

# Case Study on Intelligent Data platform

*For Food & Beverage Retail Giant, Europe.*

**About the customer:** It is the world's largest food and beverage company. It has more than 2000 brands ranging from global icons to local favorites, and present in 191 countries around the world.

**Our Experience:** We are always delighted and fully committed to bring the best of us for our customer's, to enable them execute their Digital transformation journey at a speed, scale and strengthen their leadership in the global consumer services market.



# Our Solutions for Customer's Business

## Business Context:

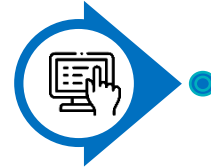
Our client is multi-conglomerate that has been leading the Food and Beverage industry for more than 150 years now, has made its mark in the digital space. They have fostered data analytics to develop data-driven business strategies, to identify different consumer preferences and design products accordingly. HCL believes in vested partnership that helps build a better tomorrow and make our clients successful – with one team, one vision mindset.

We partnered with customer to redefine their data landscape with a focus on enterprise-wide data democratization, provide right insights to relevant stakeholders to aid business decision making and to achieve their Business Growth on below areas.



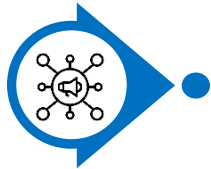
### Campaign management & analytics

Personalize, automate and to deliver cross-channel campaigns with real time data. **Azure for Analytics** was a solution provided for consolidated, enriched & real time data which used by marketing agencies for effective campaigns.



### Self Service Capabilities

Self - Service analytical capabilities from centralized BI platform to stay competitive and bring data in an efficient way.



### Trade promotion management

The integrated & intelligent Data Platforms enabled predictive analytics for - Product Volume Forecasting, Financial Forecasting, Trade Spending Budget enhancing 'Trade Promotions'.



### On-shelf availability and tracking

The real time Integration of 'sell-out' data by point of sale (PoS) systems enabled automatic tracking of product and future demands.



### P&L analytics

Complete visibility to fully allocated P&L for 220+ key enterprise customers.

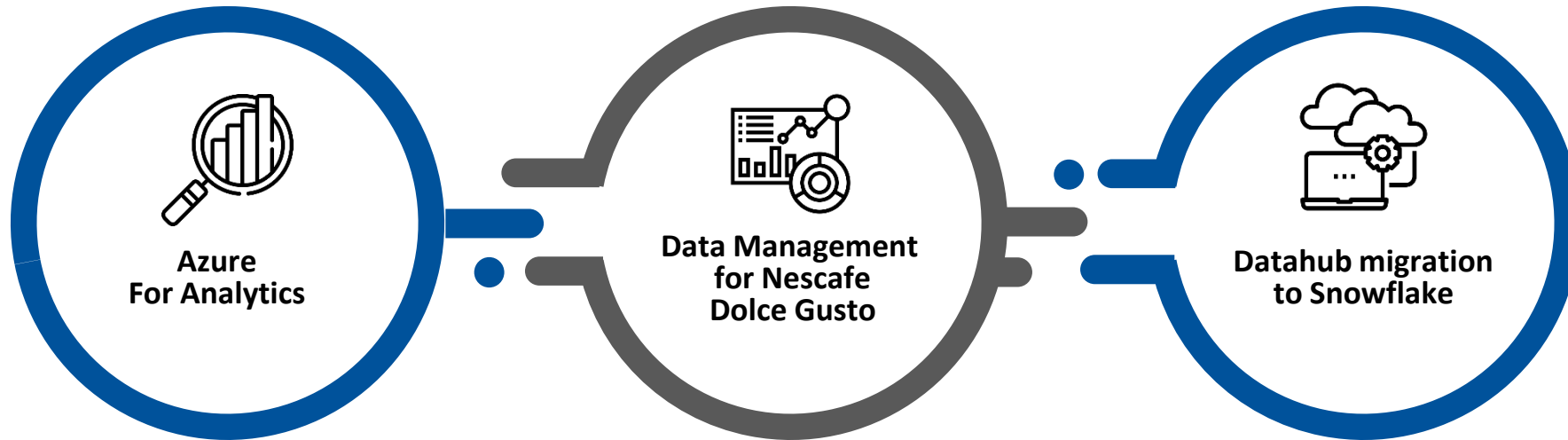


### Consumer pulse analytics

To enrich customer's shopping experience, the data platform has enabled consumer pulse analytics features to improve the product performance and to address issues (if any) based on consumer dissatisfactions.

# HCL'S Contribution

Below are 3 major area's where HCL contributed to client's digital transformation journey focusing on their Business Growth.



## **An Intelligent Data Platform to address.**

- ❖ Data Scalability Challenges.
- ❖ For ML and statistical platforms.
- ❖ Data management solutions.
- ❖ Data governance and integration.

**An event-based Message streaming** for a reliable way to synchronize information across agencies like Eloqua, NextMedia, Markets etc.

- ❖ **Datahub migration from ADLS to Snowflake**
- ❖ For Improved Data Consumption Patterns
- ❖ Advance access management.

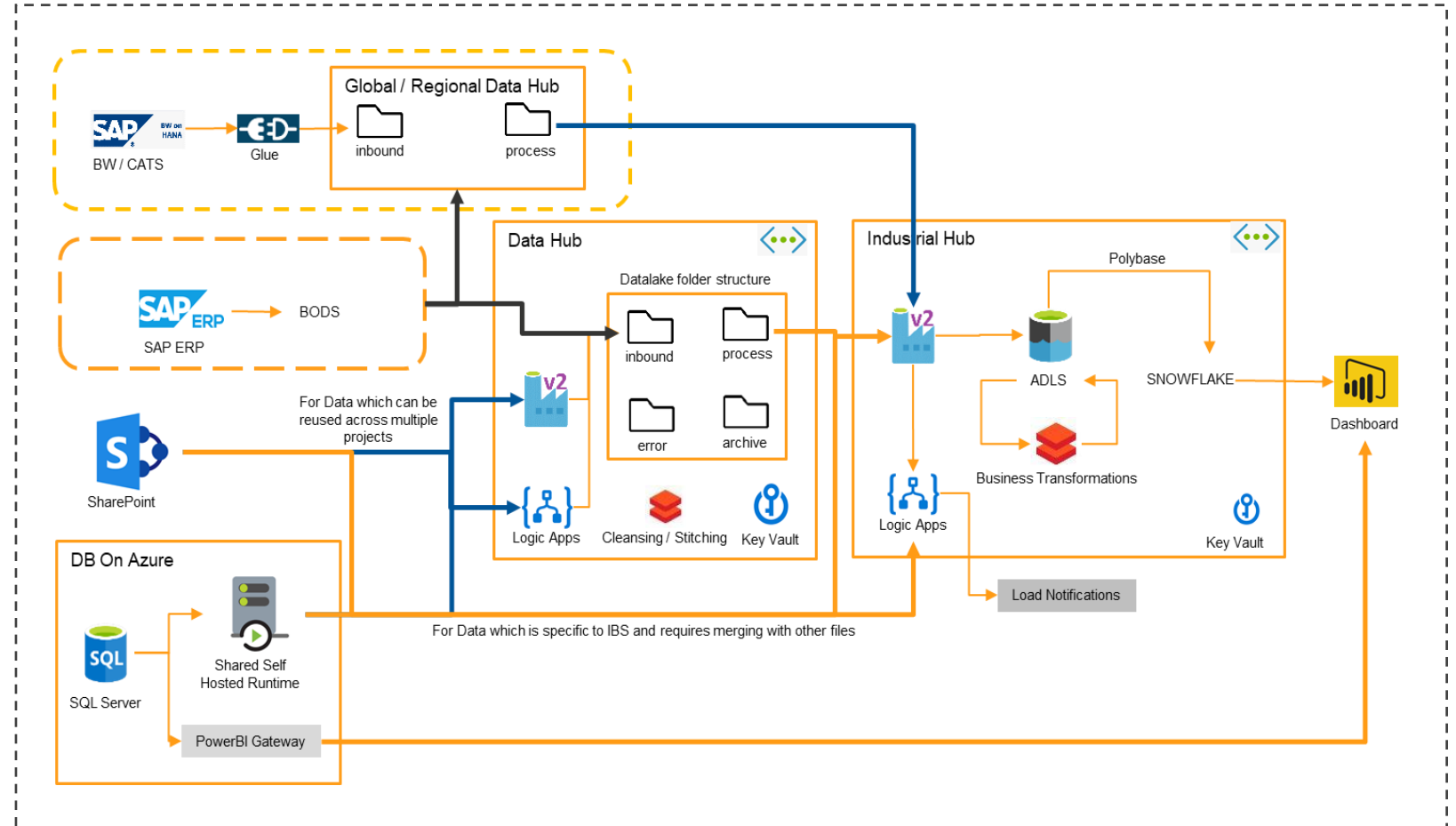
# Azure For Analytics

## Highlights:

- ❖ It's journey from On-Prem to Azure Cloud for Data Driven Enterprise.
- ❖ We collaborated to implement Azure Data Platform to ingest SAP Data from - BW, ERP and Magento into Snowflake Data Hub.
- ❖ Migrated SAP BO to Power BI for faster Analytics.
- ❖ Self Service Business Intelligence.
- ❖ To achieve Data Democratization

## Business Benefits:

- ❖ Realtime data for Campaigning & Marketing.
- ❖ Predictive Analytics for
  - Estimation of Potential Sales.
  - Trade Forecasting
  - Improved decisions.



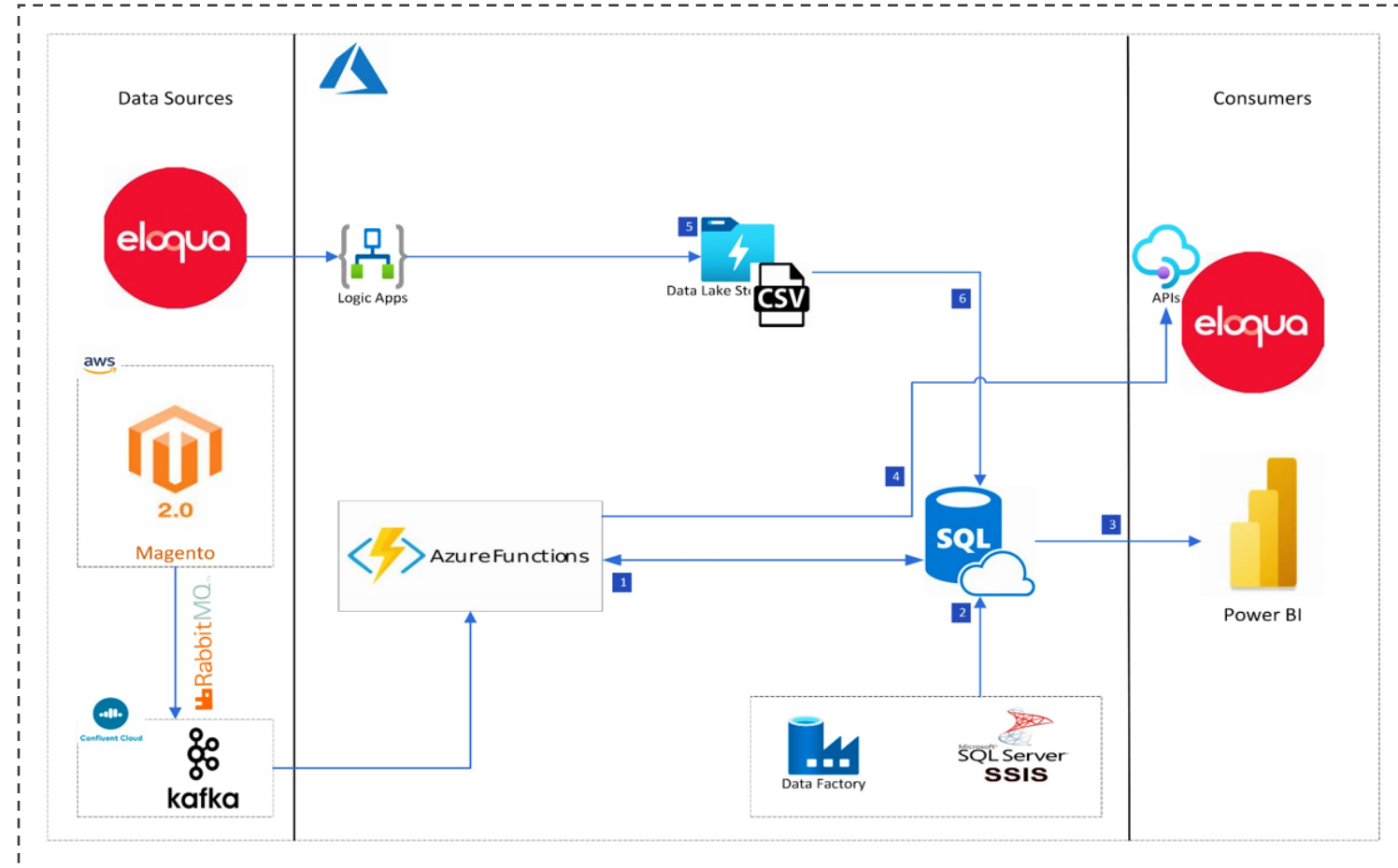
# Data Management for Nescafe Dolce Gusto

## Highlights:

- ❖ This solution is to optimize the exchange of data between agencies like Eloqua, Next Media, Markets through DWH.
- ❖ The legacy architecture of batch processing was replaced by event-based message streaming(NRT) through Kafka.
- ❖ The transformation is mainly achieved by
  - Implementing Kafka Streams.
  - Azure Functions.
  - Rest API.

## Business Benefits:

- ❖ Improved Data Quality.
- ❖ Improved significant turnaround time between agencies.
- ❖ Data and Process harmonization.
- ❖ Near real time reports & dashboards.
- ❖ Cloud services Optimization
- ❖ Improved Consumer communications.



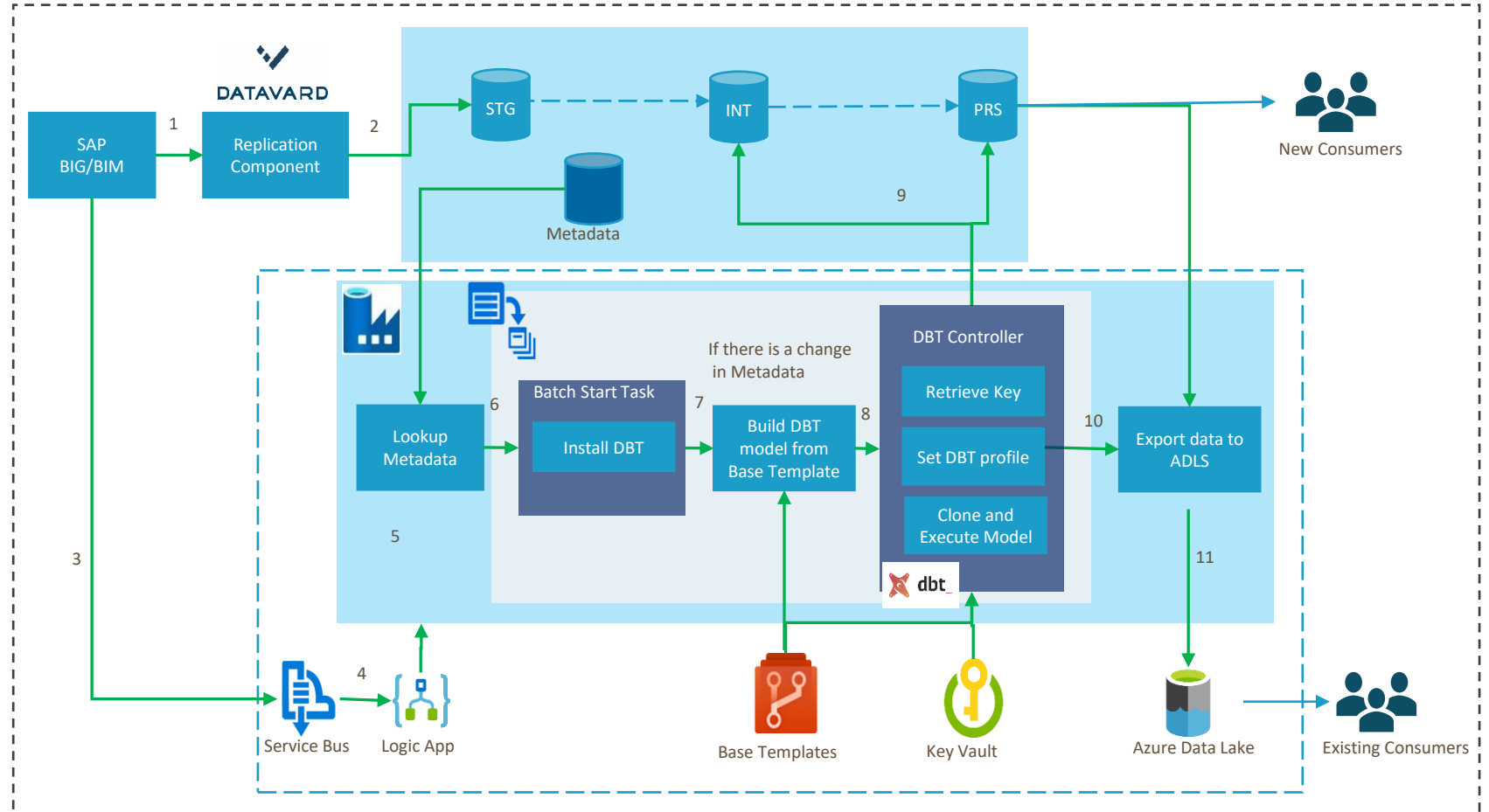
# Datahub Migration to Snowflake

## ❖ Highlights:

- ❖ In old architecture, data from SAP BW is landed in 'Inbound' area, gets processed through Databricks and moved to ADLS.
- ❖ That been improvised, by Snowflake replacing ADLS.
- ❖ Snowflake is a new Data Hub within Azure for Analytics Platform.
- ❖ Datavard Glue to replicate the data from SAP BW tables into Snowflake Staging database.
- ❖ All staging, integration and processing layers are within Snowflake.

## ❖ Business Benefits:

- ❖ More flexible solution to support Data Lake strategies.
- ❖ Improved Data Consumption Patterns.



# HCL's experience in Analytics, Data and Integration

## Services Offered

### Modernize Data and Analytics foundation

- ❖ Adaptive Data Platform
- ❖ Intelligent Data Management

### Reimagine Service delivery

- ❖ Persona Based Design thinking led Approach
- ❖ Agile & DevOps with Automation @ Scale
- ❖ MVP led Experimentation as a service model

### Reinvent organization and people strategy

- ❖ Clearly defined roles and responsibilities and RACI
- ❖ Change management focused
- ❖ Dreyfus Based Diamond POD Team structure

### Integration Strategy and Platform Services

- ❖ Digital Integration Roadmap
- ❖ Operating Model Design
- ❖ Integration Platform Managed Service (iPaaS)

### Integration Engagement Services

- ❖ Green field / Brown field integration
- ❖ Integration Core Competency Center

### SAP PI Services

- ❖ Integration of on Prem/Cloud or Hybrid
- ❖ Integration architectural services
- ❖ Full E2E implementation services

## Awards & Recognition

- ❖ Leader in the Artificial Intelligence (AI) Services PEAK Matrix Assessment, 2021, Everest
- ❖ Leader and #1, Specialized Insights Service Provider, 2020, Forrester
- ❖ Leader, Business Analytics - Consulting & SI Services and Cloud Business Analytics Services, 2020, IDC
- ❖ Leader in Data Lifecycle Mgmt., 2020, ISG

### Acquisition & Investments



## Technology Partners



10,300+  
consultants



150+  
engagements



30+  
Marquee  
Technology Partners



6,000+  
Certified consultants

***HCL***

[www.hcltech.com](http://www.hcltech.com)

\$10.8 BILLION | 187,000+ IDEAPRENEURS | 50 COUNTRIES