

Strategic Revenue Management



Strategic Revenue Management - Delivering market leading revenue growth & margins

Industry Context

What will be the impact of price changes on overall volume and margins? How do I maximize the ROI of my Trade spends? How do I take a cross channel view to pricing and promotion decisions? How do I enable Pay for Performance mechanism with customers?

These are some of the questions faced by CPG companies. There are conflicting viewpoints across sales, marketing, and finance on how to achieve growth, reinforced by different incentives, metrics, and functional leadership priorities. The data and analytical tools available to the business do not help make this any easier.

Challenges presented by current solutions and approaches



Lack of an outside view

No linkage of investments to consumer perception of value



Lack of a cross channel view

Inability to take a holistic view to investments across channels



Data challenges

Inability to harness all data available with ease and repeatability



Differing market context

Differences in the business and data context across markets makes solutions less repeatable



Black box approach

Proprietary nature of solutions impacts ability to develop and scale the solution rapidly

Resulting in inability of business to meet priorities



Finance

- Return on Investments
- Top line revenue and bottom line margins
- Net Profits



Account Team

- Targets versus Actuals
- Easy planning with optimal solution



SRM Team

- Easy data access
- Advanced Analysis capabilities
- Scenario Planning and Optimization across total portfolio



Customer Marketing

- Promo uplifts and ROIs
- Optimized Budget Allocation
- Trade Terms Management

Leading to lost opportunities

1

Low ROI on investments

2

High time to value

3

Inability to scale value from SRM initiatives

4

Process inefficiencies and lack of productivity

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Value Proposition

The Tiger solution for Strategic Revenue Management helps CPG companies plan and execute on the right channel, price and brand strategies by leveraging state of the art M/L and Data Science capabilities.

Solution Features

Data Transformation Accelerator

Convert raw data into transformed data assets ready for insights

Cutting edge data science accelerators

Improve reliability with ML accelerators and tried and tested data science models

- **SRM Insights** - Promo planning, price elasticities, holistic sales driver analysis, structural demand and seasonality understanding
- **Shopper and consumer behavior impact assessment** - Short- and long-term impact of SRM levers on consumer behavior
- **Trade architecture** - Customer segmentation analysis and scenario simulation to enable pay-for-performance.

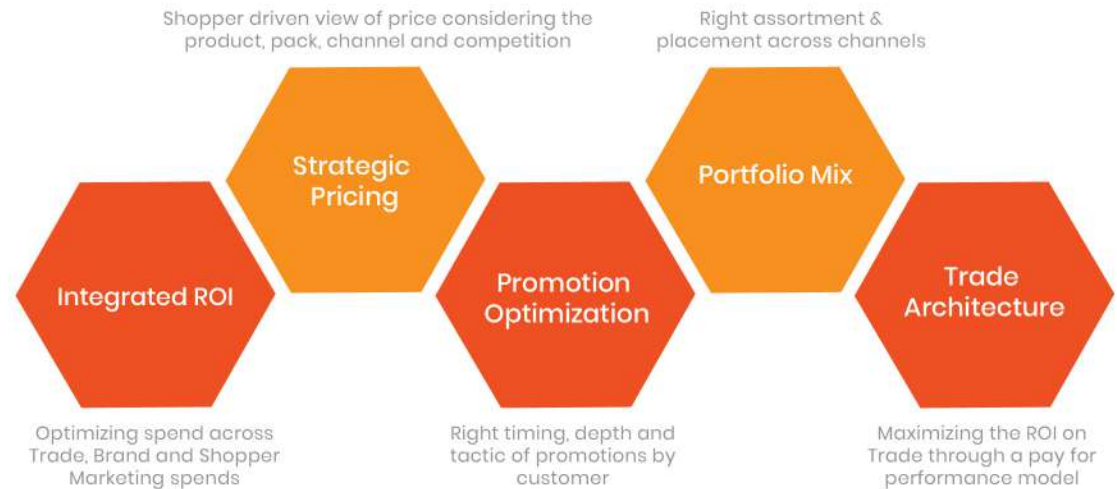
Visual Templates - Standard templates to support:

- Measurement of account activity, profitability, and promotional performance for better sales activation and promotion execution.
- Enable on the fly simulations, built-in business guardrails, predictive planning, customer selling stories and calendar planning.

Human Centric Approach

A Design thinking led approach to help deployment of the solution in agile sprints to enable adoption and value delivery

Key Components of the Solution



Case example

Context

A global CPG major partners with Tiger Analytics to accelerate its digital SRM transformation.

The Approach

Deployed a templated approach across Strategic Pricing, Promotions and Trade Architecture design. Partnering to implement and rollout solution across all categories and geographies.

Impact

Incremental bottom-line delivery of \$21MM so far.

70% cycle time reduction in trade spend calendar optimization.

Context

VP of Trade Finance at US OpCo of global CPG worried about ROI erosion of trade spend.

The Approach

Developed AI based solution to tease out & arrest elusive cross-retailer cannibalization effect. Scenario planning & optimal calendar to minimize x-box cannibalization.

Impact

Solution rolled out to cover 25+ accounts, 70% of \$1B+ spend.

Incr. 5-8% RoS through x-box cannibalization avoidance.

Context

Price Volume & Margin Analysis refresh process efficiency & model effectiveness comes into question at Global CPG.

The Approach

Streamlined the end-to-end analytics pipeline to cut-down refresh time.

Improved effectiveness by separating out base & promo elasticities.

Accurately measured Return on Spend.

Migrated User facing application to scalable solution.

Impact

Solution adopted in 1st market (UK).

Approach & Solution now being configured for US Market.

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



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