Staples, CEO & President, Knowledge Services, MindTree. "However, these companies often lack the insights to translate this data into actionable information, which is why MindTree has developed a Trade Promotions Analytics Solution. By providing an assessment of all phases of the trade promotion process, from design and implementation through post event evaluation, MindTree enables organizations to better understand patterns of success and failure and apply this information to future initiatives in order to increase effectiveness and efficiencies."

The MindTree Trade Promotions Analytics Solution captures data from various categories, including sales, promotions, products, time, and market, and creates a modeling plan using techniques such as linear regression, logistics regression and univariate and multivariate analysis. The modeling plan output is then combined with client workshop knowledge and unstructured mining to derive answers to business questions.

The MindTree Trade Promotions Analytics Solution can be quickly customized based on an organization's Trade Promotion maturity level. At the entry level, the solution can be applied to assess a promotion's impact on sales volumes. For those organizations with mature Trade Promotion programs, the MindTree solution can help measure various promotional aspects such as target markets and duration. Advanced organizations can utilize the solution to benchmark promotion results against target objectives.

"Traditionally, CPG companies have looked at Trade Promotions systems as more of a fund management system. MindTree's Trade Promotions solution realizes the need to look at Trade Promotions more as business enablers and hence focuses not just on the "control" aspect, but on delivering business growth by providing the right insights and knowledge into what leads to better promotion effectiveness", said Radha R, MindTree Senior Vice President and Head, CPG & Manufacturing Industry Group.

MindTree has more than 10 years experience in providing end-to-end IT solutions to the Consumer Goods industry, spanning consulting, development, testing, maintenance,

For MindTree Limited

Rajesh. S

Head Legal & Company Secretary