

PROBLEM

- Highly fragmented market (000s of SKUs X 000s of Outlets) where distribution is through a wide network of distributors/retail outlets
- Management by assumptions with limited understanding of retailers' purchase patterns
- Limited Understanding of Effectiveness of Promotion Spends
- Limited connect with key Influencers and understanding of their purchase behavior
- Non availability of parts having high demand

DIGILYTICS™ REVUP: REVOLUTIONISING AUTO AFTERMARKET SALES WITH AI

RevUP provides insights for each persona through the cycle of Review-Understand-Recommend-Act and enables persona to take action.

RevUP Drive

- Improve Sales Range and Reach
- Recommendation Engine to generate recommended orders for distributors, warehouses and retailers
- AI-based segmentation of channel partners and attrition signals
- Improving reach by identification of granular Whitespaces using Vehicle Parc and national retailer database

RevUP Promote

- Improve Promotion Effectiveness
- AI-based Trade Promotion Score
- Evaluate Sales Lift and ROI
- Simulate Predicted Results

RevUP Influence

- Drive Pull Demand from Influencers
- Push business critical communication
- WhatsApp-based 2-way communication with retailer mechanics for product information, recommended and a-hoc sales querying

RevUP Plan

- Increase in Sales
- SKU-level model-based forecast for Warehouses and Distributors
- Profit Improvement

**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
- Create a demand-pull from the influencers
- Aligning Supply and Demand to reduce inventory and improve profitability & sales
- Intelligent Assistant to support Natural Language chat queries for Field Force

CASE STUDY: REVUP PLAN FOR SUPPLY CHAIN PLANNING OF A GLOBAL TYRE COMPANY

- The Company designs, manufactures and distributes tyres under it's own brands in more than 80 countries, with a range of 2,500 SKUs.
- Clients' planning processes are manual; the company is facing a challenge to Forecast demand and additionally requires analytical models to optimize Production and Order Allocation for higher profitability
- RevUP Plan is an intelligent AI/ML based platform for estimation of demand and optimization of Production and Order Allocation
- RevUP ingests supply chain operations, and business planning data
- RevUP Plan is aimed to assist in increase in revenue, reduction of inventory and profit improvement



THE DIGILYTICS ADVANTAGE

- Pre-built and Proven solution for 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 internal enterprise systems
- 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



DIGILYTICS IS RAPIDLY GAINING TRACTION



ACCOLADES



Digilytics AI featured on Forbes as 15 innovative AI companies driving exponential shift

TO FIND OUT MORE, HEAD TO WWW.DIGILYTICS.AI OR EMAIL TO ASK@DIGILYTICS.AI

