

## SUCCESS STORY

Global Manufacturer  
in the  
Agricultural Sector

### VALUE DELIVERED

- ✓ Acted as an **implementation and strategic transformation partner** by combining technology delivery with managed services, change management, training, operational support, and continuous improvement services.
- ✓ Our **strategy-led approach** helped align operational improvements with long-term business objectives and measurable financial outcomes.



OSF | DIGITAL

# Enabling Strategic Growth Through Modernized Trade Promotion Operations

## Customer Profile

Our customer is a leading global manufacturer of branded consumer products in the lawn, garden, and agricultural care sector. With a **long-established market presence**, the company manages a portfolio of category-leading consumer brands and distributes products across North America and Europe.

## Challenge

- ✓ Promotion planning and trade spend management relied on **manual, spreadsheet-based processes**, creating inefficiencies and inconsistencies.
- ✓ Promotional activities were managed in silos, resulting in **limited visibility** and standardization across teams.
- ✓ The organization **lacked a centralized platform**, making it difficult to retain critical knowledge and gain enterprise-wide insight into promotional performance.
- ✓ Reporting, analytics, and **future planning** capabilities were largely manual and limited.

## Outcome-Driven Solution

OSF Digital implemented Salesforce **Consumer Goods Trade Promotion Management (TPM)** and **Trade Promotion Effectiveness (TPE)** through a phased rollout approach, enabling rapid adoption of key spend management capabilities. The solution included:

- ✓ **Promotion planning**, financial management, reporting, and trade promotion capabilities.
- ✓ **Data integrations** and **workflow automation** to improve efficiency.
- ✓ Centralized promotion management supported by insights and trend analysis.
- ✓ **Real-time budget tracking**, enhanced financial controls, and claims management functionality.
- ✓ Consolidated business data, including point-of-sale, pricing, and historical data.

## Customer Adoption

- ✓ We **rolled out the solution** across multiple major retail and distribution channels through a phased deployment model.
- ✓ Allowed priority business groups to begin realizing value quickly while **expanding adoption across the organization**.
- ✓ OSF supported adoption through **change management**, user training, enhancement services, and ongoing production support.

- ▶ **\$10.3M projected trade spend optimization**  
Reduced operational costs and revenue growth
- ▶ **\$600K improvement in forecast accuracy**  
Better-informed spending decisions and focus on strategic initiatives
- ▶ **\$9.2M net cumulative expected benefits over 3 years**  
Optimized promotional strategies and targeted tactics

## PRODUCTS

Consumer Goods TPM and TPE