

Fractal's AI-Powered Revenue Growth Management solutions

Achieve profitable growth and maximize revenue with **Caliper**, an AI enabled RGM decision intelligence platform that powers decisions in pricing, promotions, mix and trade terms.

RGM 360 Decision Intelligence powered with Gen AI

Value Enablers: Value discovery, Decision journeys, Change management



Role: General Manager
Description: Responsible for strategy, target setting, sustainable growth



Role: RGM Analyst
Description: Generate insights, opportunities on RGM levers, partner with Sales



Role: Business Users
Description: KAM's Sales & Finance, who will translate decisions to actions



Role: X Functional Teams
Description: Contribute to RGM strategy & planning – Marketing, Finance, Supply, R&D



Consumer - Centric Pricing

Identify the right **value based price** for our products – in each tier, market & channel



Price Pack & Assortment

Maintain the right product portfolio & assortment for each **occasion & shopper**



Mix Management

Sustain the **right portfolio, channel & market mix** to drive healthy growth



Promotion Optimization

Drive optimal promo **mechanics, depth, duration, frequency** by channel, customer



Trade Term Management

Migrate towards a **performance linked** trade contract to build a win-win partnership

Digital Enablers: Data Foundations, Artificial Intelligence, Tools

We are activating **AI, Engineering & Design** components that helps accelerate the RGM process end to end



Design led framing & prioritization



Scalable analytics & platform



"Always-on" with DevOps/ MLOps



Standard knowledge playbook



Market-archetype based solutions



White-box in cloud ecosystem

Come experience the **future of revenue management today**, unite with **Caliper**