DIGILYTICS

REVUP

REVOLUTIONISING AUTO AFTERMARKET SALES

PROBLEM

- Highly fragmented market (000s of SKUs X 000s of Outlets) where distribution is through a wide network of distributors/retailers
- Management by assumptions with limited understanding of retailers' buying patterns
- Inadequate leverage of data generated from digitization initiatives in the auto sector

DIGILYTICS™ REVUP: REVOLUTIONISING AUTO AFTERMARKET SALES WITH AI

Rev Up takes the persona through the whole cycle of Review-Understand-Recommend-Act and enables persona to take a decision

RevUp Drive

- AI-enabled Plan-do-check-act
- AI-enabled dynamic retailer clustering
- Critical alerts and crowdsourced insights
- Product bundling AI models

RevUp Promote

- AI-enabled Trade Promotion Management
- AI-enabled Promotion Simulator
- AI-enabled Promotion Optimizer

RevUp Influence

- Digitally onboard and engage purchase influencer
- Drive "pull-demand from influencers
- Setup influencers' pre and post purchase journey

**5-10% REVENUE GROWTH**

5-10% SAVINGS ON PROMOTION SPEND

7X-10X RETURN ON INVESTMENT

REVUP BENEFITS

- Targeted sales recommendations for Sales Managers and Field Force Targeted revenue growth strategies for retailer clusters
- Revenue over/ underperformance hot spots identified in real-time by Geography, Channel, Retailer and product
- Improved collaboration within the Sales Team and with Distributors and Retailers
- Create a demand-pull from the influencers
- Intelligent Assistant to support Natural Language chat queries for Field Force

CASE STUDY: NATION-WIDE DEPLOYMENT FOR THE AFTERMARKET BUSINESS OF A TOP-5 AUTO OEM

- Aftermarket market penetration was sub-par and sales growth was anemic; the company was facing a challenge to identify the underperforming parts of the business across the country.
- RevEl was implemented for the company sales force and more than 100 Distributors and 30,000 Retailers nationally covering more than 2500 SKUs.
- RevEl created an intelligent platform with insights for the Sales Force and Distributors to collaboratively drive sales.
- Thousands of Invoices across all states for Primary, Secondary sales data and Service data are automatically ingested daily.
- Increase in average sales in Retailer Clusters
- RevUp is helping drive revenues, focusing on "selling the right SKUs to the right retailers and reducing the risk of attrition".
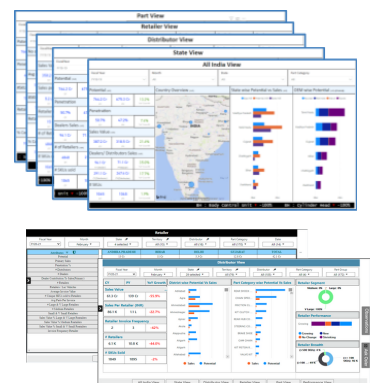
THE DIGILYTICS ADVANTAGE

- Pre-built and Proven solution for India Auto Aftermarket built on world-class future proof AI technology
- Developed by an experienced team of Auto, Data Science and Technology experts
- Minimal upfront investment of a secure SaaS product bolted on to any sales system
- Clear roadmap including predictive analytics for product lifetime expectancy and market potential
- Digilytics is a nimble and flexible AI technology startup with a deep focus on the Auto Aftermarket business