

## PROBLEM

- Highly fragmented market (000s of SKUs X 000s of Outlets) where distribution is through a wide network of distributors/retailers
- Management by assumptions due to lack of Granular understanding
- Limited understanding of key influencer behavior and buying patterns

## DIGILYTICS™ RevUP: REVOLUTIONISING AUTO AFTERMARKET SALES WITH AI

RevUP takes the persona through the cycle of Review-Understand-Recommend-Act (RURA)



### 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
- Promotion Simulator
- 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**

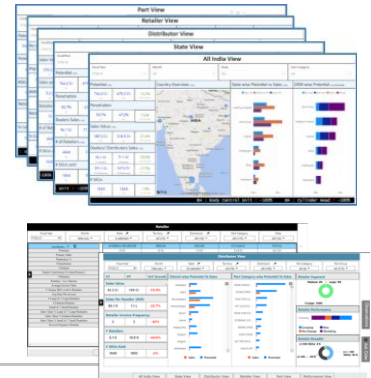


## RevUP BENEFITS

- 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

- The company was facing a challenge to grow the underperforming parts of the aftermarket business across the country.
- RevUP was implemented for the company's sales function and all Distributors and covered 20,000 Retailers Nationally covering more than 2000 SKU's.
- RevUP 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.
- 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
- 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