



Vetted and endorsed by hyperscalers and independent analysts.

**Trendence is**  
**THE STRATEGIC AI PARTNER**  
charting new growth vectors for  
**TOP 20 GLOBAL CONSUMER BRANDS**

**Powering over \$1T in CPG sales**

Trendence is helping leading CPGs extract the true potential of data with AI accelerators



# Maximizing the potential of data

to drive profitable revenue growth to serve its customers is the dominant goal for top CPGs. To that end, CPGs are investing in advanced analytics and cloud tools, which will bring AI into the hands of the business user.



A recent research report corroborated this theme, stating that the adoption of AI-driven data solutions in the consumer goods industries is projected to leap from 40% to more than 80% in the next three years.<sup>1</sup> The trend will unlock an estimated \$490 billion in value by 2023.<sup>2</sup>

However, only 40 percent of CPG companies are achieving returns above the cost of capital.<sup>3</sup>

## Why are CPGs struggling to realize the true potential of data?

While there is a data explosion across categories – structured, semi, and unstructured data, CPGs are still struggling to make the best use of it. Unfortunately, they are finding it hard to move beyond descriptive and some predictive towards prescriptive analytics, which can fasten and increase the reliability of business decisions.

Source: <sup>1</sup>IBM | <sup>2</sup>Forbes | <sup>3</sup>McKinsey

**90%** of CPG leaders cite data collection, activation, and scaling as big obstacles<sup>1</sup>

- CPGs have almost no direct access to customer-level purchase data, unlike retailers and financial services brands — which are flush with transaction, digital intelligence, and call center data
- It is difficult for CPGs to harmonize and create aggregates, resulting in reduced visibility of the enterprise data's volume, variety, and velocity

Approx. **73%** of enterprise data goes unused for analytics<sup>2</sup>

- Functionally siloed data, applications, and solutions restrict CPGs from gaining actionable insights
- There is a crucial need for connected insights and cross-functional KPIs to drive enterprise performance

**59%** of the trade marketing promotions do not break even<sup>3</sup>

- Complexity of data collection and harmonization doesn't allow analysis and evaluation of 100% of decisions taken

**\$21 Billion**

**YoY surge in CPG online sales reported for 2022**

- Understanding where customers shop and why is the key to maximizing sales growth. CPGs can achieve a more holistic market and consumer behavior view by combining sales data and consumer insights
- CPGs need full visibility into the omnichannel data

CPGs have a wealth of data but need to go deeper to get the most value from it. This can be done with advanced AI accelerators and solutions. However, most CPGs are still in the early stages of their AI maturity and need an expert AI partner to move ahead in the curve.

Source: <sup>1</sup>Forrester | <sup>2</sup>Forrester | <sup>3</sup>McKinsey | <sup>4</sup>Nielsen



# Tredence is the AI value amplifier

scaling data strategy and building the decision intelligence engine for leading consumer brands. Propelled by our vision to become the world's most indispensable AI and analytics partner, we drive last-mile adoption of AI and value realization of analytics investments for **20+ Fortune 500 Consumer Brands** across different functions.



Powering data strategy of  
**6 out of the top 10  
Consumer Brands**



**Best-in-class  
94% NPS**  
customer satisfaction  
score



Pre-built AI accelerators  
**speed time to  
value +50%**



**Immediate time to  
value** on AI/ML use cases  
for CPGs



**Certified talents**  
in Azure, Databricks, GCP  
and Snowflake



Engineering professionals  
from the **top 2% of  
global universities**

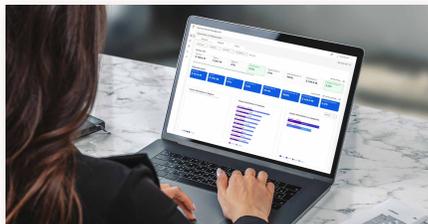


# Empowering Consumer Brands to win, grow, and lead with insights through AI accelerators

In order to unlock the true potential of CPG data, Tredence has built 35+ accelerators. We start by helping establish a connected single source of truth and co-building forward-looking strategies over it, leveraging the new granular data and breaking down data siloes. More importantly, we enable you to close the last mile in the execution of these strategies for dynamic insights, prescriptive actions, value realization, and value monitoring.

Tredence approach enables you to extract maximum value from your data. By understanding what's happening in your market in real time, you can make better decisions about what products to develop or bring to market, where to allocate resources, and how to price your products for maximum profitability. **With our AI accelerators, you can turn your data into a true profit center.**

## Industry Accelerators



### Prescriptive Revenue Growth Management (P-RGM)

Make your RGM programs holistic, granular and dynamic; curated assortment, strategic pricing, higher promotion ROI



### Supply Chain Control Tower (SCCT)

Prepare your supply chain for future disruptions and opportunities, with centralized control



### Supply Risk Management (SRM)

Future-proof your supply chain with predictive and prescriptive analytics



### On-shelf Availability (OSA)

Reclaim missed sales with AI and out-of-stock modeling



### Sustainability Analytics

Consistently achieve ESG goals with enterprise-wide sustainability analytics



### SageCX

Decode customer behavior and signals stepwise with perfect CX strategies

## Data Engineering Accelerators



### AI-powered Data Migration

Drive smooth and easy data migration to the cloud with AI to arrive at actionable insights faster



### AI-powered Data Quality Management

Get trustworthy data with a holistic AI-driven data quality solution



### ML Works

Pilot your AI/ML models in real-time with industrial MLOps solution

# How do we do it?

With a rich experience in leading data transformation for consumer brands, we focus on business use cases that help drive easy user adoption and transformational impact. Our deep industry and AI engineering expertise enable us to deliver large-scale initiatives in revenue growth management, supply chain planning, demand forecasting, sales force effectiveness, portfolio optimization, consumer insights, and digital customer journey. With our predictive solutions, your business can move from rear-view to future-focused, and our prescriptive solutions will help with faster business decisions.

## ➤ Developing the most effective promotional, pricing, segmentation, and assortment strategies

Spot growth opportunities and build & maintain a strong commercial strategy through AI-powered prescriptive engine

### ➤ REVENUE GROWTH MANAGEMENT

CLIENT	USE CASE	RESULT
 <p>Multinational drink and brewing company</p>	<p><b>Price elasticity analysis</b> from strategic brand to granular SKU levels</p>	<ul style="list-style-type: none"> <li>➤ ~500+ models created, 5M+ iterations</li> <li>➤ 8 elasticity entities used in the models (~4 price tier elasticities/market)</li> </ul>
 <p>Multinational personal care corporation</p>	<p><b>Descriptive RGM analytics</b>, including pricing, gross to net profit, assortment, performance, and trade promotion ROI</p>	<ul style="list-style-type: none"> <li>➤ 22 unique dashboards created across 24 markets using 70+ data sources</li> </ul>
 <p>Multinational food, snack, and beverage corporation</p>	<p><b>Product portfolio quadrant analysis</b> to determine growing and decaying SKUs</p>	<ul style="list-style-type: none"> <li>➤ Increased revenue growth</li> <li>➤ Reduced waste</li> <li>➤ Optimized fund allocation</li> </ul>

## ➤ Fulfilling strategic ESG ambitions for major CPGs

Enhance your ESG data visibility and drive actionability through alerts, predictive insights, root-cause analysis, and scenario planning via advanced analytics, including AI/ML and simulator applications

### ➤ SUSTAINABILITY ANALYTICS

CLIENT	USE CASE	RESULT
 <p>Multinational food, snack, and beverage corporation</p>	<p><b>Holistic data foundation layer</b> to analyze sustainability development goals for internal requirements and regulatory compliance</p>	<ul style="list-style-type: none"> <li>➤ <b>100% regulatory compliance</b> achieved</li> <li>➤ <b>End-to-end visibility</b> of all SDG data points</li> </ul>

## ➤ Recreate your sales strategy with streamlined route to market

Increase sales and ROI by identifying new arrays of opportunities and define more optimal strategies for the sales & distribution of your products

### ➤ SALES AND DISTRIBUTION

CLIENT	USE CASE	RESULT
 <p>Multinational consumer goods company</p>	<p><b>Sales rep routine optimization</b> to maximize store potential and identify demand hotspots to discover distribution opportunities</p>	<ul style="list-style-type: none"> <li>➤ <b>~10% increase</b> in revenue</li> <li>➤ <b>~15% improvement</b> in orders captured/week</li> <li>➤ <b>3000+ new store</b> recommendations with ~9M+ potential annual revenue</li> </ul>

## ➤ Providing end-to-end supply chain visibility

Get real-time visibility across your supply chain and leverage predictive, prescriptive, and cognitive models to continually optimize your end-to-end supply chain

## ► SUPPLY CHAIN

CLIENT	USE CASE	RESULT
 <p>Multinational food and drink processing conglomerate</p>	<p><b>Dynamic order</b> allocation management system from alternate locations</p>	<ul style="list-style-type: none"> <li>► <b>26% increase in fill rate</b></li> <li>► <b>4M increment</b> in monthly revenue</li> <li>► <b>50% reduction</b> in customer fines</li> </ul>
	<p><b>Supply risk management solution</b></p>	<ul style="list-style-type: none"> <li>► <b>~90M identified revenue loss</b> avoided to stockout risk</li> <li>► <b>50% reduction</b> in disruptions</li> </ul>
 <p>Multinational beverage corporation &amp; Multinational technology company</p>	<p><b>Supply chain marketing connected insights</b> solution to maximize ROI by providing product availability</p>	<ul style="list-style-type: none"> <li>► <b>Improved</b> inventory visibility</li> <li>► <b>Optimized</b> media performance &amp; smart alerting system across functions</li> </ul>
 <p>Multinational personal care corporation</p>	<p><b>Pre-emptive</b> stock-keeping strategies to avoid out of stock</p>	<ul style="list-style-type: none"> <li>► <b>\$12M increment</b> in annual revenue</li> <li>► <b>22% reduction</b> in OOS</li> </ul>

## ► Unleashing customer insights to power your CPG decisions

Make your CPG data work for you and create new revenue streams by aggregating your customer data across omnichannel sources and enriching it with AI-driven insights

## ▶ CUSTOMER EXPERIENCE MANAGEMENT

CLIENT	USE CASE	RESULT
 <p>Multinational drink and brewing company</p>	<p><b>Marketing spend effectiveness:</b> ROI maximization</p>	<ul style="list-style-type: none"> <li>▶ <b>~30% reduction</b> in paid media spend</li> <li>▶ <b>~4% improvement</b> in ROI</li> </ul>
 <p>Global manufacturer &amp; marketer of consumer and professional products</p>	<p><b>NLP-based</b> consumer sentiment analysis &amp; qualitative text analysis</p>	<ul style="list-style-type: none"> <li>▶ <b>100K+ product reviews</b> scraped and analysed to provide insights</li> </ul>
 <p>Multinational manufacturer of confectionery, pet food, and other food products</p>	<p><b>First-party data enabling test</b> and learn and granular consumer insight</p>	<ul style="list-style-type: none"> <li>▶ <b>10-12% savings</b> on campaign spend</li> <li>▶ <b>5-7% savings</b> on personalization using marketing optimization</li> </ul>

## ▶ Making ML adoption pragmatic and accessible with scalable and production-ready ML models

Our industrialized and cloud-agnostic MLOps platform provides automated workflows, helps track model degradation from data or model drift and code workflow, and fast-tracks model management

## ▶ MLOps

CLIENT	USE CASE	RESULT
 <p>Multinational Consumer Goods company</p>	<p><b>Solution factory</b> focusing on creating foundational capabilities and driving last-mile adoption across the forecasting, assortment optimization, on-shelf availability</p>	<ul style="list-style-type: none"> <li>▶ <b>Scaled to 46 markets, 1M+ model intersections</b></li> </ul>

## ➤ Providing best-in-class data engineering framework

Turn your data into insights and insights into profits. Start building your most ambitious CPG analytics strategies with a robust data engineering framework, unlocking value and granular insights in the process

### ➤ DATA QUALITY MANAGEMENT

CLIENT	USE CASE	RESULT
 <p>One of the largest Consumer Goods companies</p>	<p><b>Product match solution</b> between internal and external sources through attribute extraction, placement, and golden record creation using AI Algorithms</p>	<p>➤ <b>85-90%+ accuracy</b> achieved for product attributes</p>

## Recognized by leading analyst firms and hyperscalers



**databricks**

Retail and CPG  
Partner of the Year



**Microsoft**

Analytics Partner  
of the Year

**FORRESTER**

**WAVE  
LEADER 2021**

Customer Analytics  
Service Providers

With its focus on CX management, it's no surprise that Tredence excels at CX use cases such as call propensity analysis and speech and text analytics. Tredence also shines at machine learning operations (MLOps). Its ML Works platform, which provides model degradation alerts and explainability, currently monitors 66,000 trade promotion optimization models for a CPG leader in real time. Tredence's data preparation, management, and enrichment capabilities also shine. However, with its newly verticalized organizational structure, Tredence has the opportunity to improve and build more domain capabilities and industry-specific CX data models. Enterprises on their customer obsession journey looking to partner with an innovative upstart to deliver a superior customer experience should consider Tredence.

**FORRESTER**

**Brandon Purcell**  
VP, Principal Analyst, Forrester

# Embrace logarithmic revenue growth with AI.

## Talk to our CPG experts to:

- **Deep dive into the proven methods** of handling complex data from heterogenous markets
- **Create and implement** a coherent data engineering framework
- **Scale data monetization strategies** to generate actionable insights
- **Leverage custom AI accelerators** to drive a high ROI impact and win BIG

### Talk to Tredence

Name:

Email:

Drop a note here:

[Visit our website](#)