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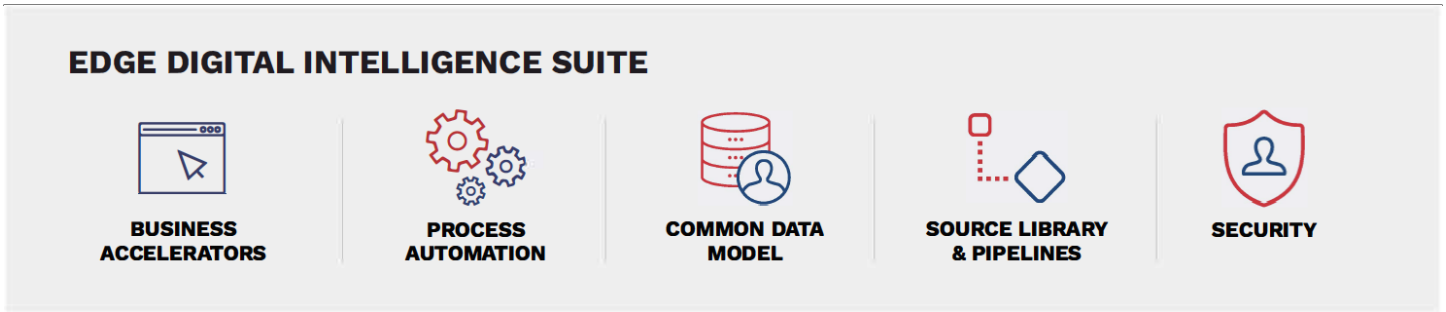


CONTACT US FOR A FREE DEMO!

END-TO-END DIGITAL INTELLIGENCE SUITE

Through our EDGE Digital Intelligence Suite, Centific provides an End-to-End platform for collaboration and decision making for Consumer Package Goods clients. Optimize your Trade Promotion, Marketing Mix and Pricing & Forecasting solutions beyond bridging gaps and digitizing by combining human expertise with advanced digital technologies. Make better decisions every time.

Centific's platform provides the speed and reliability offered by industry Products and the flexibility and adaptability of Custom Solutions, but with significantly better ROI due to its a lower initial, on-going and total cost.



TRADE PROMOTION OPTIMIZATION SOLUTION

Centific Digital Intelligence Suite's intuitive Infographic controls and alerts with one-touch drill-down help Sales focus on selling. Context viewer identifies areas potentially impacted by alerts and provides drill-down.

Merchandising Calendar provides Optional views at Buyer, Category & PPG levels. Account Planning combines top-down, bottoms-up visualization. TPM mantra: "Sales tool designed by Sales for Selling"

SALESFORCE
- Designed by Sales for Selling
- Intuitive, Adaptable experience
- End-to-End Action-Oriented

DIGITIZATION
- Live-Connected "Real-time"
- Connectors to Market Data
- Decisions updated dynamically

AI ENABLEMENT
- Accelerates decision making
- AI & ML tied to workflows
- "Active-thinking" event triggers

SECURITY
- Integrated Security
- Azure Data Factory (ADF)
- Single Sign-On enabled

Centific Trade Promotion Optimization leverages Microsoft Azure Services: Data Factory, Data Lake, MachineLearning & Power BI to increase Sales lift while reducing Trade Spend and minimizing cannibalization. Al Trade Promotion

Optimizer solution provides both Batch/User-triggered Al services with Data residing in HANA for improved connectivity, analytics and responsiveness.

CENTIFIC SOLUTIONS FOR THE CPG INDUSTRY

Centific offers customized end-end solutions for our CPG clients to help them thrive in the rapidly changing world of emerging technologies and customer expectations. Contact us to discuss how our capabilities and experience can help transform challenges into success.

THE CHANGING FACE OF THE CONSUMER

Target profitable segments and adapt to changing demographics by connecting social media to market share. Supporting an emerging omnichannel environment and seamless transactions are keys to success in this fast-moving world. **Pactera Application Modernization Accelerators** reduce risk and increase time to market.

EVOLVING GEOPOLITICAL DYNAMICS

Rising labor, changing regulatory requirements, shifts in disposable income, and even activist investors can be catalysts for positive solutions. Pactera helps clients gain value from current systems to solve unique and universal challenges. For example, the **Pactera China Enablement Toolkit** has helped CPG companies gain traction in China.

MAINTAINING PROFITABLE SALES GROWTH

Revenue Management (TPM/TPO) is difficult given Customer terms mandates, claims settling challenges, and unclear results. **Pactera TPO Framework** identifies effective promotion funding and improves sales strategies by infusing AI predictive analytics into pre and post event analysis enabling learnings to be applied on a real-time basis.

TECHNOLOGY ADVANCEMENTS

Ubiquitous Internet-Mobile world, Social media-driven consumption, integrated marketing solutions, Intelligence platform, and the list goes on and on. Pactera **Applications and Platforms Practice** helps organizations embrace Open Source, Cloud, DevOps, API Economy as well as build Platforms to directly connect B2B, B2C or B2B2C.

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