



The company referenced in this case study is a world leader in the manufacture and marketing of consumer food products.

Hitachi Consulting helped them establish a Business Intelligence solution to bring key performance indicators (KPIs) on Point of Sale (POS) data to their sales managers in the field.

This enabled them to collaborate more effectively with their retailer customers, achieving a win-win through increased sales of their products at the customers' stores.



Case Study: Fortune 500 Consumer Goods Manufacturer *Bringing Insights to the “Edge” of the Enterprise*

Business Challenge

For large consumer goods manufacturers in the food and beverage industry segment, bringing value-added insights to their largest retailer customers is more critical than ever. Achieving success at the big store level begins with understanding trends, but without the right data in the right hands at the right time, insights are hard to come by.

As this leading company began to demand more from its sales managers out in the field, company leaders understood there were two major barriers to success—a lack of good data and an inadequate delivery method to get the data to the right people.

To meet this ongoing challenge, the company committed to evaluating the problem and devising a solution that it could implement rapidly without incurring significant costs. They engaged Hitachi Consulting to assist them in achieving the ultimate objective—to increase sales and profits for both the company and its retailer customers despite an increasingly competitive environment.

Solution

Hitachi Consulting leveraged the Microsoft Business Intelligence technology platform to provide sales teams in the field with KPIs about the retailer POS data as well as background information and revenue opportunities specific to the retailer stores they serviced.

At the company's headquarters the team integrated internal sales (shipment) data with the retailer customer's own daily point-of-sale data. They then developed KPIs, alerts and mobile reports from that data to provide meaningful insights to sales managers via mobile devices using Microsoft Office Sharepoint Server (MOSS) 2007. Leveraging Hitachi Consulting's Mobile Framework, combined with the Windows Mobile 5.0 protocol, meant that content delivery could be platform independent (handheld, laptop, desktop).

In addition, Hitachi Consulting deployed survey forms to the mobile device that enabled the sales managers to capture important information about the stores, such as call reporting details, customer compliance with marketing agreements, promotional display quality, competitor information, etc.

C Case Study: Fortune 500 Consumer Goods Manufacturer

Bringing Insights to the "Edge" of the Enterprise

Business Benefits

As a result of the business intelligence project, sales managers in the field could collect information and conduct on-the-spot analysis of POS data, giving them expanded insight into sales trends, promotion effectiveness, new revenue opportunities, etc.

Immediate use of this data enabled sales teams to keep their largest retailer customers more aware of trends and to help them make better buying decisions.

The solution allowed the company's most valuable retailer customers to receive more beneficial insights and support from the company's on-site sales team:

- Users received metrics/alerts and "fresh" information in the customer's own language (POS data)
- The devices facilitated efficient communications (internal and external) and scheduling for these resources who spent most of their time away from the office
- The devices provided a great way to identify revenue opportunities at each store

BI at the Edge of the Enterprise

This project reflects the overall mission of the Hitachi Consulting *BIPM at the Edge* suite of offerings, which is focused on helping companies enhance market-facing functions that have not traditionally had access to business intelligence and performance management capabilities.

Equipping field operations management, account management, and supply chain and logistics management with the tools and information they need to enhance performance is a major focus of the offering, which leverages the integrated Microsoft suite of BI technologies, including SQL 2005, Analysis, Reporting and Integration Services, Business Scorecard Manager, ProClarity, Microsoft Office SharePoint Server 2007 and Excel 2007.



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877.664.0010 or visit www.hitachiconsulting.com

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