



The client referenced in this case study is the food service division of a global consumer goods company. The division employs more than 5,000 people in 65 countries worldwide and develops, manufactures, and delivers food products through industry distributors to operators of restaurant chains, schools, hospitals and government institutions.



C Case Study: Leading Food Products Company

Business Challenge

Global competition challenged this food products company to improve sales and marketing effectiveness as a competitive advantage.

The company needed to develop and implement better processes for sales volume planning and forecasting, which currently involved a labor-intensive and error-prone system of spreadsheets and small databases for their numerous products, sizes, and packaging. The company also carried additional inventory to compensate for poor forecasting and prevent stock outs.

In addition, the client needed a better way to handle the costs and effectiveness of their trade promotion management programs. Promotional payments to intermediaries were expensive and contract tracking was inefficient.

Finally, after undergoing several mergers and acquisitions, the company needed to standardize information technology platforms.

The Solution

To better articulate customer strategy and design new processes, the organization turned to Hitachi Consulting for their expertise in customer and channel technology solutions. Working together, the company and Hitachi Consulting developed a sales and channel strategy, defined the functional requirements for the project, and selected software. They selected Siebel eConsumer Goods as the best fit for their worldwide sales and marketing needs.

Hitachi Consulting assisted with the Siebel implementation, integration and deployment. During the project, they focused on improving and automating processes for:

- lead management
- opportunity management
- order management
- contact/call management
- partner management,
- trade promotions management
- route management

To optimize the impact of the system, Hitachi Consulting also helped to develop automated workflows, sales reporting, and analytic dashboards. In addition, they consolidated and cleansed data from several systems.

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Business Benefits

As a result of the project, the company improved inventory levels, achieved more rapid and timely deliveries, reduced order errors, and restored customer satisfaction.

The Siebel eConsumer Goods system provided the company with accurate, collaborative forecasts through a partner portal, which ultimately lead to a lower cost-of-sales.

Additionally, the company created a more proactive, customer service oriented model. Their sales and service representatives are equipped and empowered to assist distributors, operators and end-customers in a timely manner. And, distributors and operators now have access to real-time information, gaining the ability to order products on-line 24x7 and track orders.

Why Hitachi Consulting?

With a balanced view of people, processes and technologies, Hitachi Consulting can shorten your deployment schedules, reduce project risk factors, increase the effectiveness of your internal staff and enhance adoption of the implemented technology.

Hitachi Consulting provides assistance in all phases of technology deployment, including requirements definition, software selection, architecture, implementation, configuration, testing, and end user training or change management.

We collaborate with our clients to implement practical technology solutions and key business strategies that help manage enterprises, optimize investments, and deliver measurable results.

Let us inspire your next success!



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

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