

# TCS RevenuePrime™

CPG sales & marketing



Consumer packaged goods (CPG) companies are facing intense competition from retailers and their private label brands and fast-growing small and nimble startups chipping away at their consumer base with innovative launches. Consumers today are not only demanding better value but are also demanding better quality. To address these challenges and drive growth, net revenue management is a strategic imperative for CPG companies.

TCS RevenuePrime™ provides critical business insights on fundamentals like pricing, promotion, trade-investment, and product mix, which impact revenue and profitability. Data and insights are leveraged from cross-functional data sets to arrive at descriptive, diagnostic, predictive, and prescriptive insights to optimize decision-making around the key revenue management levers.

## Overview

CPG companies often find it challenging to bring the different data sets together, harmonize them, and leverage them to provide cross-functional insights. Even more challenging is getting an unified view at an enterprise level and scaling it across their global operations. It requires bringing different elements like data, algorithms, key performance indicators (KPIs), dashboards, and business process adoption together in near real time.

TCS RevenuePrime is a proven net revenue management solution that helps CPG companies scale up and accelerate their revenue growth management journey. The key levers driving revenues and profitability growth for CPG companies are pricing, promotion, product mix, trade investment, and price pack architecture. Traditionally, CPG companies have been addressing these in siloes. RevenuePrime helps to bring all the different components together at an enterprise scale.

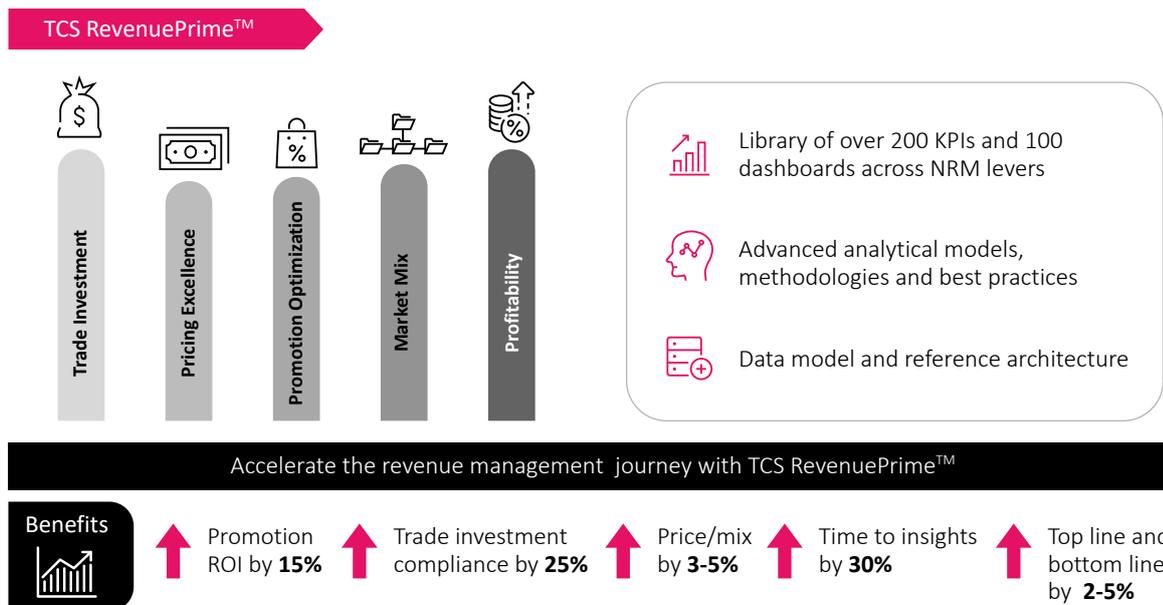


Figure: Key components of the TCS RevenuePrime solution

# Our solution

TCS RevenuePrime improves revenue and profitability using the following capabilities:

- **Promotion optimization:** Optimize promotions to improve the return on investment (ROI)
- **Pricing optimization:** Gives a what-if scenario analysis to improve price mix
- **Maximize trade investment ROI:** Improves trade investment allocation and compliance
- **Product mix:** Sell the right product at the right outlet and maximize outlet growth
- **Enhance price pack architecture:** Sell the right pack size at the right price at the right outlet
- **Cross-functional data foundation:** Leverage cross-functional data from different internal and external sources to build a robust cross-functional data foundation
- **Descriptive, diagnostic, predictive, and prescriptive:** Powerful insights to show what happened, why it happened, what is likely to happen, and to provide the right recommendation

# Benefits

TCS RevenuePrime solution provides the following business benefits:

- **Better price mix:** Improve price-mix by 3 to 5% through pricing insights to enhance value growth, improve premiumization and boost profitability
- **Improved promotion ROI:** Improve promotion ROI by 15%
- **Improve trade investment allocation and compliance:** Optimize trade investment allocation and improve trade investment compliance by 20%
- **Improve product mix:** Improve outlet revenue by 3% by selling the right portfolio products and pack sizes at the right outlets
- **Faster time to insight:** Bring together cross-functional data sets at scale and speed, accelerating time to insights by 30%
- **Top and bottom line growth:** Increase revenue growth and profit margins by 2-5% through insights on key growth and profitability oriented revenue management levers

## Why TCS

TCS has proven expertise in offering revenue growth management solutions to global CPG enterprises. Our proven revenue growth management (RGM) expertise is backed by deep domain and technology leadership, cutting-edge research and industry-leading alliances and partnerships. By joining hands with TCS, enterprises can leverage the following:



**Deep domain experience:** We bring in deep industry experience through partnerships with seven of the top 10 CPG companies globally.



**Cutting-edge research:** TCS brings a wealth of research backed by years of expertise as well as patented and published research work done by our CTO research organization. TCS also collaborates with leading academic institutions across the world to bring the best of collaborative research and solutions for real-world business problems.



**Industry partnerships and alliances:** We lean into our strategic partnerships with hyperscale cloud providers to build best-in-class enterprise-scale cloud-based platforms.

# Awards and accolades



## Contact

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## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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