Let’s face it, consumers are buying differently; ecommerce is disrupting the impulse purchase category; and omnichannel retailing is forcing manufacturers to streamline digital and traditional events to strengthen ROIs. Data is officially the new currency for Consumer Goods (CG) companies, yet many organizations continue to compartmentalize their supply chain and data streams. There are too many factors affecting consumer purchase decisions and far too much money at stake to operate in silos or isolated point solutions.

**Move Beyond Isolated Data**

It’s impossible for CGs to drive business forward or implement effective strategies at the retail level without understanding what impacted sales, volume, lift and brand loyalty. Sales reps, marketing, field teams, finance, trade managers -- they all need to work from the same playbook. Working in silos in today’s data-driven marketplace stunts business growth and prevents CG companies from gaining 100 percent visibility into trends and revenue streams.

In response, forward-thinking CG companies are focusing on harnessing layers of real-time data from a tightly-integrated, closed-loop platform. By consolidating all data within a single system, cross-company collaboration is not only simplified, but more strategically aligned. Sales and Marketing teams, for instance, who align forces to run a marketing campaign to consumers will yield a far more effective (and profitable) trade promotion plan. Perhaps more importantly, these joint efforts can be easily linked to back office data and augment inventory shipments creating a frictionless experience with retailers.
BENEFITS OF HARNESSING LAYERS OF DATA

CG manufacturers who integrate their trade promotion solution with shopper marketing and retail execution data, for example, can truly align insights and gain a comprehensive, 360° view of trade spending. Analyzing the big picture versus operating in silos will bring more aha moments to the surface and drive customer engagement and sales. CG companies will also find it faster and easier to determine compliance levels of an event and how it impacted consumer conversion.

CGs that are successful at bringing their business data full circle with a seamlessly integrated system will be handsomely rewarded with:

- Streamlined processes that are fully automated
- Company-wide transparency and accountability
- Visibility across all departments to identify trends, what’s working (or not) and why
- Ability to drive business forward using decisive, data-driven strategies
- Real-time insights to develop more profitable promotions with retailers
- Speed and agility to course-correct before it’s too late

ONE VERSION OF TRUTH

In order to compete and survive, CGs need access to real-time insights to achieve collaboration and execute day-to-day business operations with agility. Tying together data streams in one closed-looped system will create internal alignment, elevate visibility, and identify new opportunities to improve profitability with retail partners. CGs will then be better equipped to take on Trade Promotion Optimization (TPO) and the advantages of automatically building smarter promotions, forecasting more accurately, and maximizing revenue. By operating on decisive, data-driven strategies built on one version of truth, CGs will increase their odds of withstanding the continuous winds of change.

APPLICATIONS BUILT ON THE SALESFORCE PLATFORM

SCORE HIGH AMONG CIOS FOR:

- Cost-savings
- Limited training requirements
- Superior backend functionality
- Ease-of-use
- Friendly APIs
- 5-minute upgrades
- Speed
- Total cost of ownership

HEIGHTEN VISIBILITY WITH CROSS CLOUD IMPLEMENTATION

A strategic partnership between CPGToolBox and PolSource, both partners with Salesforce, offers CGs a way to connect data sources in the cloud and heighten visibility into the millions of dollars earmarked for trade promotions. The trifecta of CPGToolBox, PolSource, and Salesforce enables CG companies to tap into the proven CPGToolBox Trade Promotion Management (TPM) solution as well as leverage the CG advisory services and implementation expertise of PolSource to accelerate success. Plus, CGs gain access to the renowned Salesforce Customer Success Platform trusted by the world’s largest brands to operate sales, e-commerce, service, and marketing processes with a single customer view.

- A strategic investor and CG industry Advisory + Managed Services Partner of CPGToolBox
- Boutique responsiveness, local presence, global footprint, scale (>200 Salesforce.com consultants
- 10-year relationship with Salesforce.com and Gold Systems Integration Partner
- Exceptionally close working relationship with Salesforce Product Management
- Deep back-office process, data, and cross-cloud design and integration expertise
- 9.9/10 CSAT- strong reputation for delivering on-time and on-budget