



Delivering Sustainable
Competitive Advantages



Economies around the world have slowed down and companies are looking at ways to trim spending and improving their bottomline. Retail and Consumer Packaged Goods (CPG) companies have to continually reinvent themselves to stay ahead of the competition and maintain optimum margins.

Retailers are facing unpredictable demands, shifting demographic patterns, less discretionary spending from consumers, challenges in global supply chain planning and execution, increased domestic legal compliance, and the need to develop new insights for better decision making.

CPG companies are dealing with challenges such as the need to drive innovation in product development and differentiate, standardize manufacturing processes and increase efficiency, cater to demand driven operations, improve marketing ROI and drive sales growth.

Organizations in the current environment are reprioritizing their strategic needs and are focusing on improving efficiency and effectiveness, cost optimization, real-time decision making, sustainability, de-risking and geographic diversification

Mahindra Satyam's dedicated Retail & CPG Practice Group provides both business and technology solutions across the globe offering value to the customers on cost, time and quality parameters, helping them address these challenges.



Retail & CPG Practice

Mahindra Satyam has integrated its Retail & CPG practice to address the interdependent and collaborative relationship between retailers and suppliers. Mahindra Satyam provides holistic solutions to address the challenges facing the industry. With in-depth experience that extends to all stages of the business cycle, Mahindra Satyam's Retail & CPG practice offers end-to-end solutions and services to its customers.

Mahindra Satyam works closely with customers to understand their strengths, challenges and strategic initiatives better. For customers, this translates to high quality, consistent, seamless and cost-effective IT services that give them an edge over their competitors. Longstanding partnership of the Practice with leading Retail & CPG businesses worldwide is testimony to this.

“ I would like to express our appreciation for the excellent job Mahindra Satyam did in the overall transformation of our pricing, merchandising and store-to-host systems. Mahindra Satyam played a significant role in the re-design, development, migration and testing of the applications, and helped to ensure a successful execution of this project so as to allow us to achieve our strategic objective. We are very pleased with the work done and partnership exhibited by Mahindra Satyam ”

– CIO, Leading Food & Grocery Retailer

Highlights

- **Established Presence**
 - Global Retail & CPG companies, including 20+ Fortune 500 Companies
 - Footprints covers Americas, Europe and Australasia
- **Key qualifications**
 - Services across the value chain
 - Domain experts in industry sub-verticals
 - Mature products & enterprise technology practices – Oracle, SAP, JDA, Microsoft with multiple full life cycle implementations
 - Custom development & integration expertise
 - SAP Global Services Partner & recognized SAP Leader by leading analyst organizations
- **Business Solutions**
 - FASTtRack – Rapid implementation framework on SAP IS Retail
 - iDecisions™ Retail/CPG end-to-end analytics solution complying to ARTS and SCOR standards
 - Integrated, Intelligent, Responsive RFID enabled framework (I2R) for inventory visibility & management
 - Transportation optimization solution
 - Equazion® - Business Intelligence solution

Clients served

- **Food & Grocery, Drug Retailers**
 - Three of the world's leading food & drug stores
- **General Retailers**
 - Two of the top three general retailers
- **Apparel Retailers**
 - Two of the world's leading apparel retailers
- **Quick Serve Restaurants**
 - One of the world's leading fast food chains
- **Food & Beverage Processors**
 - Two of the world's largest beverage companies
 - Two of the world's largest confectioners
 - One of the world's largest food processor
 - Europe's largest frozen food processor
 - The world's largest meat processing company
- **Home & Personal Care Products Manufacturers**
 - Three of the world's leading personal care products companies
 - Two of the world's leading home products companies



Retail Offerings

Merchandising

- PLM Design & Solutions
- Visual Merchandising Solution
- Custom Merchandising Apps.
- Consignment Solutions

Supply Chain

- Network Strategy / Distribution Center Design
- International Sourcing & EXIM
- PO Management solution
- SCM Visibility Solution
- Warehouse / Inventory Management Solutions
- Order Management Solutions
- Demand Planning & Fulfillment
- RFID Tracking Solutions

Store Operations, Multi channel & Marketing

- POS Testing
- Back Office System (BOS) Testing
- POS Implementation
- Assemble to Order POS solution
- POS Re-Engineering
- Kiosks & Custom Store Applications
- Retail Sigma POS Framework
- Ecommerce Solutions
- CRM solutions

iDecisions™ Enterprise Analytics

Our Track Record... with Retail Clients



Merchandising



Logistics



Multi Channel



Technology

Visual Merchandising

High Fashion Apparel Retailer

- Built unique visual layout store automation systems unique to the retailer's business

- Rapid iterative planning of layouts
- Integrated view – fixtures to SKUs to mannequins – change on the fly
- Sales analytics linked to floor set layout
- 60% improvement in terms of costs and turnaround times

Sourcing Rationalization

Leading Home Improvement Retailer

- Developed a high performance scalable system

- Automated sourcing and purchase order management (POM) transformation
- System to handle 4x times the volumes of purchase orders and 2x times the volume of sales growth
- Reduced cycle time in POM using sourcing automation scripts

Process Improvement

Leading European Food Retailer

- Process improvement for the client's online business

- Reduced cycle time in store replenishment forecast by 10 hours
- Improved real-time decision making by eliminating data islands and repetitive collection process

Complex Environment

World's Largest Retailer

- Successful execution of multi technology legacy system tax project integrating global operations

- M&A of three major chain stores across Brazil – disparate technology environments
- Four years of unsuccessful attempts by Global vendors
- Re-engineered technology to comply to Brazil fiscal systems and integrate with Corporate Systems within a record span of one year

Business Growth

Savings

Efficiency

High Business Impact

CPG Offerings

Product Development

- PLM Design & Solutions
- Recipe Management & Product Costing
- BOM Setup and Maintenance
- Master Data Management
- Equipment Design & Engineering
- End to end Pack Management

Manufacturing & Supply Chain

- Forecasting, Demand Planning, Supply Planning & Fulfillment
- Materials Management
- Production operations
- Plant Maintenance
- Transportation Optimization
- SRM / Procurement Solutions
- Warehouse management Solution

Sales & Marketing

- Mobile Handheld solutions for Sales Personnel
- CRM / TPM Solutions
- Content and Portal Management

iDecisions™ Enterprise Analytics

Our Track Record... with CPG clients

Enterprise Services



Product Dev



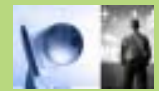
Manufacturing



Supply chain



Sales/Marketing



Technology

Industry Value Chain

Leading Food & Beverage Processor

- Strategic partner for all core process areas including backward integration with global supply chain partners
- Enabled standardization and consolidation of processes across with subsidiaries and external partners
- Technology migration to state of the art systems with real time monitoring

- Domain centric innovative solutions
- Achieved multi million \$ in annual savings
- Consistently met / exceeded SLA
- Customer Satisfaction Index > 4.5/5
- > 400% account growth in 48 months

Business Value Chain

Leading Confectioner

- Exclusive vendor providing mission critical application support for operations in 100+ countries against committed SLA's
- Factory Model for development optimizing cost and quality
- Seamless execution across diverse multi version technology stack across different geographies

- > 98% of the projects scoring customer delight of 5/5 for over 98% of the time.
- Annual savings of multi-million \$ on AMS projects alone .
- Established uniform customer experience across 120+ global brand sites
- 1000 + complex object development in SAP with post delivery defect at < 1%

Process Value Chain

Leading Meat Processor

- Built a single integrated transportation system across different business drivers that incorporates
 - Modular & scalable, transportation solution
 - Optimize fleet Management
 - Accurate load visibility
 - Rate optimization
 - Performance Analytics

- Automation leading to lower fraud
- 10 % Savings in transportation spend
- Improved productivity of logistics organization.
- Better carrier relationship Management

Business Growth

Savings

Efficiency

High Business Impact

Technology Solutions

Technology Offerings

- Application Development
- Maintenance & Support
- Enterprise Application Integration
- Migration
- Testing
- Enterprise Solutions – SAP, Oracle, JDA, Microsoft, Baan
- Business Intelligence & Performance Management
- Data Warehousing
- Master Data Management
- Content Management
- Portals
- Websites
- Infrastructure Management Services
- Business Process Outsourcing

Service Lines

- **Consulting**
 - Process Consulting
 - IT Strategy Consulting
 - Enterprise Architecture Consulting,
 - Business Case Creation
- **Globalization Solutions**
 - Global Template Design & Rollout
 - Consolidation
- **Implementation & Upgrades**
 - E2E Implementations,
 - Version Upgrade, Technology Deployment
- **Integration & Development**
 - Custom Development , Enterprise Integration, Enterprise Data Management & Portals
- **Post Implementation Services**
 - Application Management
 - Testing, Administrations & Operations

“ We had a very serious system outage that could have compromised our business severely. It is at times like these when you get to identify those who are here to make a difference from those who don't want to embrace new cultures or support each other in times of need.

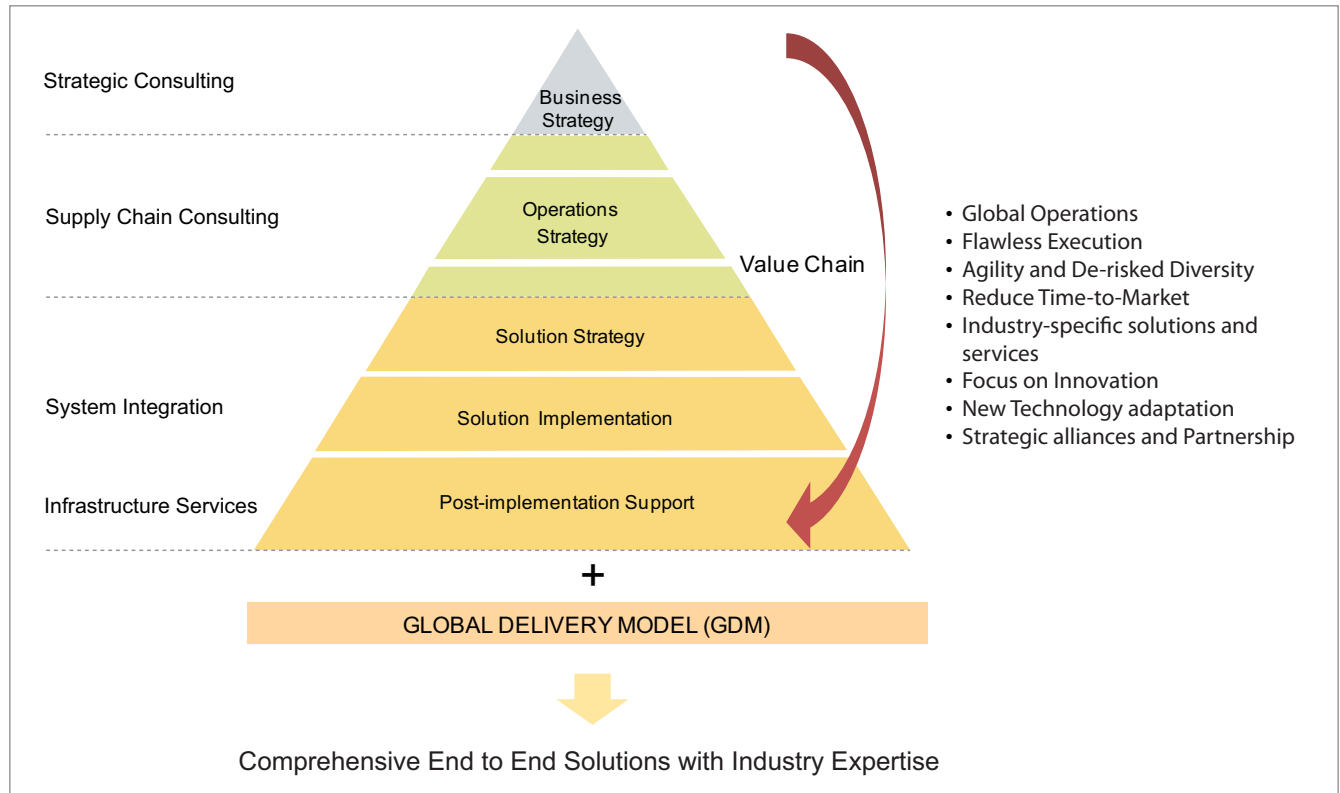
With focused and diligent effort by the IT team to recover from the situation, and the commitment of our supply chain colleagues to ensure that the ball doesn't drop in the meantime, we were successfully able to get through this crisis. For this, I would like to give credit to all of you.

I would like to thank you (Mahindra Satyam) and let you know that your hard work and effort were very much appreciated.

Well done! ”

– CEO, Leading Retailer

Engagement & Partnership Model



“ Our leadership team would like to thank the Mahindra Satyam team for their significant efforts in delivering a complex transformational implementation project spanning geographies.

We would like to convey our high regards for the leadership within Satyam for their superb effort and execution skills which has been the hallmark of Satyam's involvement in the project. We have a very high regard for Satyam leadership and the superb execution of a project in a very non-traditional way ”

– CIO & HR Officer, World's Leading Frozen Food Processor



About Mahindra Satyam

Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the multi-billion Mahindra Group, a global industrial federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Global Presence



Contact

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