

# TPx solutions: Why the team you work with matters

It may surprise you to learn that Software-as-a-Service (SaaS) was previously referred to as Software plus Services. While it's unclear when or why the term changed, it got us thinking about the importance of the "service" element within a TPx solution suite.

Trade promotion management software (TPM) provides businesses with the ability to oversee the complete promotion cycle in a centralized location, simplifying their workflows, fostering collaboration across departments, and minimizing the possibility of errors or discrepancies.

Nevertheless, proficient promotion management is not solely dependent on having the correct tools at your disposal; it's equally crucial to have the right team working alongside you. Let's explore why the team behind your TPx (TPM plus RGM) solution matters and how they can provide substantial value beyond basic tech support.

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## Effective training

Training is a critical component of the implementation process. TPx solutions can be complicated, so it is important to work with a team that can effectively roll out and educate users on the system.

- Effective training helps users understand the software's functionality and capabilities
- Customized training meets your specific business needs and ensures that you are fully prepared to use the software

## Continued support

Continued support from a team ensures that you continue to receive the full benefits of the TPx solution. These benefits include:

- Fast and efficient issues resolution
- Remaining up-to-date on features and function improvements
- Best practice and SOP (Standard Operating Procedure) guidance
- Ongoing improvements in productivity, efficiency and system ROI

When you work with CPGvision, you get a team of industry experts for training and ongoing support. Our customer success team will stay with you from implementation through the life of the relationship, ensuring you receive the full benefit of our solution suite.

## A multi-function team of specialists

Having an extensive support team of different roles is important because it ensures that you have access to a broad range of expertise and knowledge to support your TPx solution.

Having a multi-function team of specialists provides:

- Expertise on implementation and ongoing utilization as well as change management
- Continued progression of your team's skillset
- A detailed knowledge of the key business processes AND how these are executed across the solution
- Quick resolution of technical issues
- A continuous feedback loop to ensure your input is incorporated into product updates

## Industry specific experience

Industry-specific knowledge is a major advantage when it comes to understanding the unique challenges and opportunities. CG companies can benefit greatly from having a team of TPM experts at the table. These benefits include:

- Ability to diagnose and address industry challenges within the solution
- Configurability of the system around your business processes
- Competitive advantage through speed to action in applying TPx best practices
- Working with people who have "walked in your shoes" - enabling a higher level of collaboration
- Improved business outcomes through shared best practices and staying up-to-date on industry trends
- Shared learning across clients leading to higher level use of the solution

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With CPGvision, you will be working with a multi-function team comprised of project management, data excellence, data science, implementation, and customer success experts.

Our support teams have years of experience in the CPG industry and TPM knowledge, seamlessly integrating as an extension of your team. This industry-specific expertise is crucial to comprehend the unique challenges and opportunities of the CPG industry and how to optimize the TPx solution to fulfill your business requirements.

Having a diverse and well-rounded team in place can significantly impact the long-term success of your TPx solution and your ability to achieve outstanding business outcomes.

If you're a consumer goods company, choosing the right team to work with can make all the difference in the long-term success and ROI of your software purchase.

## CPGvision by PSignite: A customer-centric platform with industry-expert support

Clients who partner with [CPGvision](#) capitalize on the value-added benefits that come with the team working behind the scenes.

With application of AI and automation speedily growing, it's easy to forget that people are just as valuable as ever. It doesn't matter if you're buying software or a mobile phone, the ultimate goal is to attain significant long-term value - value that we deliver. [Get in touch](#) with our team and find out how they can help you transform your trade promotion management with the right people on board.