

Trade Promotion Optimization Tool for a Large Consumer Products Company

Summary

The client had an existing excel based trade promotion planning and optimizing tool which was difficult to use due to the large number of screens and limited look and feel functionality offered by excel. Considerable effort was spent in collating and synchronizing the data from different promotions and sending it back to the field personnel. The application had limited usability, as all the sales personnel did not have access to

it. The reporting functionality in the application was of a limited nature with no scope for drilled down reports. The entire trade promotional effort was not visible to the top management at the click of a button. Cognizant was given the task of web enabling the entire application with added administration functionalities and improving its reporting capability. The solution delivered was a Java technology enabled web based tool that

helped plan the most cost effective campaigns, improved accessibility to all users, reduced the promotion planning and approval time and served as a single repository of all past campaigns and had a powerful reporting module

“We continue to deepen our relationship with Cognizant because they are team-oriented, highly responsive, provide flexibility and scalability to quickly ramp up large project teams, and have multiple competencies”

- Tim Brennan

IT Director, US Cold Storage

Client

The client is one of the largest shaving supplies manufacturers in the world with 29000+ employees. It has a strong presence in the alkaline battery and dental care segment. It has an annual turnover of over 9 billion USD with a global presence.

About Cognizant

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Client Situation

The existing application was MS Excel based which was slow and difficult to use. It had limited reporting capabilities and was not available for use at all times to people in the field. Data updation and synchronization was extremely difficult and time consuming leading to execution of sub optimal trade promotions.

Cognizant's Solution

A highly intuitive, easy to use, secure, one-stop website which covered all activities from planning and approval to evaluation of executed campaigns. A powerful reporting module ensured visibility of all promotions across the organization.

Client Benefits

- Single repository of all past promotion data
- Accessible from anywhere on the web
- Faster planning cycles with more efficient promotions
- Powerful reporting module with option to view key performance indicator as well as detailed reports

Technology

- Weblogic 6.1 Application Server
- EJB, VC++, VB, XML, JSP technology
- Actuate Formula One reporting Tool
- Oracle 8i database



Cognizant

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