



- AWS Glue Delivery
- Amazon EMR Delivery
- Amazon Kinesis Delivery
- Amazon Redshift Delivery

RGM GTM: AWS UK&I



TIMELINES, INVESTMENTS, ROI AND USE CASES


MARCH 2025

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CPG, Partner Sales Leader – EMEA, Sigmoid


And the Solution is “Perfect Store Execution”

  Sigmoid and AWS has built a solution that helps CGs to uncover insights, ensure Planogram Compliance and provide recommendations for shelf design

 **Compliance**


How does my store execution fair with my picture of “perfect store”?

- Are MSLs on shelf always
- Planogram Compliance
- Are promos in line with agreed terms
- Are my products getting the right Share of Shelf etc.

 **Insight**


What are the insights generated?

- Is Low OSA impacting sales
- Which stores are low on performance
- How does our current pricing strategy impact our market share across key product categories
- Percentage of stores are classified as Red, Amber, or Green in terms of performance, and how does this vary over time?

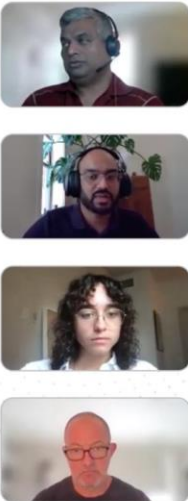
 **Recommendation**

How to improve overall shelf design and sales performance?

- Ideal Product Assortment
- Ideal Shelf Design & Planogram
- Ideal Number of Facings
- Ideal Display Positions
- Recommended Trade Terms etc.



3



Sigmoid is a global leader in Data and AI solutions





1150+
Employees



30
Fortune 500 clients



> 97%
CSAT score



450%
Revenue growth in last 3 years



80%
Hires from Tier I schools in US & India

Backed by



Recognized for technology capabilities and fast growth

Technology Fast 500™
Awarded by Deloitte LLP
4 times winner from 2020-2023

Inc. 5000
America's Fastest-Growing Private Companies
3 times winner from 2021-2023

Digital Case Study Awards 2022
Standout in CPG Industry **iSG**

Major Contender and Star Performer in **EVEREST GROUP**
Analytics and AI Services Specialists
PEAK Matrix (2024)

FT The Americas' Fastest Growing Companies **2021**
statista

Open-Source Data Solution of the Year 2021

Great Place To Work.

INDIA'S BEST LEADERS IN TIMES OF CRISIS 2021
Mid - sized Employers

Recognized in **FORRESTER**
Now Tech: AI Consultancies, Q1, 2021 Report

BRITISH DATA AWARDS
Data Management Solution of the Year 2024 (Finalist)

10 offices




USA: New York



San Francisco



Dallas



Chicago



Netherlands



UK



Canada



Peru



Singapore



IND: Bengaluru

RGM: What, How & Why?



Shankar Viswanathan,
Former SVP, Sales and eCom



Vineet Khanna, Former
SVP, Supply chain,



What is RGM?

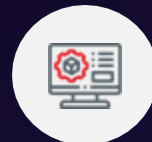


How is Data Useful?

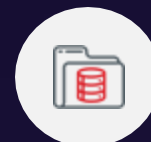
Advanced analytics
(e.g., econometrics, purchase structures)

Data discover & visualization toolkit
(e.g., price-ladder, pack-price architecture)

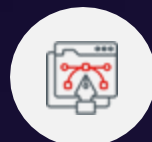
Predictive planning tools
(e.g. strategic price scenario planning)



Technology



Data



Agile Delivery and
design thinking



Why Sigmoid?

Our Secret sauce

Templates

- Business needs identification
- Data Formats

Quality Control

- Data Product for data control and ingestion

Checklists

- Validations and suitability of Data for modelling
- DS model validity thresholds
- Business viability of model outputs

Refactoring of Codes

- Hardcoding removal
- Simple Configuration with easy QC

Automation

- QC automation using TRIQ
- Reporting automation
- Automate Summary workbook creation



RGM- How to implement: The Maturity Level



AI Enabled recommendation & Insights

Foundation RGM

- * Excel based RGM Analytics

RGM 1.0

- * Descriptive Tools
- * Single lever optimisation

RGM 2.0

- * Predictive/ Prescriptive Tools
- * Multilever optimisation
- * Persona based tools
- * RGM integration to IBP & Forecasting

RGM 3.0

- * Interconnected Ecosystem
- * **Perfect store**
(Store level optimization)
- * RGM integration to retail Execution & supply chain
- * Retailer facing digital products

Data Foundations

RGM Data Collation

- * Data Acquisition
- * Data Mapping
- * Data Harmonization

RGM Data Hub 1.0

- * Data Governance
- * Data Quality
- * Data Warehousing

RGM Data Hub 2.0

- * Command Data Models
- * Store level data
- * Connected Data Platforms

RGM Data Hub 3.0

Connected RGM- Retail Execution - supply chain data platform

Low Maturity

Adoption focused & Change Management

High Maturity



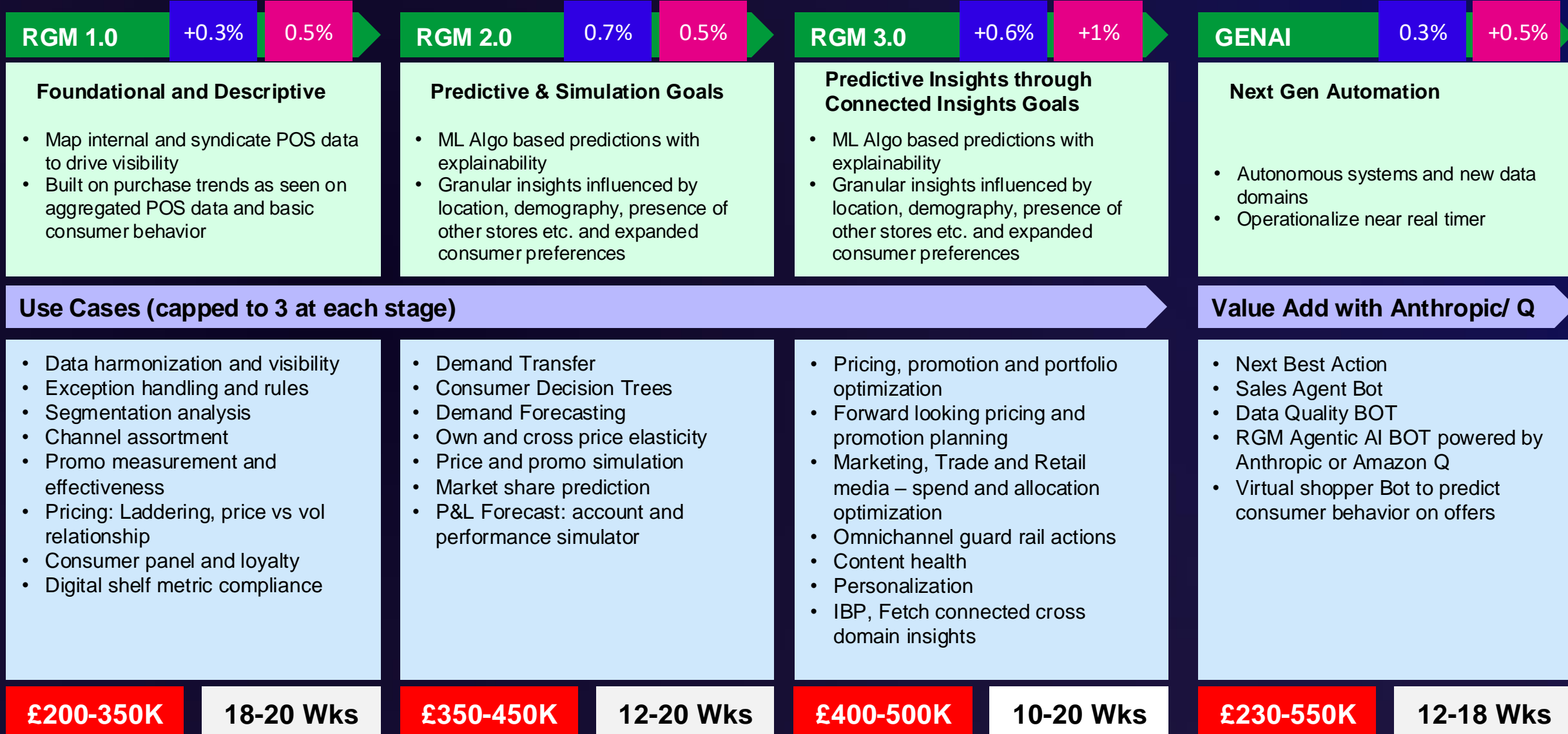

Phased -RGM Implementation

2.0% Enhanced Revenue

Customer Investments

2.5% Higher Margin

Time 2 deployment



Why Sigmoid: Our Secret Sauce/ Accelerators



In Bound Connectors

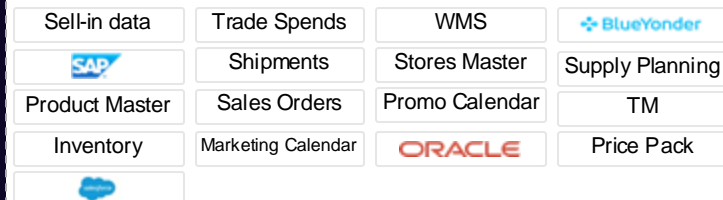
100+

Retail & E-Commerce



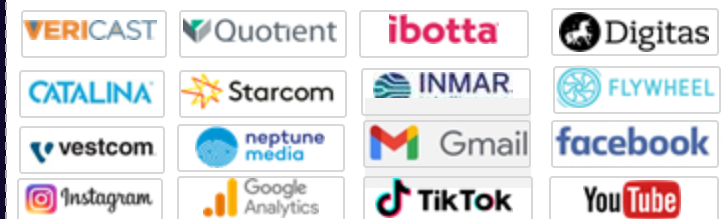
15+

Product, Supply Chain & Master Data



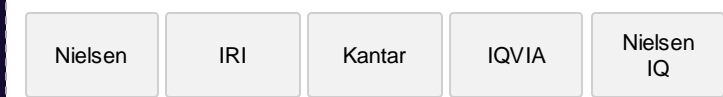
30+

Social Media & Tech



12+

Third Party Datasets



API

Data
Platforms

Flat Files

Web
Scrapers

Emails

Driverless
Ingestion

Client
Ecosystem



Actionable
Insights

Data Transformation



Anthropic and Amazon Q:
Drive democratization



Report Rationalization
framework: Do more
with less



Actionable Insights
with new and
derived KPIs



CPG Data
Models: Joins:
Price, promotion,
Trade terms



Snowflake.
Databricks plugin



Data Guard and
FinOps



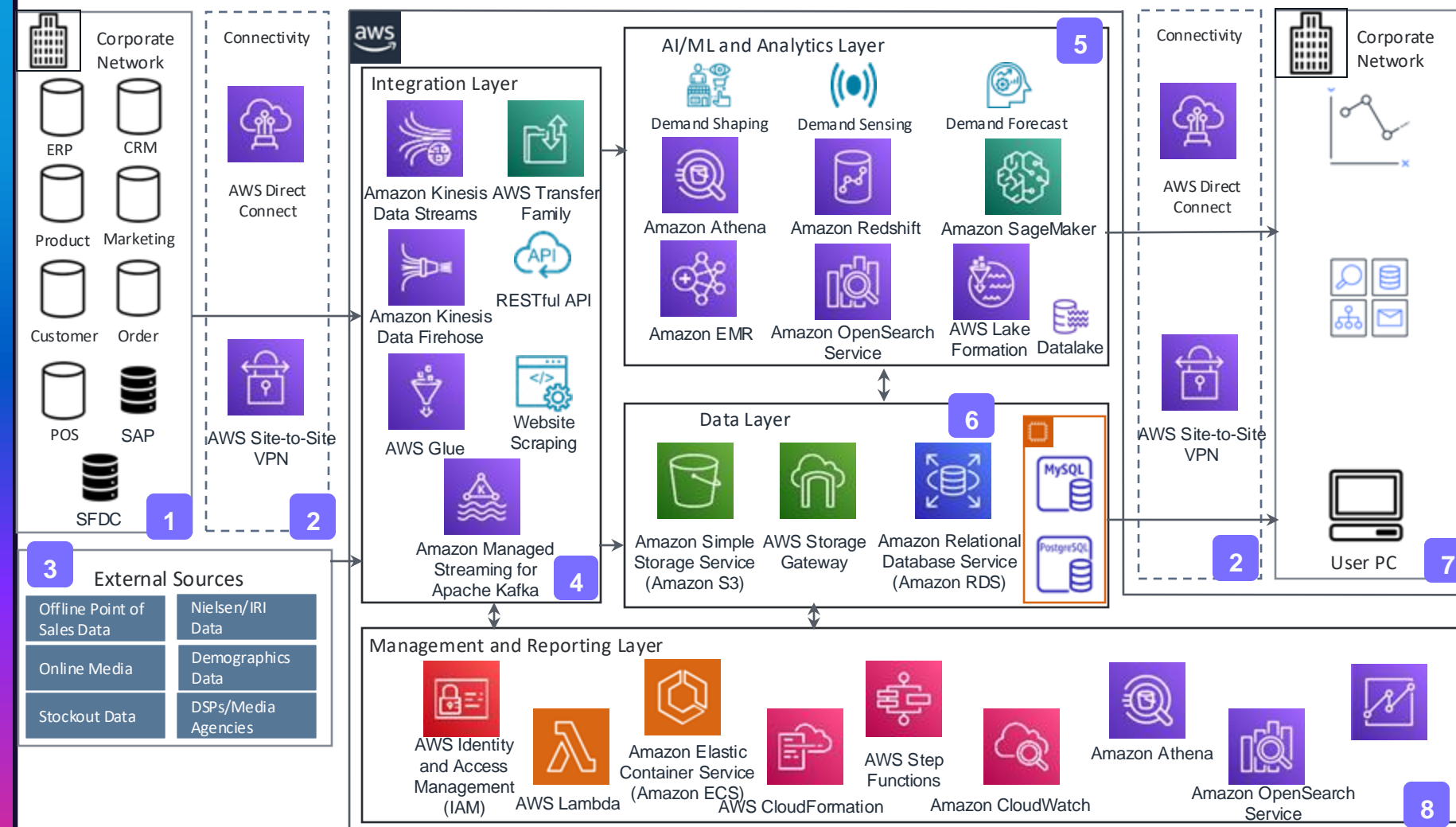
+Many More

+Many More



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Designed and Architected for AWS only



- 1 On-premises data stored in various internal systems.
- 2 Using **Direct Connect** or **Site-to-Site VPN** for connectivity. Optional if data sources are already on AWS.
- 3 External data sources for publicly available data like demographics, paid data like Nielsen, IRI, or online media, marketing agency data, and trading partners' POS data.
- 4 Both internal and external data sources share the same integration layer with AWS services like **Amazon Kinesis Data Streams**, **Amazon Kinesis Data Firehose**, **AWS Glue**, **Amazon Managed Streaming for Apache Kafka**, and **AWS Transfer Family**. Customer can also use REST clients to make API calls or scrape the websites to get the data.
- 5 Multiple datalakes are created on **Amazon S3** with all data points ingested by the integration layer. Data analysts and engineers are given different accesses defined in **AWS Lake Formation** to the data lakes to visualize and analyze the data with **Amazon EMR**, **Amazon Athena**, **Athena Redshift**, and **Amazon OpenSearch Service**, as well as training different machine learning algorithms to create models for demand shaping, sensing, and forecasting on **Amazon SageMaker**. This is the most heavy-lifting part of a good RGM solution built by either in-house talents or AWS partners.
- 6 Data data layer has **AWS Storage Gateway** to help create a low-latency cache to access data in AWS for on-premises applications like SAP and SFDC. **Amazon S3** and **Amazon RDS** are used to store object and relational data. Customer can also have existing relational databases running on **Amazon EC2** instances.
- 7 The AI/ML and analytics layer as well as management and reporting layer integrates existing internal and third party applications on corporate networks. Business users and existing BI and ERP systems on the corporate network are used for day to day activities. There is also an opportunity to move these systems to the AWS at a later point.
- 8 The management and reporting layer enables ad hoc reporting, monitoring, security, data protection, and other native AWS services integration.



Proven Stories



ASSORTMENT INTELLIGENCE

Planogram assortment optimisation

Optimizing planogram to drive better shelf utilization

11% Improvement in Sales

Intelligent B2B Order Recommendation

Recommendation engine to propose growth opportunities through assortment planning.

1.5% Improvement in Portfolio profitability

Assortment Lifecycle Intelligence Framework

Identifying Investment Opportunity with P&L based framework to identify actions on assortment clusters.

3% Improvement in Contribution Margin

PRODUCT PRICING

Elasticity backed recommendations

Price Recommendation systems based on elasticity models

1.5% Improvement in Portfolio profitability

Predicting SKU demand transference

Recommendation engine to propose growth opportunities through assortment planning.

5% Improvement in Portfolio profitability

PROMOTION MANAGEMENT

Promotion pattern Identification

Profile patterns of high-performance using promo data.

10% Improvement in Promo spend effectiveness

Personalized promotion

Personalized marketing ecosystem to drive engagement

2% Increase in average conversion rate

TRADE TERM MANAGEMENT

Trade promotion effectiveness tool

Creation of analytics tools to assess performance of trade partners & trade investments.

3% Improvement in Retailer productivity



MVP for price elasticity: 10-12 weeks @ ~£250K

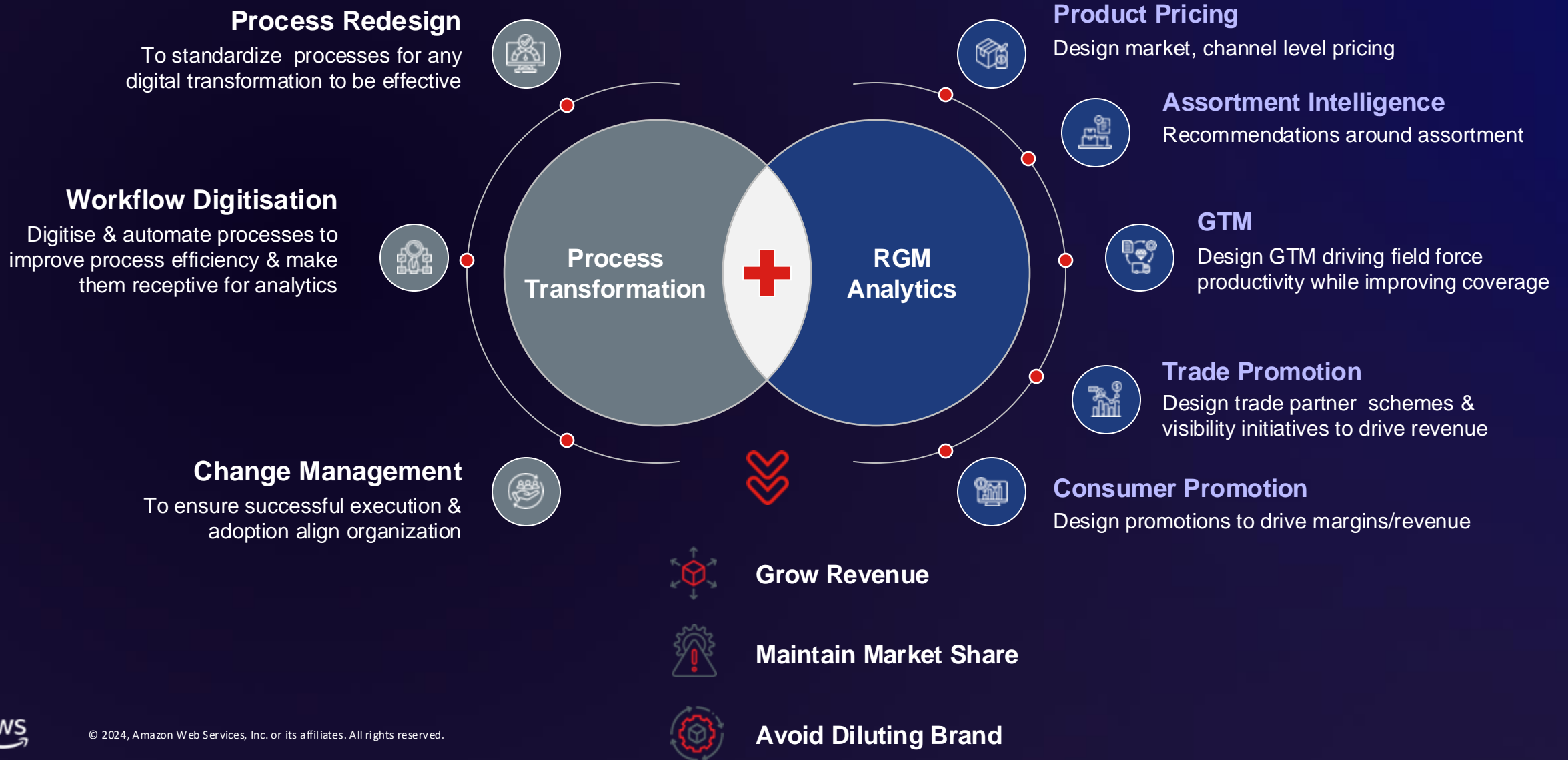


Objective		In-Scope		Out of scope
Baseline forecasting 2 Use cases: Own and cross price elasticity		2 Categories; 50 SKUs 1 market, 1 channel, 1 eCom customer		Optimizer and Simulator (Can be covered in RGM 2.0)
Output	Baseline demand	Promotion Uplift	Own and cross price elasticity at price, pack level	Visualization Dashboards: price zone, [rice pack architecture, Category growth analysis, Baseline, promotion uplift, own and cross price elasticity

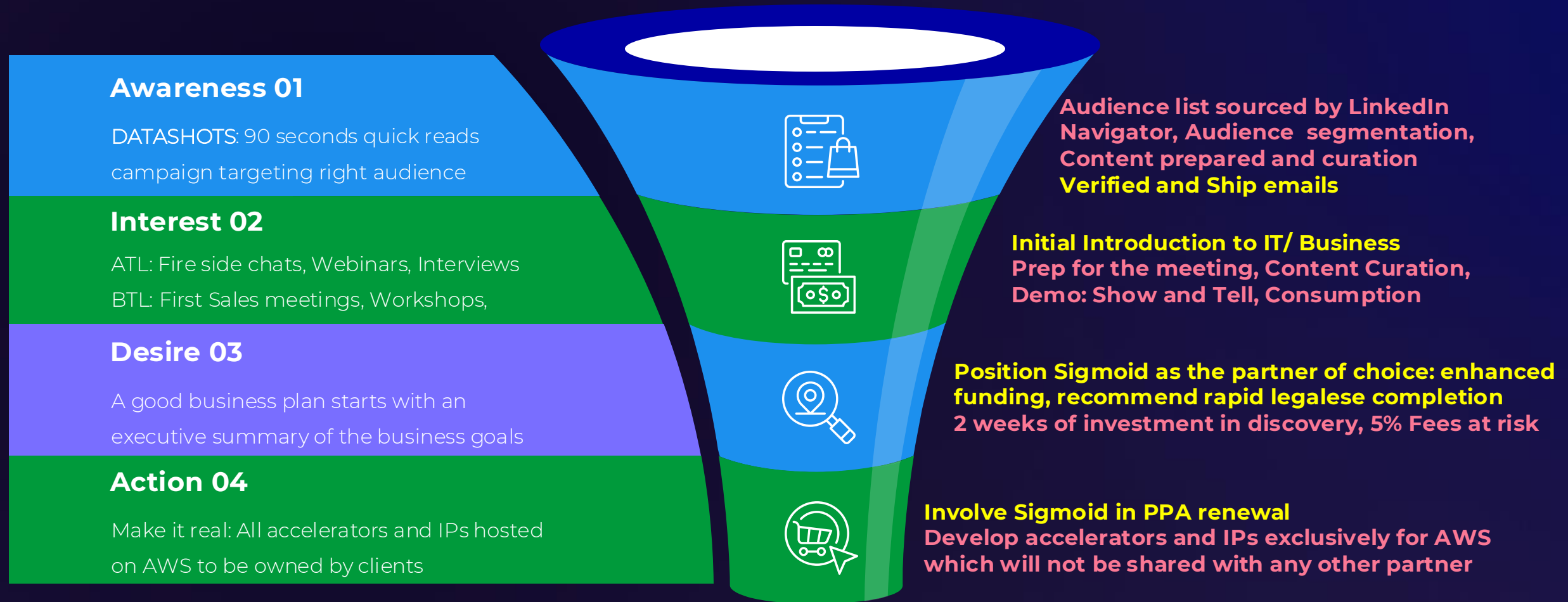
MVP Phases	Detailed Activities	Timeline (Weeks represented as W)
Discovery	Data understanding, basic harmonization and cleaning Data consolidation	W1-2
Data Model Setup	Integrate client's data with our data logics/ model for baseline and price elasticity	W3-4
Promoted Price group (PPG) & Price zone	Hierarchical clustering of similar products Store Segmentation	W5-6
Baseline forecasting	Feature Engineering Base price computation and base price forecasting	W7-8
Price elasticity (own and cross)	Feature engineering with price elasticity models	Week 9-12
Visualization Dashboards and handover	Dashboards on AWS, hyper-care and KT to client	Week 10-12



Driving Continuous RGM Transformation with Sigmoid



Better Together: Opening and closing jointly



Responsibility:

Sigmoid || AWS





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