Accelerating digital change through a unified cloud data platform

For a global leader in food and beverages

Client Description

A multinational food and drink processing conglomerate corporation headquartered in Europe. It is the world's largest, most diversified food and beverages company with over 2000 brands across product categories like baby food, medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. It owns 447 factories, operates in 189 countries, and employs around 339,000 people worldwide.

Business Priorities

The customer embarked on an aggressive growth plan to deliver design to operate services to enable a unified (Azure) cloud platform for data & analytics across key product groups – marketing, sales & e-commerce, finance, legal and several others. To achieve this , they were looking to integrate and migrate data from silos into a global central data hub.

This data hub was meant to be the foundation to enable data democratization for reporting, data science, external partner workloads and citizen analytics.

Our Solution

We partnered with the client to redefine their data landscape with a focus on enterprise-wide data democratization and providing the right insights to relevant stakeholders to aid business decision making. Key highlights of the engagement included:

On-shelf availability and tracking-
Integration of 'sell-out' data by point of sale (PoS) systems to allow perfect store measurement. It enables comparison between PoS from different clients and avoid unnecessary expenditure.

Trade promotion management –
Build solutions that restructure trade promotion and forecasting by integrating data, AI and workflows to augment the capabilities of employees.

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

Campaign management & analytics –
Deliver integrated and consolidated e-commerce data from different markets to Eloqua CRM. This data is subsequently leveraged by agencies to manage campaigns across geographies and enable self-service analytical capabilities.

Consumer pulse analytics –
Deriving actionable insights from data across multiple channels like e-mails, SMS ,social media, inbound calls, online chat, and legacy systems.

Business Impact

- Significant cost savings against 3rd party licensed benchmark data
- Self-service analytical capabilities across the enterprise
- Reduction in shipping and distribution costs
- Improvement in service levels

✉ For any queries, please reach out to us at digitaltransformation@hcl.com