

Promax Optimize - A trade promotion optimization solution

Moving from transactional to insight
driven predictive customer planning



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 takeaways



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



ROI analysis, incremental sales analysis, causal analysis and cannibalization



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



Ability to calculate and predict retailers' profitability from promotions

Features



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



Open Box data modeling approach builds user confidence and user adoption



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



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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