

 CUSTOMERTIMES

CPG Innovation Club 2025

April 8, 2025

Our Partners Co-Organizers



CT Innovation Days

2019

2022

2023

2024



Key objectives of our Innovation Days

- Enabling customer to customer collaboration
- Sharing best practices and lessons learned
- Crowdsourcing business ideas & solutions
- Getting inspiration for innovations, roadmap
- Making new friends!

Welcome to the first CPG Innovation Club event





Thank you

Customertimes is a digital service provider delivering true business transformation



Global IT Engineering

Product development, consulting, integration, and managed services for Enterprise Cloud Solutions from **Project to Program to Product**

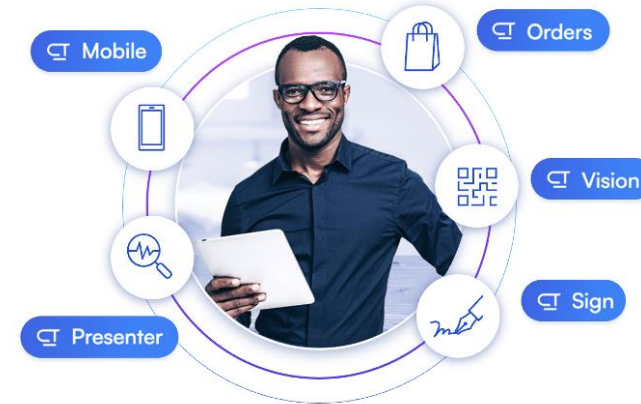


Five key verticals

- CPG & Consumer Health
- Life Sciences & Healthcare
- Manufacturing
- Insurance & Fin.Services
- Software Vendors



Leading ISV & PDO



35 000+
Users globally



15+

years of client-focused expertise

4000

projects across six continents

1300+

employees

65+

countries where we operate

Recognized by industry leaders:



CT Team

Hosts



Alex
PATSKO



Katarina
BINGULA

CT Account Team



Mykhaylo
ANTONOVYCH



Jean-Charles
TOCQUET

CT Practices



Ken
TANTSURA



Dmytro
KOBRYN

**PRODUCTS &
AUTOMATION**

**DATA
& AI**

Our Partners Co-Organizers



Corinne
RAMOND



Fabien
MAWAS



Marine
BIBAL



Bennet
HOLMES

A STRATEGIC & OPERATIONAL MANAGEMENT PLATFORM



Assortment

- Category optimization
- Clustering strategy
- Innovation impact
- Consolidation GM, GMROI



Finances

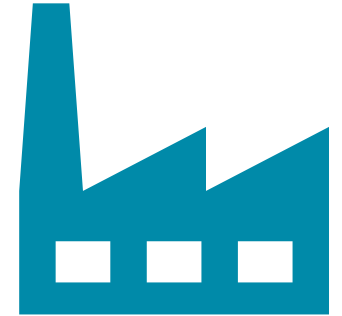
- Accruals
- P&L
- JBP KPI's tracking
- Rebates management



Retailers



negOptim



CPG



Trade Agreements

- Price strategy & Playbook
- Agreement terms simulation
- Price Waterfall & Trade Funds
- Impact on Net Profit



ERP



CRM



Trade Promotions

- Volume planning
- Budget management(NIP)
- ROI Analyzes

OUR REFERENCES



+ de 1000 users

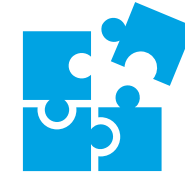
OUR SOLUTION



100% platform
Salesforce

Security,
Reliability,
Scalability

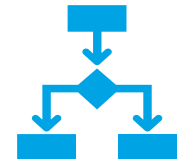
Cloud in France
and Germany



On demand :

1 or several
modules

Setting
according to
your processes



Profile
customization for :

- Data access
- Business Process
- Reports

EasyPicky, In a few words...

EasyPicky is a solution for collecting & analyzing data using Artificial Intelligence.

Video Solution

Pioneering in AI-
Powered Video Image
Recognition

100% offline

Patented technology for
offline data collection

KPI Tracking

Homogeneous tracking
of your SKUs
performance in granular
detail

All settings

Multi-environments:

Pharmacy, Hyper/
Supermarket,
Convenience Store,
Specialized Stores...

They trust us:

Mondelēz International **L'ORÉAL**



MARS

DANONE

ECKES granini



Why EasyPicky?

With EasyPicky, collect all data with a single gesture.
More accurate data, more sales!

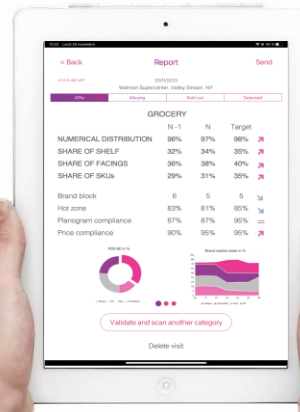
A unique
gesture

Filming the shelf



A view of the
field

Instant data collection



A perfect
report

Objective: Lack of interpretation
in the application of its rules

Systematic: Collect all data all
the time

Exhaustive: Get an overview

For Sales Rep & Management

14:00 – 14:15

Welcome, Setting the Stage

14:15 – 14:45

Global CRM Implementation: Balancing Standardization and Local Market Needs

14:45 – 15:30

Integrated CRM journey for Modern Trade: From Planning to Execution

15:30 – 15:55

Coffee Break

15:55 – 16:15

Advanced Assortment Planning at KRONENBOURG

16:15 – 16:45

Retail Execution at PETIT NAVIRE

16:45 – 17:15

AI Powered Store Check at MONDELEZ

17:15 – 17:45

Process efficiency & automation at COCA COLA HELLENIC BOTTLING CO.

17:45 – 18:00

Closing



Pernod Ricard



easypickly

BRASSERIES
KRONENBOURG
UNE SOCIÉTÉ DE CARLSBERG GROUP

PETIT NAVIRE

Mondelez
International

easypickly

Coca-Cola
HBC