

Advanced Business Analytics Offering for CPG

Consumer Goods and Distribution



Organizations need to implement effective decision-making strategies to keep up with evolving market requirements, and gain competitive advantage. They need to capture and analyze relevant data from disparate internal and external sources. Enterprise therefore need cost-effective analytics solutions to deliver enterprise-wide insights for enhanced decision-making.

Tata Consultancy Services (TCS') Advanced Business Analytics Solutions help redefine the way organizations consume data. By investing in innovative analytics solutions, organizations can gain meaningful insight from the structured data, thus ensuring enhanced profits. Backed by our deep knowledge of the consumer packaged goods (CPG) industry, we leverage our expertise in technologies such as Big Data, mobile, and cloud to offer analytical services on the go.

Overview

CPG companies need to integrate and analyze data from varied sources to streamline operations successfully, meet growth objectives, and enhance profitability. They should have the ability to process and harmonize large volumes of data to effectively use it for optimized results. Moreover, organizations need visibility into various business functions to gain access to relevant data.

TCS' Advanced Business Analytics Solutions help:

- Process large volumes of data effectively to calculate integrated costs
- Take real-time decisions to achieve sales and business goals by offering cross functional insights gathered from various sources and industry-specific KPIs
- Provide effective analytical and forecasting tools to compile business intelligence reports and analytics to reduce operational costs
- Deploy tools needed to harmonize large amounts of data quickly, thereby increasing system standardization capabilities, and ensuring master data management.

Our Solution

TCS' Advanced Business Analytics Solutions help businesses gain actionable business insights. Our solutions include:

- **Key Account Management Analytics:** Provides scenario analysis resulting in five to 10% improvement in forecast accuracy
- **Integrated Cost Analysis Platform:** Analyzes product- and customer-specific cost-to-serve to offer customer-specific profit and loss reports; makes best-in-class and peer comparisons to create operational benchmarks
- **Marketing Effectiveness Solution:** Calculates program effectiveness concerning key volume drivers, gross rating point (GRP), and budget allocation
- **Integrated Business Insights for Real-time Decisions:** Offers actionable insights leveraging harmonized data, helping business users make real time decisions
- **Consumer Products Business Intelligence for Decision Support:** Exercises data-based decisions that allow rapid adoption of analytics
- **Data Ingestion Platform:** Harmonizes data and increases standardization capabilities with Big Data and advanced cloud analytics solutions



Benefits

TCS helps enterprises achieve profitable growth and cost effectiveness by offering actionable insights in real time. Transparency in providing assimilated data and analytics further improves the decision-making processes. Our systems increase trade-spend effectiveness and reduce cost of emergency shipments. We offer benefits such as:



- Enhanced visibility into the actual cost-to-serve model, thus ensuring improved bottom-line growth



- Enhanced real-time insights on compliance, out-of-stock items, and promotion effectiveness



- Easier roll out to Big Data platforms on cloud globally, along with reduced lead times



- Rapid adoption of analytics on platforms across the enterprise



- Reduced ownership costs



- Better compatibility with existing transactional systems

The TCS Advantage

TCS' Advanced Business Analytics Solutions are being used by CPG companies for over a decade. Our data-management expertise gained as a result of years of experience allows us to rapidly deploy solutions through highly-developed data architecture.

Our solutions are customized to serve the requirements of enterprises, and meet current and future business demands. Our Mobility Center of Excellence (CoE) helps deploy offerings across a host of platforms and devices resulting in insights with improved response times.

How we help our customers

- Implemented cost-to-serve solution across four markets for a large global spirits company, reducing overheads by GBP 170,000. It also helped in reduction of cost of goods sold and logistics by 1.3%
- Created the marketing mix model for a large global food and beverages company. This helped the company reduce marketing spend by USD 5 million without impacting business.

Awards & Recognition



To know more

Visit the [Consumer Goods and Distribution](#) page on [tcs.com](#)
Email: global.cpgsolutions@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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