

Robust BI Solution Enabled Leading F&B Company to Maximize ROI & Achieve Significant Insights on Secondary Sales



SITUATION

External forces are now rapidly conspiring to unravel even the best-laid plans of food manufacturers. From geopolitical and economic macro trends to major shifts in regulations such as the Food Safety Modernization Act (FSMA) to public pressure, change in this industry is now maddeningly unpredictable and capricious.

IMPACT

This challenging market environment made it challenging to develop a realistic bottom-up product sales plan that took account of product sales trends, customer order patterns, and product pricing factors for thousands of Industrial products.

RESOLUTION

Build realistic bottom-up sales forecasts based on actual customers' product purchases over various time periods. Regularly monitor actual sales and then automatically and efficiently drill down to the root sources of unfavorable sales variances – by product, customer to boost sales.

The Customer

A leading Food and Beverage company headquartered in USA with significant operations in the Middle East. With a portfolio of iconic brands and a culture of innovation and collaboration, the company has been a leader in the sector since 1903.



The Need

The customer had a little visibility of their retail-level demand, and moreover they possessed relatively less knowledge about their customers' insight.

The lack of readily available sales information made it hard for front-line sales people to have a 360° view of the situation "at the front" – where actual purchase decisions are made.

Furthermore, this made quite difficult for sales managers to understand, explain, assess and address the root causes of the unfavorable sales variance.

The need of the hour was to develop sophisticated, realistic and justifiable B2B sales plans; how to effectively utilize sales, customer and product information to better measure, monitor, analyze predict and report on sales performance, trends, opportunities, and threats.

The Solution

To respond to these needs, the company reached out to various consulting partners to integrate key information required to boost revenue. They chose ITC Infotech to design, develop, and implement a custom Sales Data Mart, which provided all the information and analytics needed by the sales management team to develop realistic, justifiable sales plans and subsequently, ensure that sales targets are met successfully.

We helped the customer achieve the above goals by defining, designing and building Analytical Reports for the sales department. We setup a BI application that aided customer to get the secondary sales information across distributors and derived value for the business to maximize their returns on the following business theme:

- Revenue recognition
- Order fulfilment excellence
- Working capital optimization
- Sales force effectiveness

Business Benefits

- **Insight on secondary sales:** We provided the customer an insight on secondary sales by establishing clear understanding of customer needs, buying processes, buying preferences, perceptions and potential to increase their sales
- **Market demand:** Our tool helped the business to understand core and adjacent markets; effectively assess and anticipate market demands at the same time
- **Fill rate analysis:** We facilitated the organization to refine the way they measure their supply chain performance through order line fulfillment, helping them to see both the root cause and the impact of their service levels in the market

- **Working capital optimization:** Our tool enabled the customer in proactively optimizing working capital. As the company had:
 - Lack of real-time data required to evaluate working capital processes
 - Lack of a clear drill-down methodology and cross-functional view
 - Lack of time, analytical resources and capability to focus on optimizing working
- **Route level profitability:** The new component allowed customer to monitor as well as predict the profitability of their operation. It optimized the cost efficiency and helped to create a profitable plan with the support of rapid and precise budgeting functionality
- **Route optimization:** Our tool helped the customer in:
 - Optimizing the complete process for the distribution of beverage and food goods
 - Pallet and load space optimization
 - Order picking planning and controlling
 - Paperless picking through to route planning
- **Sales effectiveness:** Increased focus on sales effectiveness across the enterprise - beyond the sales organization - was needed to achieve targeted revenue gains and we efficiently helped the customer with our solution
- **Product mix optimization:** Our platform helped the customer to measure and report a detailed, time-based profit metric for each of their SKUs and develop an approach to make better decisions about key assets

ITC Infotech's DWBI & Analytics Practice

ITC Infotech's DWBI & Analytics Practice is a 380-member strong team which services domains like Banking & Financial Services, Retail, Travel, Telecom and Social Media & Entertainment. The professional services include Technology Consulting, Business Intelligence Strategy & Governance Definitions, Predictive Analytics Solutions, Vendor & Tool Evaluations, BI Platform Optimizations and Data Warehouse Integration and support.

The Practice focuses heavily on NextGen and Futuristic BI technologies and has developed capabilities in BIG Data Analytics, Mobile BI and In-Memory/NoSQL Databases and large data appliances. The Practice has developed its own customizable solutions for Enterprise Data Integration, Domain-specific Data Modeling, Social Analytics and Data Type conversions.

For more information, please write to:

contact.us@itcinfotech.com

www.itcinfotech.com