



The Winning Model™

A SaaS strategic planning tool for CPG companies. Smarter plans. Lower costs. Better Strategic ROI.

Solution Highlights

The Winning Model empowers CPG companies to build intelligent, integrated strategic plans:

- Best-in-class tool for empowering the most important C-suite decisions
- Powerful analytics across the critical CPG data assets - Nielsen/IRI, Finance, Logistics, Production, etc.
- Predictive P&L and advanced CAPEX scenario simulations
- Customizable view of all drivers of your P&L
- Compare your operational KPIs to proprietary performance data from 300+ CPG companies
- Industry leading deployment capabilities (securely launch to any environment in <2 months)
- White glove onboarding & training for business leaders
- Automated data integration so your team always has the latest market intelligence without any of the manual modelling

Effective strategic planning is the foundation of sustaining long-term value creation. Despite its importance, most strategic planning initiatives are overwrought with months of meetings and manual effort to deliver multiyear plans. Often, executives rely on the support of expensive consultants only to have the final presentations become quickly outdated.

The Winning Model (WM) platform offers a modern approach to planning. Enhance strategic agility by freeing your organization from months of manual effort and expense. And benefit from intelligent recommendations that optimize your end-to-end performance. A better way to plan is here.

The strategy challenge: Too much data, too little impact

Investments in data management, in combination with a proliferation of BI tools, means companies are now more informed than ever. But data availability also means it is harder to identify what data matters most to the key decisions business leaders face.

Traditional analytical tools have relieved this data overload for mid-level leaders. Functional and operational teams are now supported by a wealth of vertically-focused point solutions enabling everything from revenue management to supply chain efficiency.

However, strategic planning remains a mostly human process. Paradoxically, the top level leaders making the most important strategic and investment decisions are often the least technologically empowered. It's no surprise, strategic planning has remained a stronghold of consulting firms.

Strategic planning is also resource intensive and time consuming. Analysts refresh disparate data sources, Managers navigate a continuous cycle of creating demand plans to calculating production capacities to analyzing financial returns. Each new assumption and scenario resets the loop. Months go by. Markets evolve. Strategic plans are stagnant.

What is the Winning Model™ ?

The Winning Model is a SaaS software solution that intelligently enables strategic planning. The WM platform evaluates strategic choices across the entire CPG value chain. And by automating data analysis and integration, the Winning Model allows you to focus on making the decisions that grow your business. Enhanced strategic agility. Lower costs. Better ROI on strategy.

Key features

Smart data integration:

- Unification across all company data assets from Nielsen/IRI to Finance to Logistics & Manufacturing
- Smart algorithms that manage data gaps
- Automated updates via ETL

End-to-end insights:

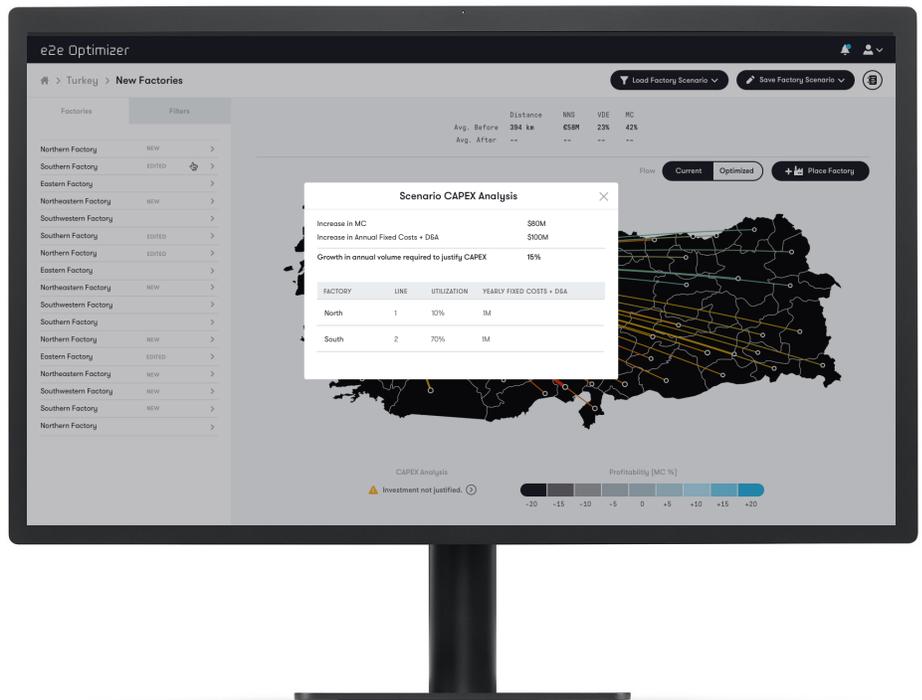
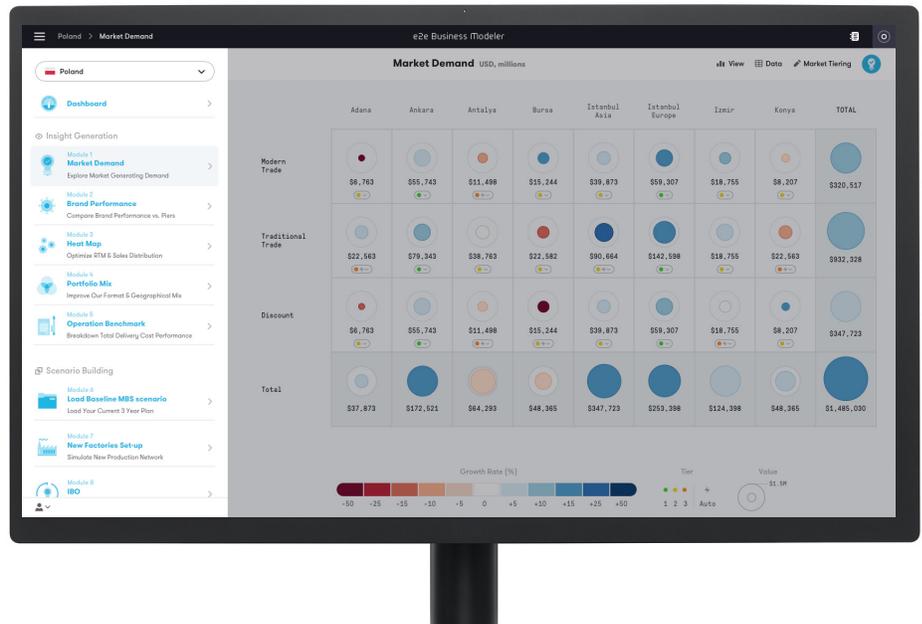
- Analytical modules for each part of the CPG value chain - Sales, Marketing, Portfolio, RTM, Logistics, & Production
- Proprietary benchmarking database of operational KPIs from 300+ CPG companies

P&L scenarios powered by AI:

- Predictive P&L plans with intelligent feedback from MOKA's AI Expert Planner
- New factory and network optimization simulations
- Immediately see the ROIC across all strategic options

Secure, collaborative workflow:

- Define a simple strategy-management workflow for your entire business
- Collaboration features that breakdown 'thinking in silos'
- Manage user access & rights in a secure infrastructure



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