



Trade Promotion of Tomorrow



White Paper

INDUSTRY CHALLENGES

Over the past few decades, the CPG industry has experienced significant change and the challenges that come along with it. The rate of change has been steep and its impacts, game-changing. At the center of it all is a digital shift in the industry that is happening at a breakneck pace.

The tools of the industry have to evolve to absorb this change.

The limited set of Trade Management solutions available to the CPG industry are cumbersome, expensive or too old to meet today's challenges.

Retail Compliance in these solutions are nonexistent or rudimentary at best.



“**Consumer habits in the digital era are a considerable change for the CPG industry**”

New market conditions require real-time response to trade activities, creating the need for shorter and more concise planning cycles.

Sales data is underutilized. Current trade cycles do not take into consideration outside data sources such as economic indicators or community events.

“**Sales data is not aligned between the main players of the industry - Manufacturers, Retailers and Consumers**”

“**Only 3.0% of the \$35 billion in net growth in the consumer goods industry over the last three years has come from traditional, large enterprise players.**”

(IDC Manufacturing Insights 2017)

Recent industry changes have led to a shared playground that includes a new breed of competitors focused on digital channels.

The universe of Trade Promotion is changing for manufacturers, retailers and consumers alike.

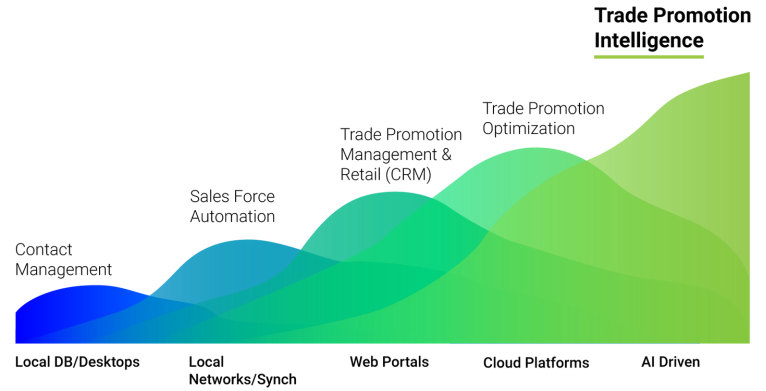
For teams that are caught up in low-impact daily activities at the expense of strategic planning and sales generation, CPG solutions from SBX offer a viable, long-term solution.

TPM OF TOMORROW

The challenges that lie ahead for the industry are still complex and diverse. Having a strong partner like SBX can help businesses navigate present and future CPG industry trends.

The SBX solution is a 360-degree framework that closes the loop between Manufacturers, Retailers and Consumers, addressing their respective challenges in today's marketplace.

SBX understands the specific adjustments businesses need to make to respond to industry change and come out on top.



Graph 1: Trade Promotion of Tomorrow - Evolution of Trade Solutions

“ Trade Promotion has evolved from local desktop to cloud platforms. Our solution takes it to the next level - Intelligent TPM ”

THE SBX SOLUTION

Built on Salesforce	Allows a highly configurable, cost-effective solution with a short implementation cycle
AI Driven	Artificial Intelligence constantly monitors and aligns the solution to business objectives
Multi-Device	Access to information on mobile devices is essential in today's marketplace
Retail Compliance	Emphasis on compliance allows seamless matching with promotion data
Customer Portal	Increase effective collaboration with retailers

ABOUT SBX

Founded in 2006, SBX specializes in CPG solutions and systems implementations. Based in Quebec, Canada, SBX has over 25 years of combined industry experience implementing solutions worldwide for some of its biggest companies.