



CUSTOMER REVENUE OPTIMIZATION

CPG - Industry Solution

Softtek's CRO platform enables advanced analytics capabilities to help CPG companies optimize promotional spending and drive the right commercial initiatives with each customer segment.

CPG companies are continuously seeking new strategies to boost profits. We help our customers to:

Optimize Promotions

Boost Profitability

Improve Forecast Accuracy

PLATFORM CAPABILITIES

- Generate updated reports, post-mortem feedback periodically.
- Strategic segmentation of the market to run business plan process (12–24months).
- Cluster small groups of customers (POS groups) according to segment variables relevant to the business for tactical planning (with the quarter).
- Allows to create scenarios with preloaded algorithms and mathematical models designed according to the variables to be analyzed.
- Connect with CPG transactional systems.
- Based on two types of analytics: descriptive and predictive.



FEATURES



User-Experience First



Cloud-Based



Demand-Driven



**Mass Loading
of Scenarios**

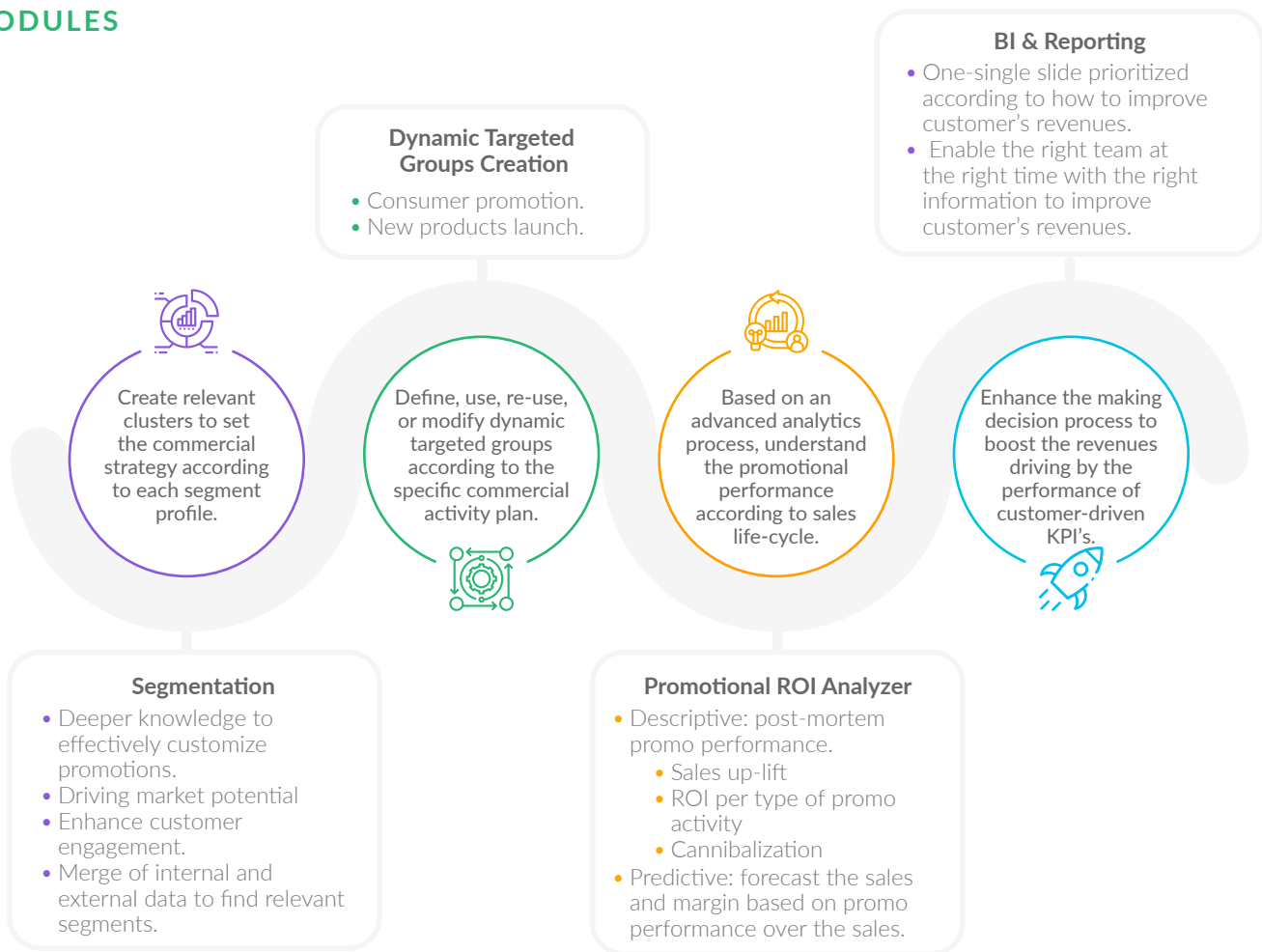


**Web Responsive /
Mobile Friendly**



**Airflow Data
Integration Automation**

MODULES



HOW TO BE SUCCESSFUL THROUGHOUT THE IMPLEMENTATION



ABOUT SOFTTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

info@softtek.com
softtek.com