

Solutions for Consumer Packaged Goods Industry

Consumer Goods and Distribution



Advancements in technology are driving several transformations in the way the consumer packaged goods industry functions. Companies are investing in innovative digital solutions to meet the evolving requirements of consumers. They are embracing newer ways to source, manufacture, market, and sell their goods. Their supply chain processes are becoming leaner and smarter. As CPG companies strengthen their existing channels, they seek smart solutions to serve their business needs.

Tata Consultancy Services (TCS') Solutions for the Consumer Packaged Goods Industry can help deliver personalized consumer experiences and accelerate the pace of innovation. With our suite of domain-specific technology solutions, coupled with a deep understanding of the marketplace, CPG enterprises can streamline business process while reducing operational costs.

Overview

The CPG industry is faced with multiple challenges. The rise of consumer purchasing power, increase in private label brands, fragile brand loyalty, emerging niche players, increasing relevance of regional companies, and emergence of online channels are forcing CPG companies to diversify product portfolios and customize marketing strategies for different consumer groups. Further, companies need to work collaboratively with suppliers, manufacturers, and retailers to gather, utilize, and share real-time order information, shipping schedules, and inventory levels to ensure consumers' expectations are met.

Discerning consumers are asking questions about the health and environmental impact of consuming packaged products. Firms in this sector desire complete control over their production and distribution processes, in order to respond to changing consumer preferences in a timely manner. Further, as annual inventory and freight expenses grow considerably, optimizing transportation and storage costs continues to be the top priority. Faced with these challenges, enterprises are turning to advanced analytics to understand consumers better, and derive actionable insights from enterprise-wide data.

TCS' Solutions for the Consumer Packaged Goods Industry help companies reimagine business, and fine-tune strategy, operations, and processes across the CPG value chain. We provide integrated enterprise systems and applications to enhance collaboration among various stakeholders.

Benefits

With TCS solutions, CPG companies can reap the following benefits:



Superior consumer engagement: Delight consumers with personalized products developed by analyzing their purchase patterns; deliver a uniform consumer experience across multiple marketing and sales channels



Robust business growth: Digitally reimagine business processes, seamlessly integrate acquired businesses, and accelerate the pace of global expansion

Our Solution

The key offerings in our portfolio include:

- **Supply chain management solutions:** Services for integrated business planning, inventory optimization, supply chain network optimization, and omni-channel SCM assessment for a single version of truth
- **Plant engineering solutions:** Services for sourcing; plant and warehouse operations, package, equipment, and process design; and digital factory and manufacturing operations
- **Sales and marketing solutions:** Consulting and implementation services for trade promotion management and optimization, sales-force enabling tools and platforms, retail execution related to merchandising, sales, and field service
- **IoT solutions:** End to end solutions and system integration for industrial IoT across multiple areas such as asset maintenance, material handling, and supply chain. Our innovative IoT solutions transform consumer experience making it richer and more fulfilling
- **Digital offerings:** Integrated end-to-end services in digital marketing, digital commerce, digital creative, and digital packaging from consulting to implementation
- **Analytics:** End-to-end analytics, business intelligence, and Big Data solutions to address challenges across the CPG value chain



The TCS Advantage

Our comprehensive suite of services and solutions enables end-to-end transformations for our CPG clients. We leverage our in-depth technology expertise and rich domain experience to deliver results across industry segments such as food and beverages, home and personal care, fashion and apparel, consumer electronics, toys and games, and tobacco.

We provide business value through:

Integrated full services: We provide integrated end-to-end services across business processes and IT through a KPI-aligned and goal-driven approach

Domain experience: We bring in deep industry experience through partnership with seven of the top 10 CPG companies globally. We actively engage with over 80 customers across the CPG domain

Innovation and investments: We have made investments in automation, digital, IoT, Big Data and analytics, digital marketing and ecommerce, trade promotion, retail execution, brand and marketing and supply chain solutions. Our co-innovation-oriented transformational approach helps CPG companies improve productivity, reduce cost of operations, and deliver superior consumer experience.

Strategic partnerships: We are preferred partners to global technology leaders such as SAP, Salesforce, and Microsoft for launching innovation initiatives and go-to-market programs

How we help our customers

- Standardized manufacturing operations for a leading global HPC major. This resulted in a significant increase in deployments of MES solutions across the globe, and 5% improvement in productivity
- Built a strong digital platform for a leading global food ingredient company increasing its agility with 100% cloud enablement. The new platform improved finished product KPI by 90%, and reduced IT application portfolio by 90%
- Implemented SAP roll-out for a global toy manufacturer across 15 sites, transforming over 130 key business processes.
- Helped a global toy manufacturer reshape the e-commerce strategy on over 800 brands sites in 45 languages, resulting in transformation of digital marketing experience, and improvement of consumers reach. The engagement involves implementation and management of e-commerce, digital production services, digital asset services, video services, web analytics, and subscription-based IOT services
- Performed cloud-based transformation of trade promotion processes through the implementation of sales planning and analytics solution for a leading food company, driving 10% cost savings on unauthorized claims



Greater business agility: Reduce the time to market for launching new products, promotions, and campaigns to respond to changing market trends; improve decision-making with real-time data processing and analytics



Higher organizational productivity: Standardize business planning and manufacturing processes; improve end-to-end visibility of operations to enhance execution; optimize inventory planning to avoid stock outages or overstocking; drive communication and collaboration among partners and suppliers; support the field force by providing actionable contextualized insights

Awards & Recognition



To know more

Visit the [Consumer Goods and Distribution](#) page on [tcs.com](#)
Email: global.cpgsolutions@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](#)

[IT Services](#)
[Business Solutions](#)
[Consulting](#)

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2017 Tata Consultancy Services Limited

