



INTELLIGENT TPM

Solution Overview



White Paper 2

INDUSTRY CHALLENGES

Over the past few decades, the CPG industry has experienced significant change and the challenges that come along with it. The rate of change has been steep and its impacts, game-changing. At the center of it all is a digital shift in the industry that is happening at a breakneck pace.

The tools of the industry have to evolve to absorb this change.

The limited set of Trade Management solutions available to the CPG industry are cumbersome, expensive or too old to meet today's challenges.

Retail Compliance in these solutions are nonexistent or rudimentary at best.



“**Consumer habits in the digital era are a considerable change for the CPG industry**”

New market conditions require real-time response to trade activities, creating the need for shorter and more concise planning cycles.

Sales data is underutilized. Current trade cycles do not take into consideration outside data sources such as economic indicators or community events.

“**Sales data is not aligned between the main players of the industry - Manufacturers, Retailers and Consumers**”

“**Only 3.0% of the \$35 billion in net growth in the consumer goods industry over the last three years has come from traditional, large enterprise players.**”

(IDC Manufacturing Insights 2017)

Recent industry changes have led to a shared playground that includes a new breed of competitors focused on digital channels.

The universe of Trade Promotion is changing for manufacturers, retailers and consumers alike.

For teams that are caught up in low-impact daily activities at the expense of strategic planning and sales generation, CPG solutions from SBX offer a viable, long-term solution.

EXECUTIVE SUMMARY

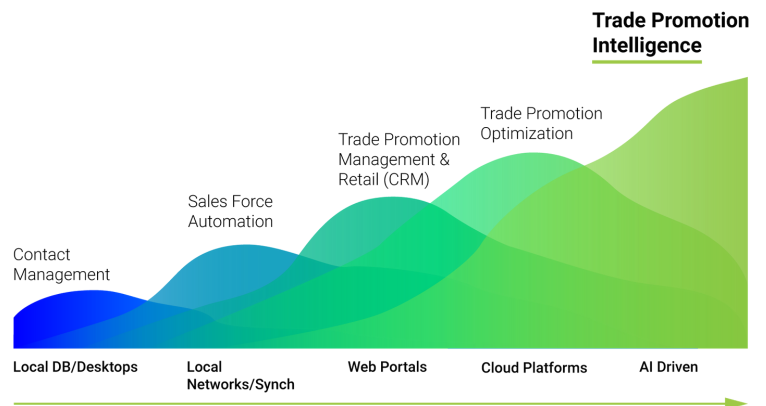
In the last decades, technological innovations made giant steps in advancing the way of doing business. Successful organizations are the ones who will adapt to the new breakthroughs in their work tools.

Trade Promotions and Retail solutions evolved from the local desktop tool to a Cloud, optimized and accessible organizational solution. (Refer to Graph 1)

In the coming years, CPG solutions will evolve to new horizons with the breakthrough of Artificial Intelligence and Data science.

The challenges that lie ahead for the industry are still complex and diverse. SBX is a partner that helps businesses navigate present industry trends and future unknowns.

The SBX's solution is a 360-degree framework that closes the loop between Manufacturers, Retailers and Consumers, addressing their respective challenges in today's marketplace.



Graph 1: Trade Promotion of Tomorrow - Evolution of Trade Solutions

- ▶ Collaborative Sales Process where our sales team and your team work closely to address your specific challenges
- ▶ In-Depth industry knowledge at all stages from Sales, to Services to Configuration
- ▶ Solid analytics and reporting that make your data speak nothing but the truth
- ▶ Mobile solutions that allow better alignment between the head office and the field

Built on Salesforce

Proud **partner** of Salesforce. The solution allows a highly configurable, cost-effective solution with a short implementation cycle

AI Driven

Artificial Intelligence constantly monitors and aligns the solution to business objectives using IBM Watson

Multi-Device

Access to information on mobile devices is essential in today's marketplace

Retail Compliance

Emphasis on compliance allows seamless matching with promotion data

SBX DIFFERENTIATION

SBX Solutions is your partner for intelligent and adaptable **cloud-based** CPG solutions.

Our strong and highly competent software engineering and data scientists team along with our CPG experts with in-depth knowledge of the industry ensure a smooth transition for your organizations into a robust Trade Promotions and Retail Compliance solution.

Built on Salesforce but yet fully flexible to be tailored to your needs:

Our CPG product is built on Salesforce, the number one **Cloud** platform.

Combined with SBX proprietary architecture, the solution allows full flexibility in customization as well as speed to adapt to the business needs of your organization and help you reach your bottom line.

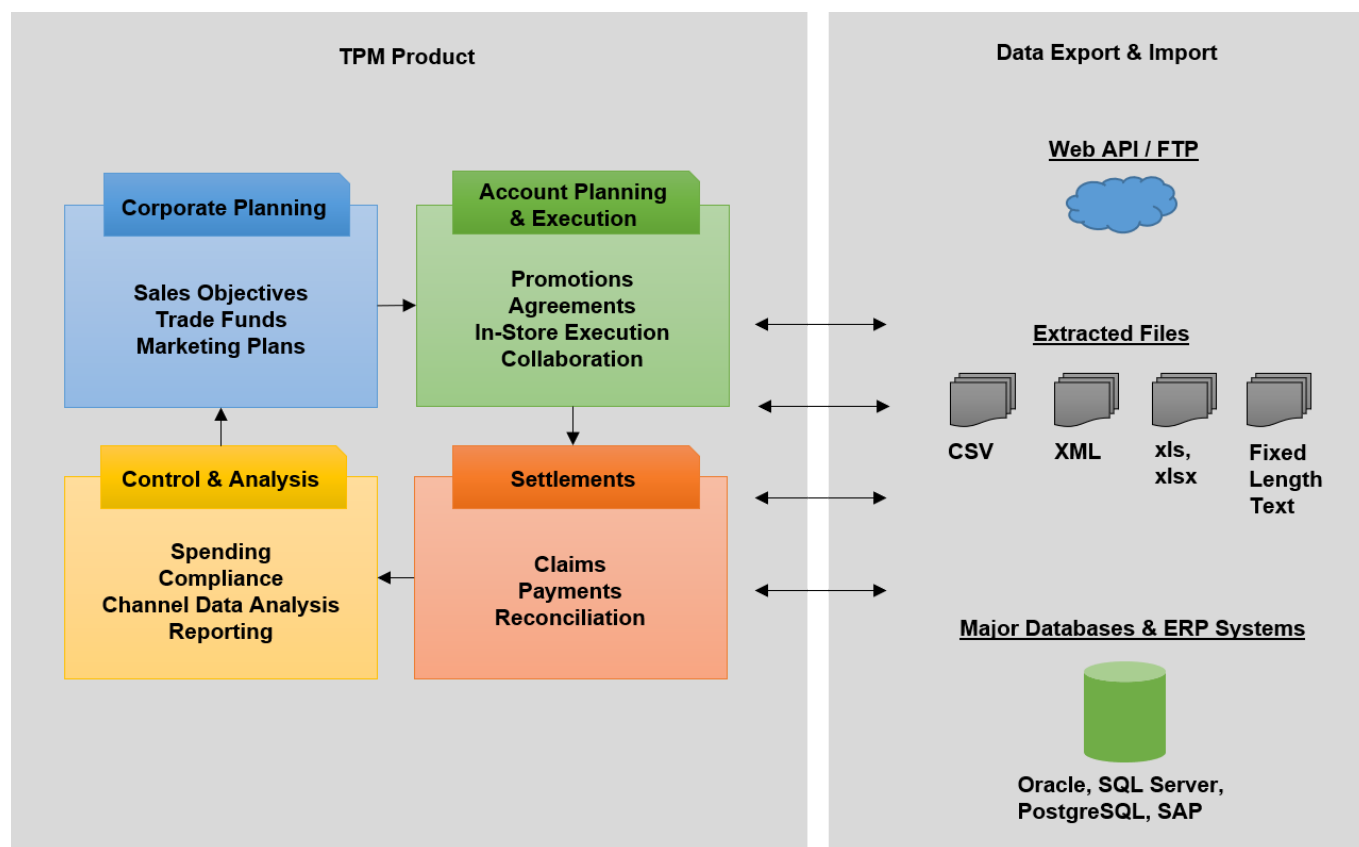


Our clients say it best:

“
...whatever we dream up, they can build
with a design and execution that will
exceed our expectations...”

- **75+ combined years providing solutions to the CPG industry**
- **In-depth industry knowledge from top management to sales all the way to implementation and development**
- **Worldwide implementation expertise in the United States, Canada , Europe and Asia for major players in the CPG industry**
- **A Solution tailored to your business and to your bottom line**
- **Ability to manage any custom made multi-level, multi-dimensional hierarchies**
- **Global organizational process that centralizes the information and therefore provides visibility to higher management and executives**
- **Data Scientists in-house with the ability to make your data tell the truth with intuitive access by all level of users**
- **Retail Compliance and field-level solutions fully integrated with the TPM solution**

SBX PROCESS



Graph 2: Trade Promotion Intelligence Process

SBX CPG **closes the loop and centralizes information** between the several levels of your organization involved in the planning and the execution of the organization sales objectives.

The **Sales Objectives** along with the **trade funds** as well as the marketing plans are communicated at the Account level for further collaboration and a more efficient execution step.

The **Account Manager** has the capability to review and define his/her sales objectives at the account and the category level of his/her choice and circulate back up for approval, with timely **alerts** according to defined **workflow process**.

Marketing campaigns, promotions and agreements are defined at the level desired by the Account Manager as well as the trade spending related to these activities.

Detailed analytics are available to explore the data at any level of the account and the product hierarchies as well as **summarized dashboards** with the key indicators relative to the point of interest of the user.

Back-end process of **data export and import** from multiple sources such as any major database system (SQL Server, Oracle, PostgreSQL) as well as Excel files (xls & xlsx), XML files, Fixed Length text files and CSV files, is part of the TPM solution.

VALUE OVERVIEW

Our Cloud solution allows your organization to perform Corporate Planning, Sales Objectives collaboration with the Key Accounts, Promotional Campaigns. Data is analyzed and presented in detailed reports as well as summarized dashboards.

A **mobile KAM** version, fully integrated into the application, allows the KAM to perform his/her operations remotely when needed. The mobile version is operational on all mobile devices.

Our **promotional compliance mobile module** is fully integrated into the application to allow the field to communicate the results of the audit on the promotions compliance by the retailers. The promotional compliance mobile version is available on iPhone and iPads.

Below is an overview of our core application with planned incremental releases.

Increase Promotion planning efficiency

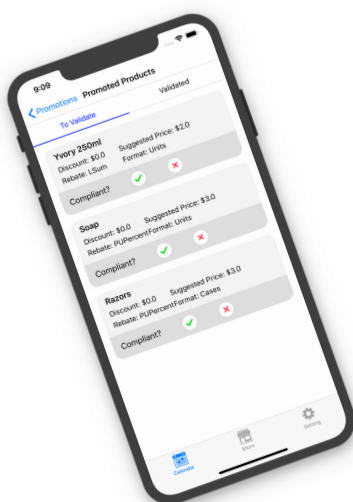
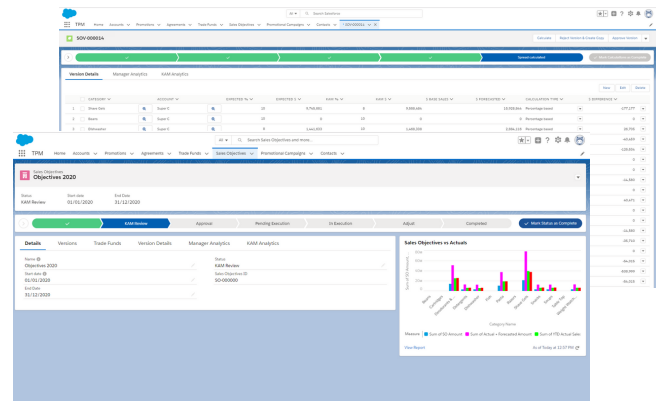
Our solution allows you to add efficiency to your planning by focusing the promotion on the profitable accounts

More accurate Promotional Forecasting

Reduce the number of post-event deductions and claims

Increased efficiency with an optimal reaction time

Field feedback on promotions, day-to-day sales information and promotional performance indicators that will allow you to adjust your trade spending forecasts as needed. Simulate spending by getting store feedback before, during and after promotions



Promotions Predictions with Artificial Intelligence

Artificial Intelligence algorithms are used to improve the prediction on the promotion success rate.

Reduce promotional spending by focusing on profitable accounts.

Our system allows you to identify quickly the promotions that are not compliant based on promotion performance indicators and field-level feedback. Stop spending if the Promotions is not compliant

Store Calls and Audits

Integrated TPM and Retail solutions



ABOUT SBX SOLUTIONS

SBX Solutions, a sister company of SBX Technologies with the successful track record since 2006 in Cloud Solutions development, mobile development and Business Intelligence, is specialized in providing Trade Promotion and Retail Compliance complete solutions to the Consumer Product Goods Industry.

With its head office in Montreal, Canada, SBX Solutions provides a team of highly competent industry specialists with over 25 years of combined experience implementing CPG solutions for some of the biggest players across the United States, Canada, Europe and Asia.

LEARN MORE

To learn more about how SBX Solutions can help your business, contact our team:

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