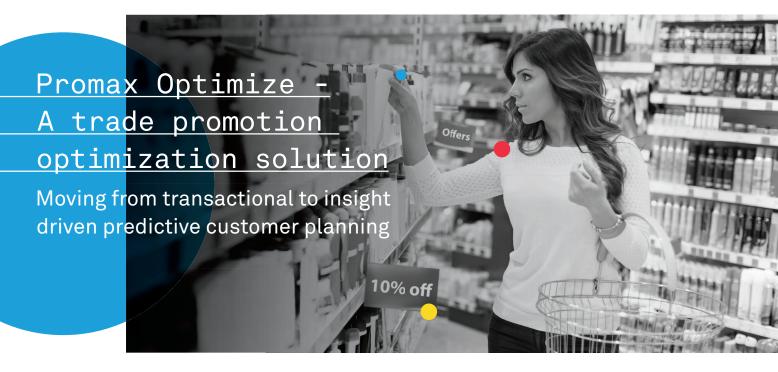
wipro promax





In a highly competitive environment, companies need a best-in-class Trade Promotion Optimization (TPO) solution to grow their revenue, profit and to achieve category leadership. Promax Optimize focuses on pre-and post-promotion analytics and predictive planning of promotions, to arrive at the best combination of promotional and pricing parameters.

Transparent, collaborative data modeling approach and proven data modeling accuracy build user confidence and adoption

Key takeways



Quick business benefits such as increase in promotional ROI, incremental volume, revenue, margin and forecast accuracy



As a bolt on solution, helps leverage existing investments in TPM solutions



Available also as "Insight as a Service" or "Data Modeling as a service"

Our ability to ingest data from different sources - such as syndicated, direct retail POS or shipment data - and create data models provides flexibility to address various market requirements.

Key benefits



Visibility to effective promotion tactics and pricing strategies





Advanced promotional analytics and intuitive reporting capabilities that can be tailored to the specific functions/roles of the business



ROI analysis, incremental sales analysis, causal analysis and cannibalization



Open Box data modeling approach builds user confidence and user adoption



Our insights enable in formulating strategies for customer business planning and trade promotions to achieve desired KPIs



Built using latest technologies -Microservices architecture, Machine Learning, and Cortana Al



Ability to calculate and predict retailers' profitability from promotions



On-premise and on-Cloud deployment options

For enquiries, reach out to us at WPAS-Promax@wipro.com. Visit our website promax.wipro.com



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its

comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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