# Genpact and Sequoya Team to Help CPG Companies Transform Trade Promotion and Pricing-Related Investments

**Strategic relationship helps clients win with enhanced consumer and retailer value proposition that creates competitive advantage**

NEW YORK, Nov. 1, 2017 /PRNewswire/ -- Genpact (NYSE: G), a global professional services firm focused on delivering digital transformation, today announced a new strategic relationship with Sequoya, an analytics firm specializing in multi-source data modelling and predictive analytics solutions. With this relationship, Genpact will integrate the Sequoya 20/20 analytics platform into its analytics and digital portfolio to optimize the trade promotion operations for its consumer packaged goods (CPG) and life sciences client base.

CPG and life sciences companies are under increasing pressure to optimize their return on their investment in promotion and pricing-related activities to provide an exceptional customer experience. Most continue to struggle to generate the insights from data that can best determine future outcomes and generate positive returns. To help clients leverage advanced and predictive analytics, Genpact will augment its automation to artificial intelligence (AI)-based Genpact Cora platform with the Sequoya 20/20 application. The net results for clients will be the ability to generate pricing algorithms faster and more accurately, allowing better pricing strategy and decision making. This new relationship will also dramatically increase Genpact's speed of data-to-insights-to-action, leveraging both technology and a managed service analytics center of excellence.

"Trade promotion spending for CPG and life sciences companies has moved far beyond cost, and is now focused on driving outcomes that create a competitive advantage, by way of optimizing trade spend, getting better return on sales impact, improving forecast accuracy, and providing outstanding customer service," **said Ajay Kapoor, growth leader, CPG, Genpact.** "This strategic relationship with Sequoya allows us to better harness data flows and leverage our automation to AI-based Genpact Cora platform along with our analytics capabilities to make the algorithms far smarter and more real time to provide deeper insights and a better user experience for our clients."

"Successful Revenue Growth Management (RGM) is driven by optimal trade and pricing strategies. CPG companies are building global RGM organizations to harness these strategies and build consistent analytic processes and capabilities across markets," **said Richard Althoff, Founder and CEO, Sequoya**. "This strategic relationship with Genpact gives us the global reach to deliver and execute these strategies locally."

**About Sequoya**

Based in Sarasota Florida, Sequoya is an advanced analytics, statistical modelling and software firm whose client locales range from Sao Paolo to Park Avenue, global reach with local expertise. In 2017 Sequoya celebrates 20 years of modelling acuity and solution originality, and proudly embarks on a new era with the release of the 20/20 analytics platform. 20/20 signifies a discontinuous leap forward not only in multi-source data modelling, but moreover in the intuitively easy to use cloud based 20/20 solution spanning Price, Promo, Planning, Optimization, Trade ROI, Category Insights, and BI all fuelled by the confidence of a full category modelled base and incremental consumption database. Time is money and time should be spent on fluidly developing insights, evaluation, and collaboration leveraging a common source of data and agile platform designed specifically for the for the ever-changing Consumer Goods industry. More information is available at https://www.sequoya.com/.

**About Genpact**

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running

thousands of processes for hundreds of Global Fortune 500 companies. We think with design, dream in digital, and solve problems with data and analytics. We obsess over operations and focus on the details – all 78,000+ of us. From New York to New Delhi and more than 20 countries in between, Genpact has the end-to-end expertise to connect every dot, reimagine every process, and reinvent companies' ways of working. We know that rethinking each step from start to finish will create better business outcomes. Whatever it is, we'll be there with you – putting data and digital to work to create bold, lasting results – because transformation happens here. Get to know us at Genpact.com and on LinkedIn, Twitter, YouTube, and Facebook.

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