

FRAGILE

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# Route To Market Optimization



# Route to Market Solutions from Tiger Analytics

## Industry Context



CPG companies execute Route-To-Market strategy as a way to drive product sales in stores. Most of the companies engage field sales representatives to drive in-store sales by checking for product placements, build relationship with the store and setup secondary displays and promotions. With rapidly changing market realities and digital transformation taking over the business processes, CPG companies are leveraging data analytics to provide insights and take decisions on their RTM execution strategy.

## Getting visibility and access to the relevant data is challenging



Data unavailability at the required granular level



Information on pricing, marketing & promotional activities (which have significant impact on sales) is difficult to get / unavailable



Clear guidelines for execution to the sales rep is missing. Survey questions were standardized across markets and responses to the survey questions are generally constant with time

### Resulting in challenges faced by the business



Planning the calendar for RTM execution



How frequently should the stores be visited?



Are the store visits productive?



Are the product placements effective?



Managing sales representatives and the utilization of their time

## Leading to lost opportunities

1

Sub-Optimal Visit Plan

2

Non-Value-added Activities

3

Lower Compliance

4

Ineffective Promotions

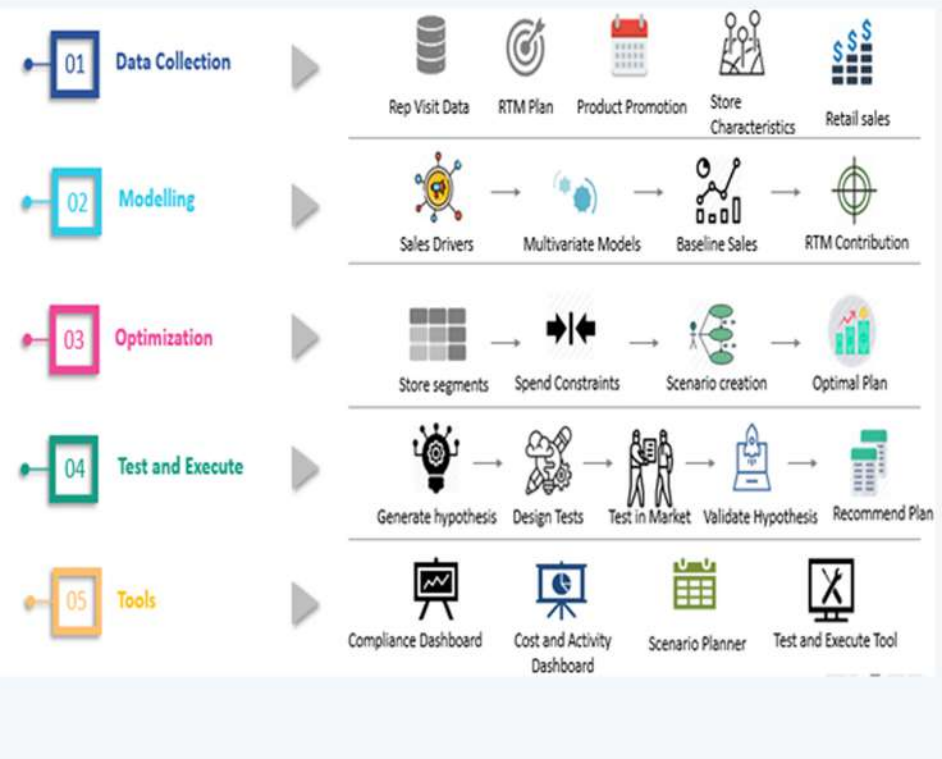
# Route to Market Solutions from Tiger Analytics

## Value Proposition

Our Route to Market solutions drive value by helping the companies with their RTM planning and execution, with the help of the right tools and building the required capabilities. The solution has been enabled for sectors where Route to Market is applicable.

Our solution components enable rapid deployment and are able to reduce the time to implementation by 60% to 70% & Optimized sales force execution audit questions resulting in duration and spend reduction by 10% on an average in each outlet.

### Tiger's Solution Framework



## Case example

### Leading global manufacturer of confectionery & pet food

#### Context

Undergoing a global transformation to develop analytics solutions that provides insights to make better decision on their RTM strategy.

#### What we did

Using a phased approach, established compliance parameters for the RTM activity; created models to measure the effectiveness of RTM levers to drive additional sales; simulator to plan the frequency of visits and time to be spent based on store type. Using the test and learn tool developed, high value - high risk initiatives were evaluated by conducting in-market tests.

#### Benefits Delivered

Margin improvement : € 50 – 60 Mn  
 €0.5Mn of incremental margin in smaller markets and €3 – 5 Mn in larger / top 10 markets

### Largest wine and spirits distributor in the US

#### Context

Client engaged Tiger Analytics to analyze the impact of In-Store product placement on sales across various geographies and channels.

#### What we did

The client has sales representatives who visit stores, take surveys and record product placements. Exploratory analysis on survey responses were conducted to derive features that impact sales. Models were built to identify the significant driver of sales for each product across geographies and various channels.

#### Benefits Delivered

Optimized sales force execution audit questions resulting in duration and spend reduction by 10% on an average in each outlet

# About Tiger Analytics



**Tiger Analytics** is pioneering what AI and analytics can do to solve some of the toughest problems faced by CPG organizations globally. Delivering value leveraging AI & Analytics is as much an art as it is a science. We have honed this through a combination of our **talent, methodologies, technology accelerators and business solutions.**

We have helped deliver **100's of Millions of dollars** in value to our CPG and Retail clients through our services and solutions. Tiger offers a full range of Insight services including **Data Engineering, AI & Analytics services and ML Operations.**

## Our Open Solutions Approach

We believe that our clients should not tie themselves down to analytical products and solutions in areas that offer **competitive advantage.** Hence we make our investments in Intellectual Property available and open to our clients so that they can manage and enhance the solution by themselves, if they so desire.

### Solutions from Tiger Analytics

- Driver Base Forecasting
- Emerging Business Opportunities
- Strategic Revenue Management
- SKU Rationalization
- Market Mix Modeling
- Omni Channel Insights
- Route to Market Optimization



AI Solution Provider  
of the year 2019



Leading Data &  
Analytics  
Service  
Providers for 2019

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