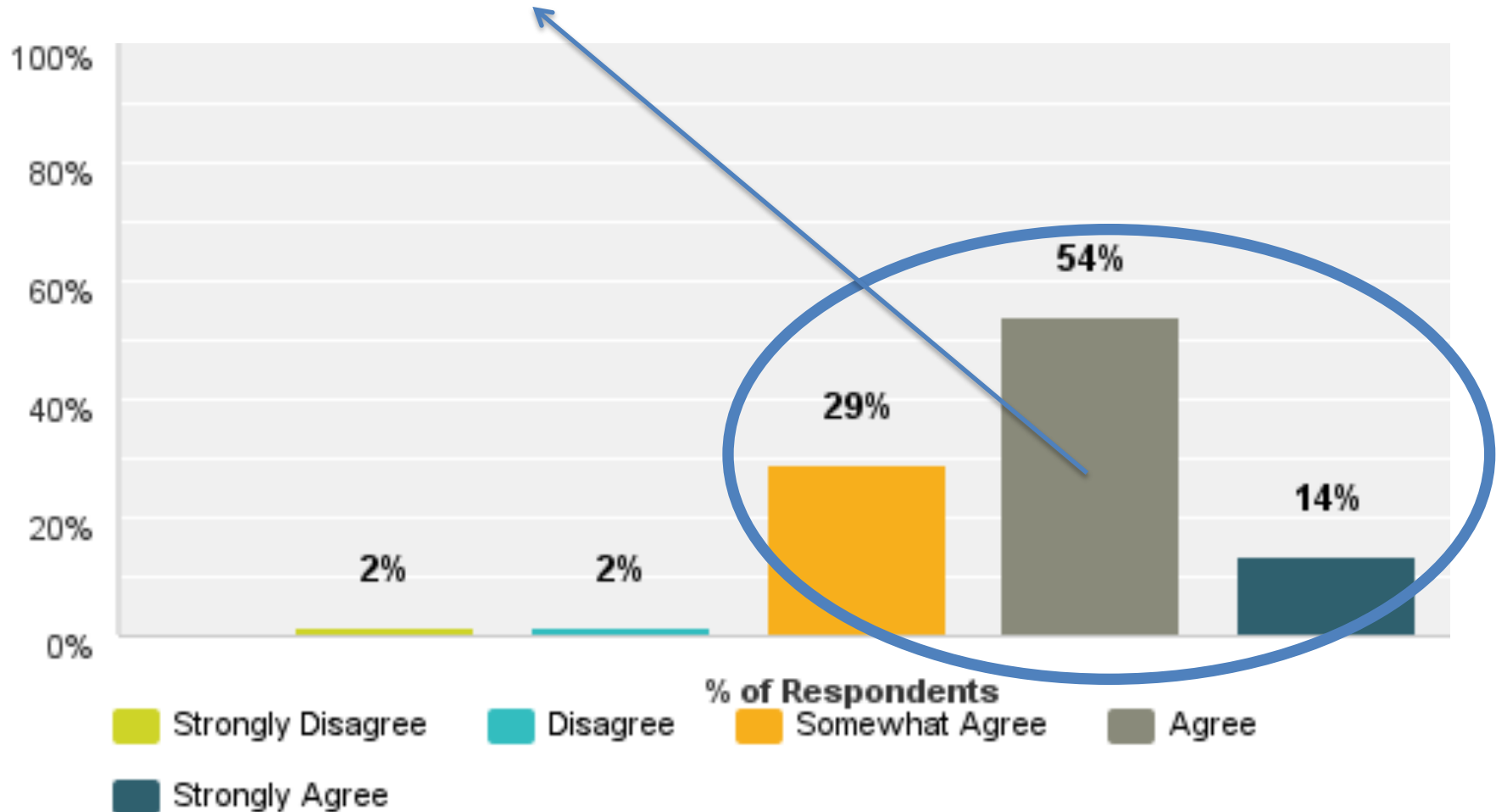




# What You Said at POI Last Year

The POI 2015 TPx and Retail Execution Survey

## 96 % of Companies Have Trouble Analyzing Trade

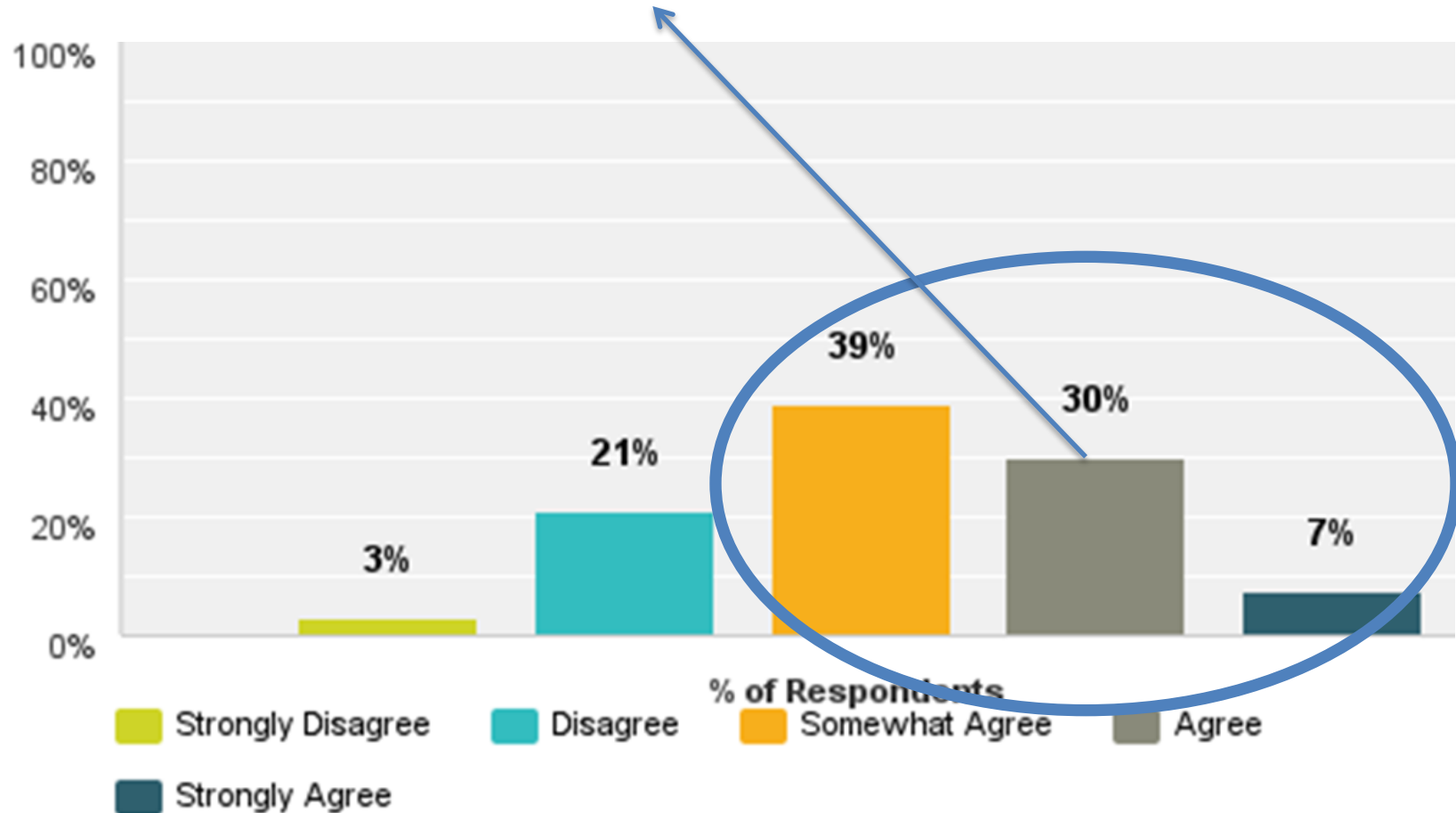




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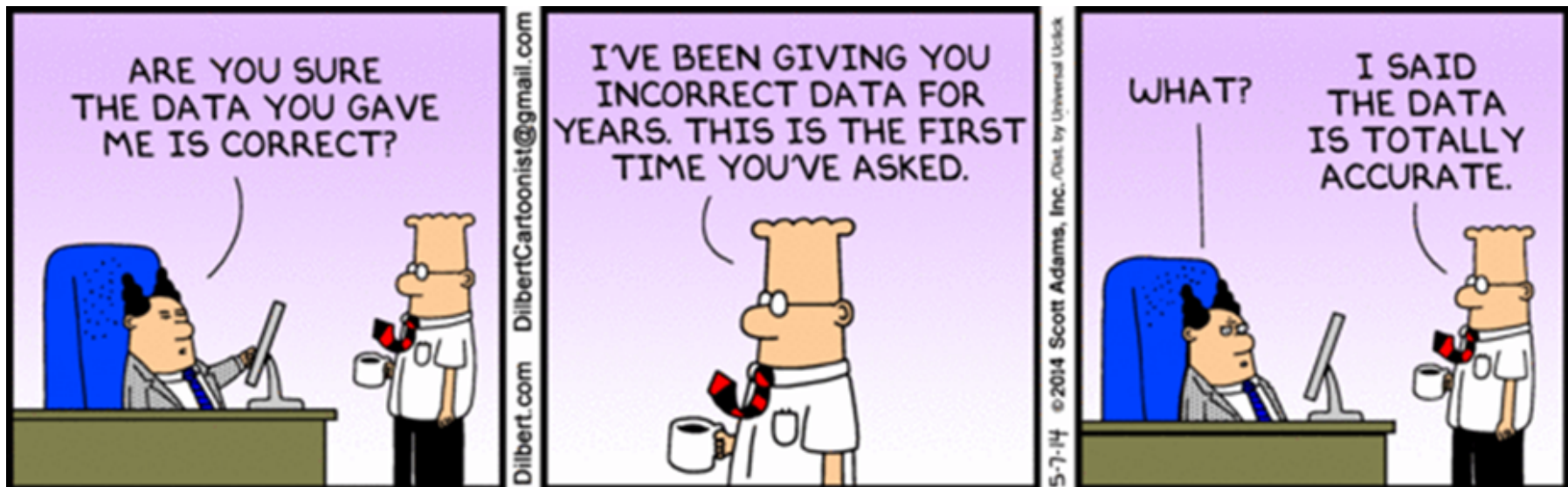
76% of CPG Companies  
Believe they have ongoing Data Quality Issues





# Industry Challenge

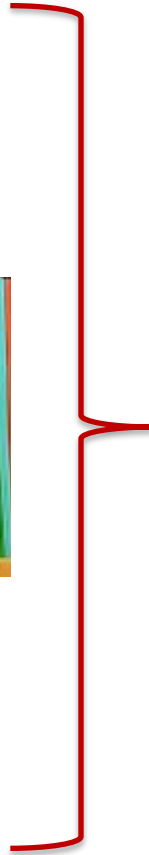
- Prevailing belief that data is available and smart people will stitch it together meaningfully.
  - Time
  - Resources
  - Leverage Data Investment
  - Prioritization
  - Repeatable
- Validation – is this analysis correct?
- How do we impact execution activity?





# Do You Speak the Same Language?

## Shipments



## Sales



Case, Pallet, Loaded Display

UPC / SKU



# Item Information

## Tab It Brand Item List

Multiple Items Can Represent 1 UPC

Item Number	Description	Brand	UPC	Business Unit	UOM	Units per Case
1234	Blue Vinyl Tab 12 pk	TabIt	12345678901	Folders	Case	12
1234TG	Target Bl Vinyl Folder	Tab It	12345678901	School Supplies	Case	12
1234CV	6 pk Blue Fldr CVS	Tab It	12345678901	Office Supplies	Case	6
11157	Grn Bl Yllw Mixed Tab Fldr Costco 144	Tab It	12345786092	Office Supplies	Pallet	12
11158	Yllw Vinyl Tab 12 pk Mass	TabIt	12345987965	Folders	Case	12
11160	Tab It Green Tab Folder Vinyl	TabIt	12345876775	School Supplies	Case	8

Item Number	Description	Brand	UPC	Business Unit	UOM	Units per Case	Distinct Description	Distinct Item Number
1234	Blue Vinyl Tab 12 pk	TabIt	12345678901	Folders	Case	12	Blue Vinyl Tab Folder	4321
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