

CONSUMER GOODS & RETAIL

INDUSTRY CHALLENGES

Increasingly complete and fragmented landscapes continue to challenge the growth of consumer product and retail companies.

BRAND IS NOT ENOUGH

Recession-driven price sensitivity has created a new shopping mentality, and branded goods no longer demand a premium over high quality private and own label alternatives.

NO MORE ONE-STOP SHOPS

Time constrained lifestyles, social media, and online channels have created well informed shoppers and mechanisms to purchase at anytime, anywhere.

ON-DEMAND SATISFACTION REQUIRED

Consumer preferences and trends have accelerated, demanding faster and broader product innovation.

TRUST MUST BE RE-EARNED

With climate change, deforestation, child labor, and unethical practices, consumers are concerned for the future. This creates a trust challenge for brands.

HOW TO RESPOND

CPGs must introduce and apply technologies – both established and emerging – to support their efforts.

PRICING AND PROMOTION

EPAM offers a variety of proven solutions and custom analytics consulting to enable CPGs achieve profitable growth across both modern grocery, food service and indirect traditional trade channels using the Salesforce platform.

PLACEMENT AND FUNCTION

Partner of Salesforce Consumer Products (CP) Cloud suite, providing a modular mobile solution that combines advanced analytics and delivers a full suite of rep capabilities. EPAM's (ICE) solution delivers a suite of internet (IoT) capabilities to existing in-shop assets and integrates these to a central command and control solution equipped with advanced analytics and AI.

MULTI-CHANNEL COVERAGE

EPAM's unrivalled expertise deploying and managing Salesforce's Marketing Cloud suite combines both technology know-how with industry expertise.

EPAM + SALESFORCE ACCELERATING INDUSTRY CHANGE

The industry is aggressively looking to improve customer engagement, drive better ROI from campaigns and promotions, and smartly leverage their employees, suppliers and supply chain.

TRADE PROMOTION - PROFIT

You spend a lot to get customers to choose you. We help you optimize and get the return you plan on.

CUSTOMER SERVICE - ENGAGE

Engage customers anytime, anyplace they choose. We design solutions to win and keep their trust.

COLLABORATION - PARTNER

Treat your employees and partners like customers. We help you manage and do more with partners



Retail