

6 Cases of **FMCG Sales**  
**Digital Transformation**

# Speakers

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SoftServe Business Systems



# About Us

softserve | business systems



**20**  
countries



**100+**  
clients



**50k**  
users



**170**  
successful  
implementations



**17 years**  
on market



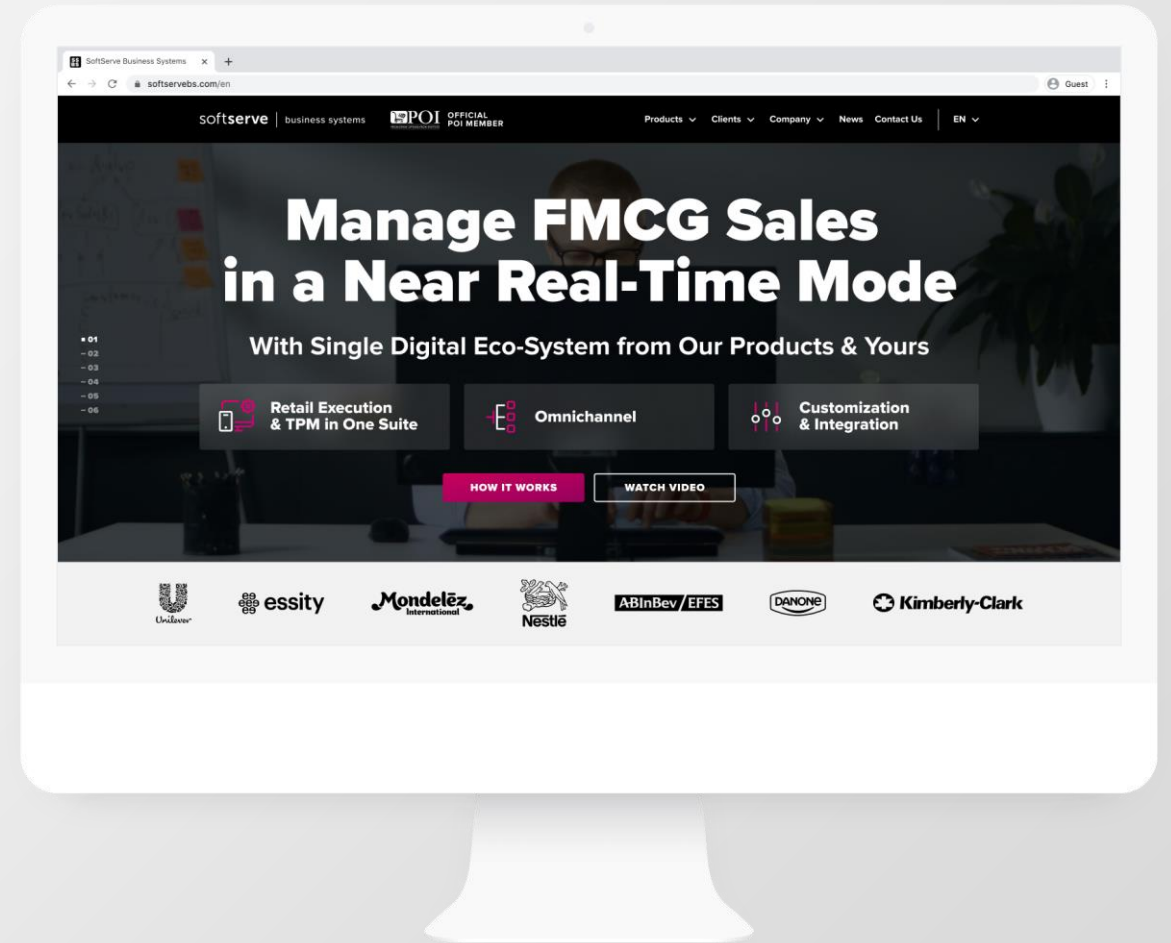
**550k**  
outlets

# Value Proposition

Coherent and flexible ecosystem that enables the digital transformation of FMCG sales through connecting of all sales processes into single system, 100% accurate data and near real time decision making.

## Benefits:

- Retail Execution & Trade Promo in one suite
- Omnichannel
- Customization



# Eco System of Products

**Sales Force Automation**

**Distributor Management System**

**Trade Promo Optimization**

**Integrated Business Planning**

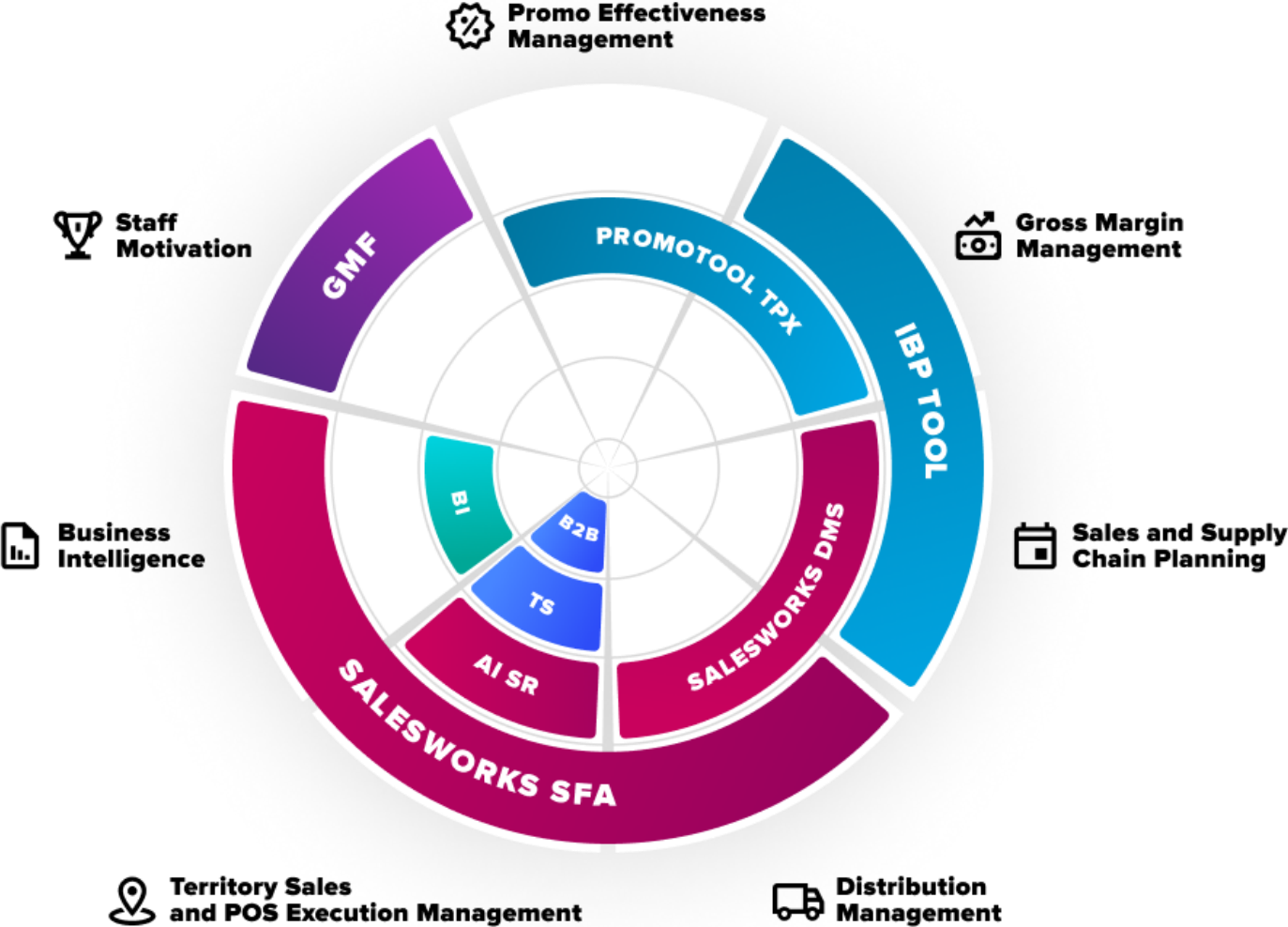
**Gamification**

**AI Shelf Recognition**

**Business Intelligence Tool**

**B2B TeleSales**

**B2B e-Commerce**



# FMCG Pains

## Enterprise Data

**64%**

of FMCG companies have challenges with obtaining foundational data from partners

**64%**

have data quality issues

## Process Connectivity

**65%**

lack connectivity between Trade Promotion Systems and Retail Execution Systems

**93%**

do not have automated in-flight capabilities

## Execution Excellence

**83%**

companies are struggling with managing modern trade

**47%**

limited data and insights

## Promo Optimization

**77%**

dissatisfied or somewhat satisfied with ability to manage trade promo

**48%**

are struggling to have retailer aligned promotions

**(c) Promotion Optimization Institute (POI) State of Industry 2021.**



– research and consulting agency, specializing in IT sales systems for FMCG.

# Well Implemented Digital Transformation Delivers Great Results For Business

**50%**

Increased sales volume

**60%**

Reduced cost per visit

**41%**

Increased order frequency

**30%**

Accelerated shelf task completion

**88%**


















Increased field force visits

**20%**

Retail coverage expansion



# Our Clients



# Case #1

ABInBev / EFES

# AB Inbev Case Profile

**Since:** 2007

**Title:** Sales Automation  
Eco-system and Integration

**Geography:** EU, Russia, Ukraine

**Scale:**

**350** distributors locations , **4900** field force, **300 000 POS** (eco-system)  
**65K** outlets, **200** warehouses, **1400** SKU (b2b platform)



## DMS

Integration of distributors



## B2B e-commerce, B2B talesales

Place orders online



## Gamification

Motivation program  
for sales structure



## Holistic Sales Digitalization Platform

AB Inbev



## SFA

Mobile application for the  
Field Teams



## BI Tool

Analytics, dashboards, insights



## Deduplication

Data cleansing

# AB Inbev and SoftServe story



Sales Volumes comprehensive reporting for all Sales

Transition from Logika

**2011**

AB Inbev and Efes integration in Russia and Ukraine.  
Gamification for M1+M2  
Telesales  
One solution for two businesses

**2018**

**2021**

B2B in Russia crosses 65K  
Europe – full scale development of Sales Systems  
Image Recognition in UK

**2008**

Mobile solution for Ukraine  
1500 Sales Representatives  
130 Distributors locations

**2013**

Mobile and reporting solutions for Russia,  
Replacing Accenture CAS  
3500 Sales Representatives  
200 Distributors locations

**2019**

Contract management B2B for Russia and Ukraine  
DevCenter co-creation for Europe

# Recent launch: B2B e-Com

## Scale:

**65K** outlets, **200** warehouses, **1400** SKU.

## Results for business:

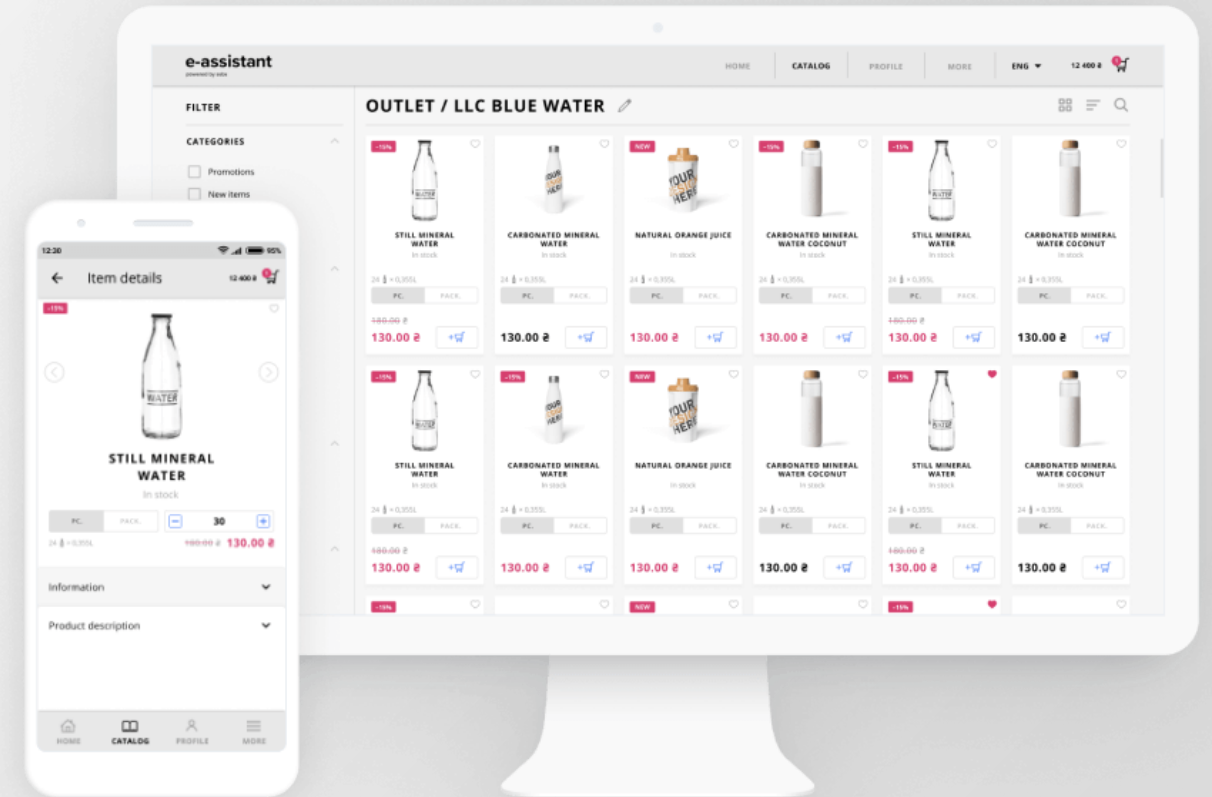
**+12%** sales volume increase;

**-60%** decrease of visit cost;

**78%** warehouse use B2B platform

## Best Practice:

- Customer support. Solve **80%** of issues during the first call
- Upsell
- Loyalty Program
- Exclusive promo
- Customer retention



Case #2



# Reckitt Case Profile

**Since:** 2013

**Geography:** 6 countries of EMEA (Russia, France, Italy, Spain and others)

**Scale:** 70 distributors, 500+ mobile users (Russia), 1000+ users total

**Results for business:** +88% growth in number of field force visits; -60% reduction in time spent on logistics vs duties



## DMS

Integration of distributors



## SFA

Mobile application for the Field Teams



## Holistic Sales Digitalization Platform

Reckitt



## Supervisor Module

Field supervision and coaching module



## BI Tool

Analytics, dashboards, insights



## Image Recognition

Online and offline shelf audit

# Reckitt deployment of full-scale IR: SKU, Price, POSM, Competitors

## Challenge

Manual shelf audit, time consuming, high cost.

### Business tasks:

- Complete data from stores
- Eliminate human factor from the audit process
- Increase the number of tracked KPIs

## Solution

Implementation of a digital merchandising system:

**17 000** stores

**15 000** visits per month

**500** users

**>350 000** pictures per month

**450** SKUs

## Results

**-30%** of time for shelf audit

**-60%** of merchandising automation cost;

**95%** SKU recognition accuracy

**90%** price recognition accuracy

- Recognition of main shelf and secondary places
- Assortment and Promo Consistency
- Recording of all reasons of OOS

# IR Deployment Best Practices

from **reckitt** 

- **4** full-scale pilots / **8** solutions evaluated/  
**6** months
- In Fields testing
- Choice of solution, integrated in SFA
- Recognition of **45%** SKU visibility

from **softserve** | business systems

- Scope of recognition: product, price, POSM, competitors
- **4** weeks from roll-out to full scale performance
- Image augmentation reduced the time for neural network learning by **2** times
- Recognition in off-line mode
- Smart camera for correct photo taking – decreases N of processed photo by **60%**



**Case #3**



# Henkel Consumer Adhesive Case Profile

Product solution in Russia, Belorussia, Kazakhstan: Eco-system

**Since:** 2010

**Business Units:** Laundry and Home care, Schwarzkopf, Bautechnik, Consumer Adhesives

**Geography:** Russia, Ukraine, Kazakhstan

**Scale:** **85** distributors, **770** field force

**Results for business:**

**-26%** field sales structure with better results,

**+10%** structure effectiveness (client internal estimation),

**98%** data accuracy



## DMS

Integration of distributors



## Supervisor Module

Calendar of activities, field support



## Gamification

Motivation program for sales structure



## Holistic Sales Digitalization Platform

Henkel



## SFA

Mobile application for the Field Teams



## BI Tool

Analytics, dashboards, insights



## Deduplication

Data cleansing

# Best Practice Henkel – Gamification

New Generation needs new solutions.

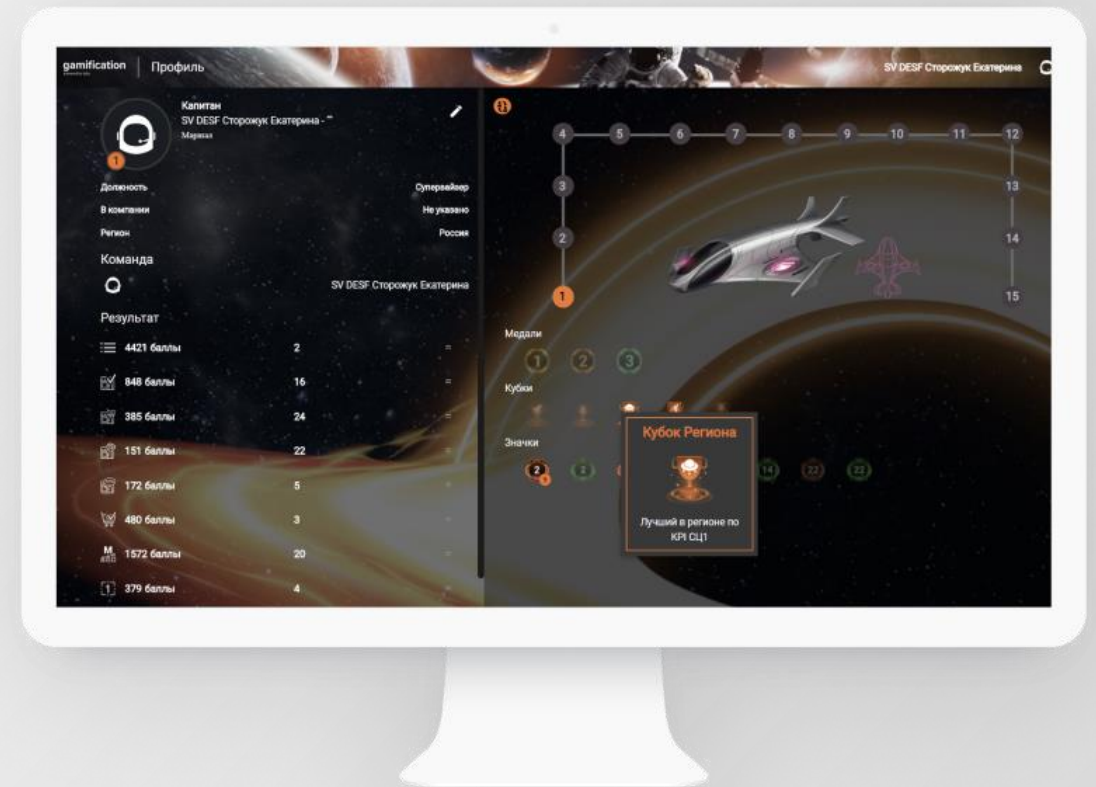
Ratings, team competitions, visibility of personal results to all team members has a huge impact on KPIs.

Gamification is deeply routed into business processes and is a part of compensation package – points and awards can be converted into money.

## Business Results:

**+73%** in visits with orders (from 33% to 57%)

**+164%** in visits with GPS (from 36% to 95%)



# Case #4



Unilever



# Unilever Case Profile

**Since:** 2009

**Business Units:** Core Food, Non-Food (Home Care, Beauty and Personal Care), Ice-cream, Food Solutions

**Geography:** Ukraine, Russia

**Scale:** **250** distributors, **15K** mobile users, **350K** POS



## DMS

Integration of distributors



## Supervisor Module

Calendar of activities,  
field support



## Gamification

Motivation program  
for sales structure



## Holistic Sales Digitalization Platform

Unilever



## SFA

Mobile application for the  
Field Teams



## BI Tool

Analytics, dashboards, insights



## B2B e-commerce, B2B telesales

Place orders online

# Unilever Best Practices

- Omnichannel SFA (B2B e-com) – game changer for COVID time and seasonal products (ice-cream) that enable sales remotely and fasten order processing
- Customization according to the business specifics
- BI for all sales functions: Single source of truth and near real time data.



**Case #5**



# JDE Case Profile

**Since:** 2007

(Cooperation with Kraft Foods, Mondelez and JDE)

**Geography:** 14 Countries

**Scale:** **71** distributors, **14** countries, **2354** field force.

**Results for business :**

**+13%** to coverage growth due to route optimization,

**-9%** office structure optimization,

**+20%** to coverage due with the same N of FTE,

**-39%** in number of distributors.



## DMS

Integration of distributors



## SFA

Mobile application for the Field Teams



## Supervisor Module

Calendar of activities, field support



## Holistic Sales Digitalization Platform

JDE



## BI Tool

Analytics, dashboards, insights



## PROMOTOOL

TPM, Forecasting, Analytics / Reporting



## Deduplication

Data cleansing



# Integration of SalesWorks (SFA+DMS) – base of holistic digital platform

Background	Solutions	Results
<ul style="list-style-type: none"><li>• 2 SFA systems for merchandisers and sales representatives</li><li>• Delays in data processing</li><li>• Both systems benchmarked to deliver optimum outcome</li><li>• Sales department re-structure led to inconsistent approach to business</li><li>• KPI's needed to be consistent across the sales team</li></ul>	<ul style="list-style-type: none"><li>• SFA+DMS</li><li>• Process Reengineering</li><li>• New Vendor identification &amp; available solution review</li><li>• Current system functionality used as base for revised business needs</li><li>• Additionally, a gap-analysis and workshops with a business analyst to add enhancements</li></ul>	<p>Using a single MasterData for all tools</p> <ul style="list-style-type: none"><li>• <b>-9%</b> reduction in the office and field structure</li><li>• <b>+13%</b> growth in coverage due to route optimization;</li><li>• <b>-39%</b> reduction in the number of distributors</li><li>• <b>+20%</b> growth in coverage with stable FTE</li></ul>

# Recent launch - IBP Tool

## Challenges

- Existing TPM functionality does not cover business needs
- Rapidly changing customer needs require fast supplier responses.
- Disconnection of supply planning, promo planning and execution
- Lack of effectiveness and transparency of trade investments.

## Solution

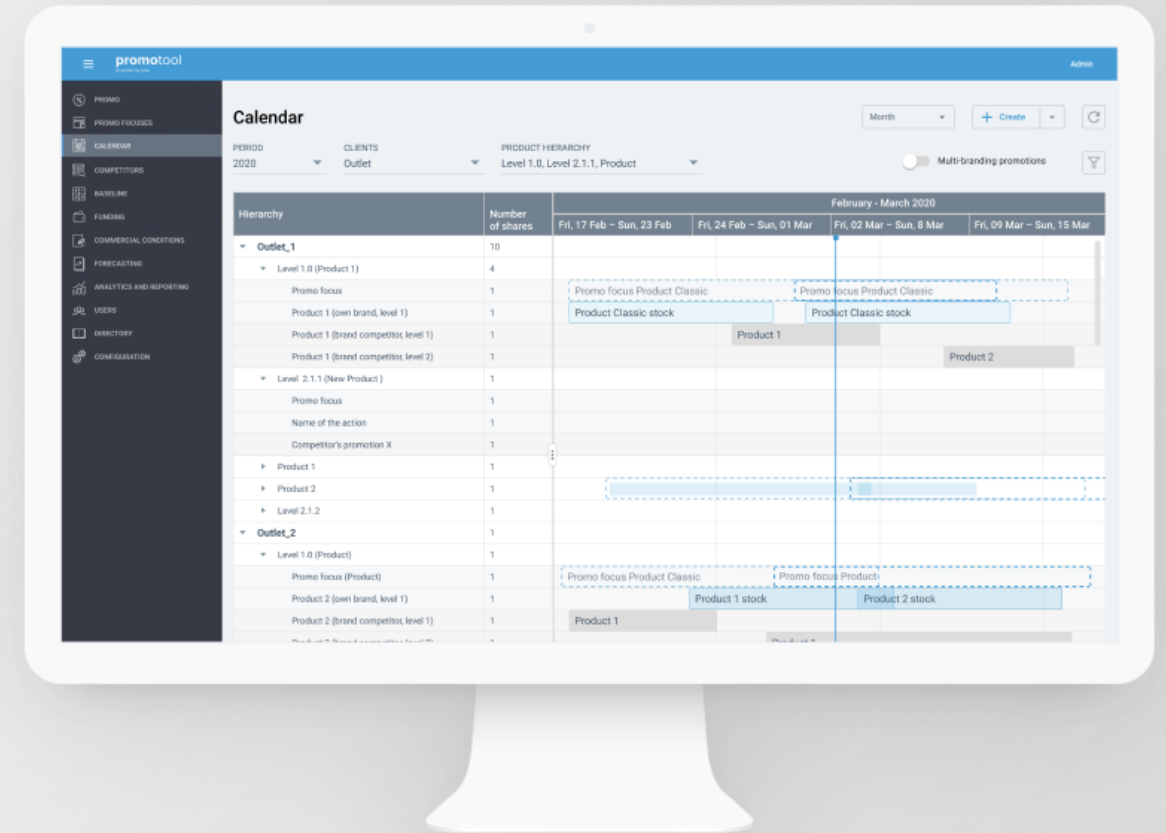
- Automation of all stages of the IBP cycle
- Integration of Demand & Promo planning tools in holistic ecosystem
- A tool for consensus management between Demand & Sales (promo volumes and conditions)

## Results

- A holistic system for forecast execution tracking by customers/SKUs
- Total P&L with MT customers, based on fact & actual costs
- Baseline calculation automatization
- Tracking and Comparison of Changing Scenarios/ P&L
- Plan & Fact volumes in one place
- New products launch evaluation

# JDE Deployment Best Practices

- Avoid complex multi-system solutions
- Gap analysis with business analytics before system deployment – reengineering
- Some complex integration requires review and reengineering of business process: 12 five-hours workshops with representatives of all company functions before IBP Tool Integration
- Timing in commercial proposal was realized with 1 week delay



Case #6



essity

# Essity and SSBS Cooperation Profile

- Cooperation since 2013
- Eco-system, recent launch – TPx.
- **20** national key accounts, **40+** distributors, **9000** promo campaigns per year



## Trade Promo Management

- Defining strategic priorities
- Calculation of P&L promo
- Promo Calendar
- Building a chain of approvals
- Implementation of Promo data exchange with SFA system



## Forecasting

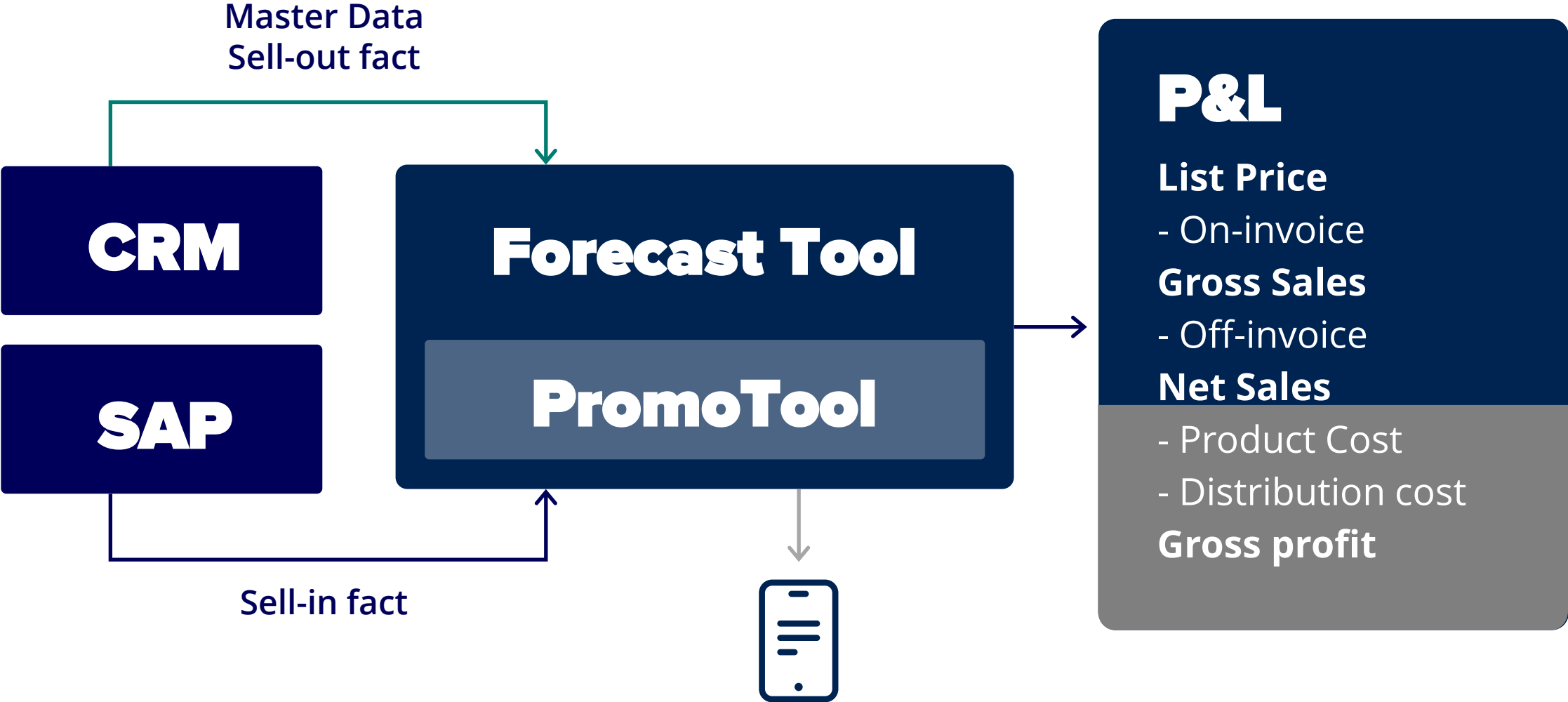
- Automatic baseline calculation process
- Correction of the plan using block volume planning
- Plan-fact analysis
- Automatic calculation of promotional budgets



## Analytics / Reports

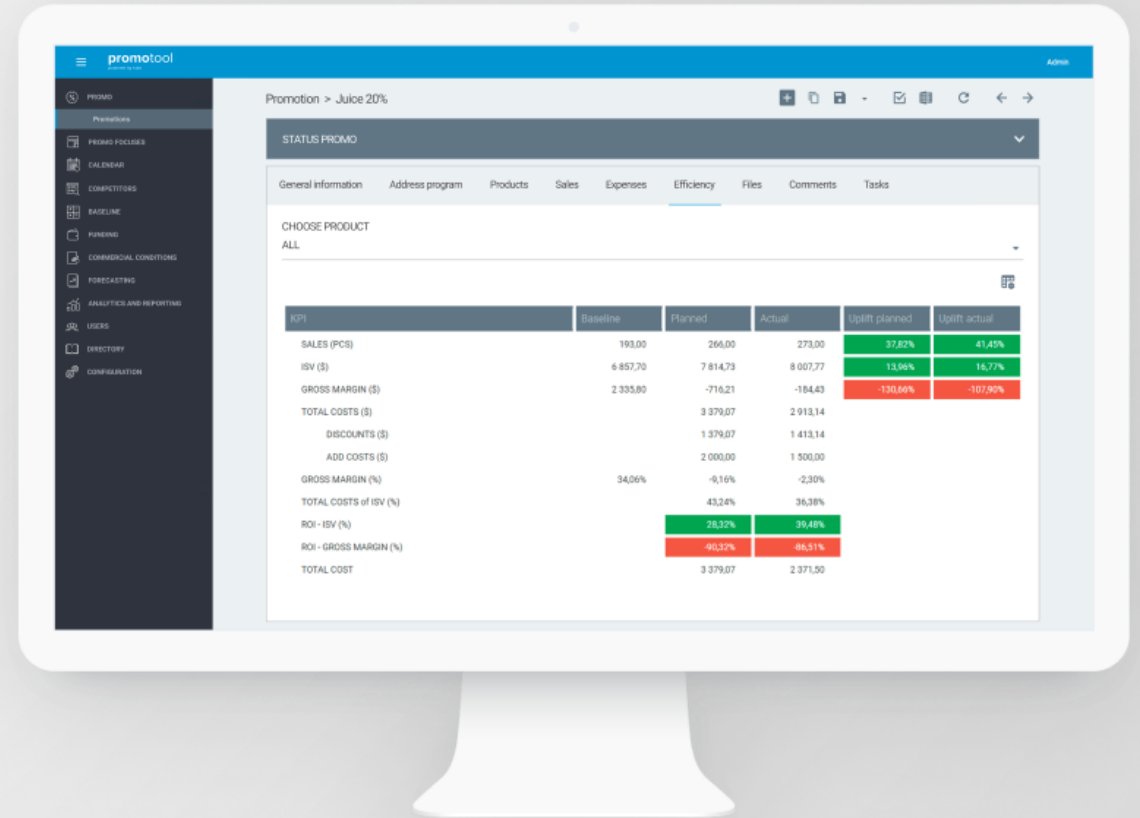
- Pre- / Post-evaluation
- Choosing the best brand, network, time for promo
- Library of effective promo actions
- Assessment of planning accuracy

# Forecast Tool Process



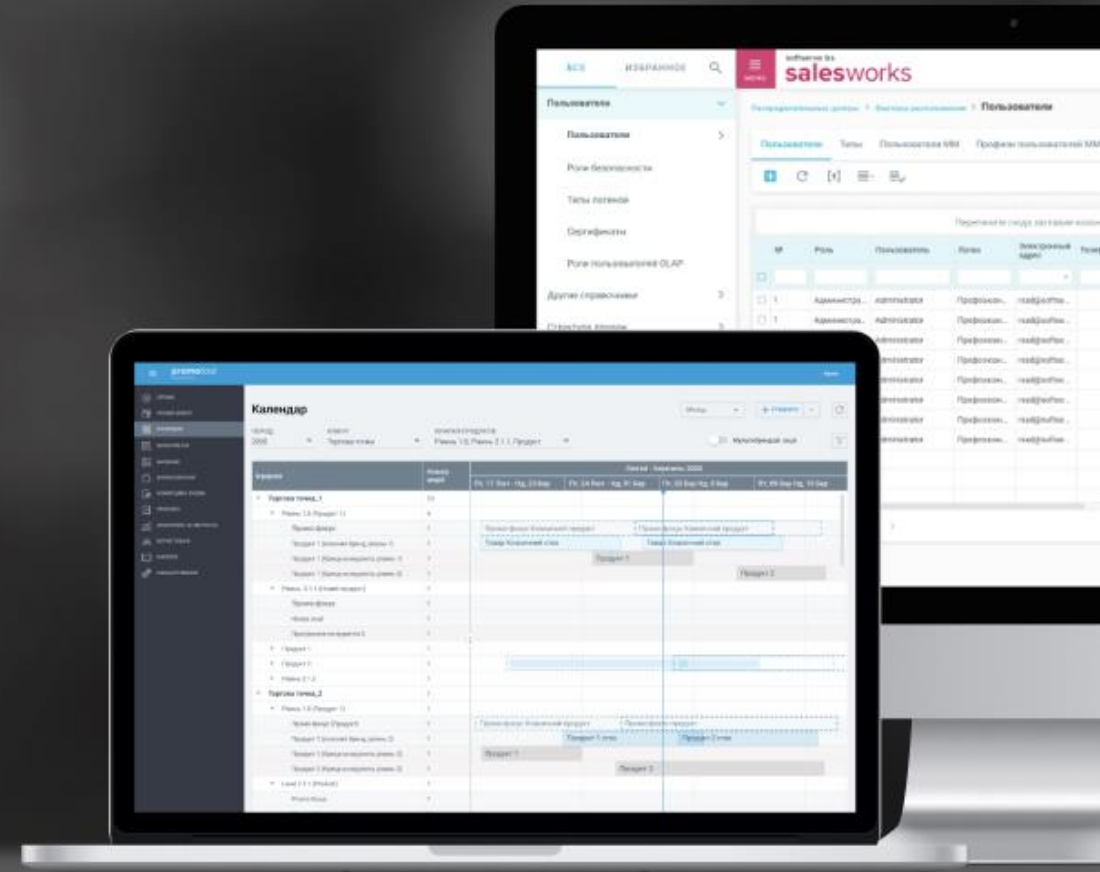
# Essity best practice

- Promo Management, Sales Forecasting, Budgeting and ROI in one suite
- Forecasting based on off-takes
- Inflight monitoring due to TPM and Retail Execution integration
- **100%** promo passes ROI forecast and post evaluation



# Digital Transformation means Cost Decrease, Effectiveness Improvement and Processes Acceleration

- Eco system of products
- **98%** data quality guaranteed
- Your digital transformation KPIs is our concern
- Deployment best practice
- Integration expertise





# Upcoming Events



**New Capabilities  
of Image Recognition**

Nov 26, 2021 | start at 14:00 UTC+00:00

**TOMASZ KOZLOWSKI**  
VP of Global Sales,  
SoftServe Business Systems

**STANISLAV SHAYDAROV**  
CEO,  
SoftServe Business Systems

Join us for the new ZOOM webinar about **Image Recognition** technology!

Image Recognition technology evolves fast and things like AI, offline performance, ultra-fast data capture and real-time interface with HQ systems and users. These new developments have greatly enhanced many leading FMCG businesses performance and in-store execution.

You can now join us to find out how some of our clients improved perfect store execution and on shelf presence whilst reducing sales force automation costs by up to 60% and accelerating shelf task completion by 30%.

# Upcoming Events

7, DECEMBER, 2021 | VIRTUAL EXPERIENCE VIA THE PROVEN POI PLATFORM



## **Redefining The Future Today - Shifting From Manual To Guided Retail Execution. MARS Russia Case**

### **Moderated by:**

Alexander Vazhenin, Head of System Support & Automatization, MARS

Tomasz Kozlowski, VP Sales, SoftServe Business Systems

## **Benefits of Exceptional Image Recognition, deploying Digital Sales Technology that Works. Reckitt Russia Case**

### **Moderated by:**

Sergey Novoselov, Front-line Director, Reckitt Russia

Stanislav Shaydarov CEO, SoftServe Business Systems



Promotion Optimization Institute, LLC





2021 Vendor Panorama for  
Retail Sales Execution and  
Monitoring in Consumer Goods

# “Best in class” in Retail Execution



**SoftServe Business Systems was listed among  
17 global retail execution solution.**

**Our 2021 RetX Badges of Excellence are:**

-  Distributor Management
-  Virtual Calls/Telesales
-  Social Selling
-  Gamification

**Please find the SoftServe Business Systems excerpt:**

<https://softservebs.com/wp-content/uploads/2021/05/2021-poi-retx-vendor-panorama-ssbs.pdf>

# “Best in class” in Enterprise Planning



PromoTool was featured in financial forecasting at customer and channel level, IBP component, integration with Retail Execution that provides connectivity in the sales cycle. Also, PromoTool was recognized by POI as Best-in-Class for Field & Analytics Insights and External Collaboration

**Please find the SoftServe Business Systems excerpt:**

[2021 POI Enterprise Planning Vendor Panorama](#)

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Promotion Optimization Institute, LLC

POI 2021 Enterprise  
Planning Vendor Panorama

(This document supersedes the 2020 POI TPx Vendor Panorama)

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