

# Integrated BI Global Rollout Solution Enabled Streamlined Operations & Enhanced Planning for a CPG Major



## SITUATION

Rapid changes in technology, fluctuating customer behavior and shrinking product life cycles make the modern business environment a competitive market where the minutest factors can spell the difference between success and failure.

## IMPACT

Organizations are discovering that high product volume sales come at the expense of extreme data complexity. Meanwhile, they struggle to maintain open lines of communication with their retail customers and distributors in order to manage the upstream flow of product deliveries was important to ensure effective product management.

## RESOLUTION

In the face of all challenges, business users across the enterprise need better tools to plan, manage, measure, and improve strategic, financial, and operational performance. Our solution helps develop new ways to become more consumer-driven to stay ahead in the competition, while further establishing a foundation for profitable growth.

# The Customer

The customer is one of the leading organizations in CPG (Consumer Products Goods) industry, headquartered in London, and is into tobacco products manufacturing. With more than 200 brands in its portfolio sold in around 180 markets spread globally, it is world's second largest listed groups in tobacco manufacturing and has leadership in more than 50 markets.



## The Need

The primary challenge was to drive sales, margins and optimize working capital by streamlining trade Marketing and distribution processes through better visibility, insight and intelligence for a leading international tobacco products manufacturer. Faced with a complicated global controls environment, this multinational tobacco company wanted to reduce complexity and achieve transparency throughout its business units around the world. The company wanted to improve sales and marketing effectiveness.

## The Solution

To achieve this, ITC Infotech designed and developed custom data warehouse to support the enterprise reporting needs. We helped the customer in implementing the BI solution across 16 countries and help them manage different version of the product with a successful support model in place for the last 12 years. Our solution helped the customer develop a plan for assessing local needs.

## Business Benefits

We provided the customer one tool across multiple countries for their TM&D & SFA solution.

Our solution empowered the customer with timely access to accurate sales, merchandize, contract, and promotion data for reporting & planning. We helped our customer to achieve cost optimization due to 100% offshore development.

We helped the customer consolidate and drain streamlined quality information and provided them with strong analytical, reporting and alert mechanisms to manage core strategies and improve performance management.

With the help of our solution, customer could combine sales data, forecast data and replenishment data to ensure their stock levels are exactly where they need to be at all times. Since our software can pull in data from many sources, managers could get a 360-degree view of their inventory that is accurate and up-to-date at all times. Suppliers and distributors can also use this data to identify which products have the slowest turnover, so they aren't overstocked with products that don't quickly produce revenue. This real-time visibility, performance monitoring, and automatic alerts when unexpected variances or events take place gave managers the insight they require to make better operational decisions – the kind of decisions that can ultimately drive down safety stock, reduce lost sales and minimize the costs and time related to inventory management.

The key benefits delivered to customer include:

### Enhanced planning

- **Brand/GTM Strategy:** Our solution provided customer with a strategy, which deals with how to sell while managing customer relationships and product lifecycle management

### Opportunity Assessment:

- Knowledgeable consultants
- A well-constructed approach
- Productivity aids
- Questionnaires to speed the gathering of needs
- Incisive analysis
- Current market analysis
- **Category Management Plans:** We helped our customer in increasing the efficiency of inventory management by:
  - Identifying total control over the category direction on key indicators of turnover and gross profit by category in the "plan-fact" mode in the various regions
  - Assortment optimization - identifying the most profitable groups, the rejection of unclaimed and unprofitable products
  - Providing complete picture on the processes of formation of reserves, which results in correct and timely decision-making

- **Trade/Customer Management Plans:** We helped our customer with a set of business intelligence analytic applications and reports were easily customized to fit their business analysis and reporting requirements across Sales, Finance, Inventory, Purchasing and other core areas of the business
- **Retail Operational Planning:** Our expertise in retail business intelligence enabled our customer to gain insight into a broad range of subject areas including:
  - Sales & Category Performance
  - Store Performance Management
  - Inventory/In-Stock Optimization
  - Marketing & Promotions
  - Loss Prevention/Detection
  - Store Layout Optimization
  - Assortment Planning
  - Visit/Schedule Management
  - Order Management
  - Receivables Management
  - Promotion and Merchandising
  - Product Affinity/Market Basket
  - Customer Segmentation
  - Vendor Management
- **Forecasting:** Our application helped the customer:
  - Analyse and view the information in any number of ways and in business terms that they understand
  - Gaining the enterprise performance insight and supply chain visibility, which was required to plan better and perform smarter

### Improved decision support

- **Reports:** With the channel profitability reports, trade marketing effectiveness report, segment analysis and reporting, opportunity analysis and reporting, sales analysis and reporting, merchandising promotion analysis, retail objective analysis, the customer was able to develop promotional specific reports and analysis. It allowed management to evaluate the effectiveness of their programs, giving them actionable insights for the next planning cycle
- **Dashboards with analysis flows and alerts:** We provided simple interfaces to navigate to the most relevant business information. They make information accessible and create common goals through shared information resources that focus on the 'measures that matter'
- **What-if scenario modelling:** We provided the customer with Financial Analytics, which is also known as Performance Management (FPM), which can integrate essential business planning, budgeting, forecasting, scenario modelling and financial performance reporting processes

### 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.

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