

 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**

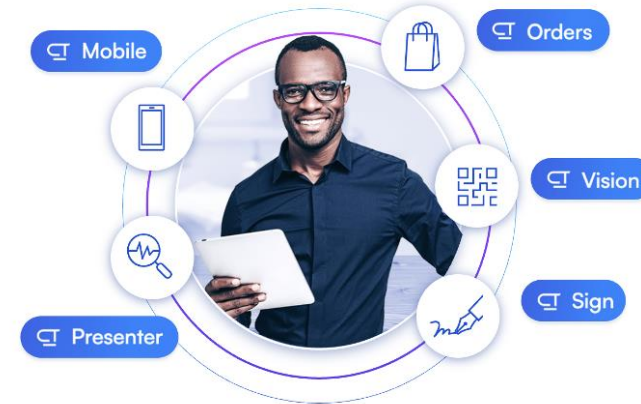


## Five key verticals

- 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

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Alex  
**PATSKO**



Katarina  
**BINGULA**

## CT Account Team

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Mykhaylo  
**ANTONOVYCH**



Jean-Charles  
**TOCQUET**

## CT Practices

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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



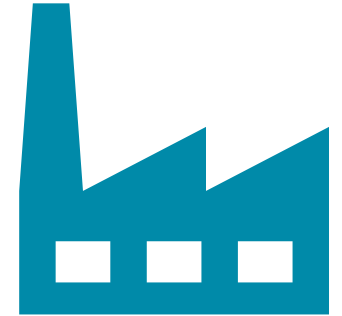
## Finances

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



Retailers

negO<sub>ptim</sub>



CPG



## Trade Agreements

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



## Trade Promotions

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



ERP



CRM

## OUR REFERENCES



+ de 1000 users

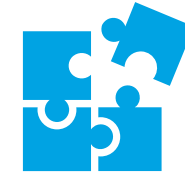
## OUR SOLUTION



100% platform  
Salesforce

Security,  
Reliability,  
Scalability

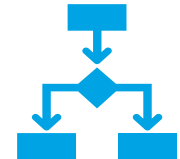
Cloud in France  
and Germany



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!

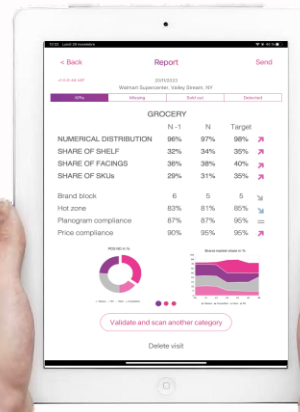
A unique  
gesture

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**