

A man in a blue shirt is using a handheld barcode scanner in a warehouse setting. He is looking down at the scanner with a slight smile. The background is a blurred warehouse aisle with shelves and boxes.

Create a Data-Driven, Analytic Advantage in Consumer Goods

The Teradata Consumer Goods Analytics Framework



From Insights to Action: The Data-Driven Transformation

In today's highly competitive global markets, consumer goods companies need the ability to quickly anticipate and respond to the evolving needs and wants of their market. A technical framework that easily accesses data to build test and learn capabilities is no longer optional—it's now a necessity to survive and thrive.

There's great wealth waiting to be tapped within a diverse range of data relating to products, brands, pricing, promotion, performance and compliance. When consumer goods organizations embrace detailed, real-time data as a strategic asset, they can not only transform their business, but also become analytic-driven leaders poised for ongoing business success.

The Analytics Advantage

Teradata helps companies unlock the potential of diverse customer and business data, so they can do more of what really matters, better and faster. New, innovative capabilities can impact areas throughout the enterprise, including:

Consumer & Shopper Insights

Increasing consumer engagement and loyalty can increase lifetime value (revenue).

Unify shopper data across all brands, channels and campaigns to drive a better understanding that can build long-lasting, profitable relationships with key customers.

Supply Chain Intelligence

Delivering the right products at the right time is a cornerstone of supply chain excellence.

Leverage all end-to-end supply chain information in a holistic approach to understand supply chain variability and root cause to improve on-time delivery and perfect order attainment.

Data-Driven Finance

Maintaining and/or reducing budgets while providing increased services to the business and the broader regulatory and investment communities is a CFO-imperative.

Increase transparency and improve decision-making with a simplified, unified finance architecture. An integrated

financial data platform lowers costs and leverages all enterprise and ERP data for insightful analytics.

Retail Collaboration and Execution

Effectively working with retail partners can keep products in stock, driving revenue and category growth.

In the world of today’s connected consumers, retailer customers are more demanding than ever. The key to success is the ability to manage programs and assortments customized to individual store locations. Deeper understanding of pricing and promotion can help ensure more of the business is profitable and not just driving volume.

Manufacturing Excellence (The Internet of Things, “IoT”)

Isolating insights gleaned from the IoT can lead to formidable competitive advantage.

By 2020, industry analysts at Gartner predict there will be over 25 billion internet connected “things”, creating a huge opportunity for companies to gain competitive advantage through analysis of this

Analytics enable global manufacturing excellence

- End-to-end supply chain visibility
- Supplier management
- Retail and distributor collaboration
- Track and trace through distribution
- Manufacturing performance analytics, including: quality, cost of scrap and waste, automated/integrated equipment efficiency, inventory analytics, and more

information. Analytics offer critical insights, which can impact segments as diverse as food and beverage to apparel and footwear. The connected trend is happening at both the manufacturing level (production and distribution), as well as at the consumer (use of the product) level. Opportunities abound for those

Teradata Framework for Creating a Next Generation Analytics Advantage



companies that can analyze for insights at scale, ahead of their competition.

Regulatory Compliance

More than ever, addressing increased regulatory scrutiny is a key initiative for consumer goods organizations.

The ability to understand, alert, and easily report on regulatory compliance is critical for consumer goods companies, especially in the food and beverage industry where increased scrutiny is now being mandated by regulations such as the Food Safety Modernization Act and other recent changes in USDA and FDA policies. Today, the capability to track and trace end-to-end through your supply chain with surgical precision is a must.

Utilizing powerful analytics, newfound knowledge can be applied in meaningful ways to deliver significant value:

Stay In Front of Consumer Demand

There's an ongoing need for faster new product introduction with lower risk. Driving consumer trial and repeat purchases that build brand loyalty are more important than ever. Advanced analytics facilitate immediate data access, enabling accelerated analysis and hypothesis testing in rapid iteration, using the latest methods available.

Maximize Product Success

Gain sales and marketing advantage by more precisely understanding your consumer, shopper, customer and retailer behaviors, preferences and perceptions to align with more logical, predicted outcomes. Optimized consumer and digital programs enable closed-loop marketing that can maximize engagement to build consumer trial and loyalty. Better visibility into new product launches, including multi-echelon inventory and replenishment and retail shelf execution, can ensure your consumers always know where to find your products. It can also optimize inventory investments—eliminating guesswork.

Maintain Profitable Growth

Unite global Enterprise Resource Planning (ERP) Systems to leverage more insightful, accessible analytics to support financial consolidation and reporting, general ledger (GL), and supplier spend. The result is an integrated, up-to-date view of product profitability, as well as a complete understanding of global spend in procurement to optimize the process and select high performance suppliers.

The Coca-Cola Company: Big Data Analytics, Big Possibilities

For global businesses like The Coca-Cola Company, the potential to exploit an ever-growing mass of external big data using Teradata solutions means the ability to unleash a powerful strategic business asset.

“Teradata Solutions are particularly strong at managing much of our large, structured data in North America. Ultimately, all of the analysis that we do will be provided to help our customers become more efficient and effective within their stores and assist them in driving their sales and improving the experience for shoppers and consumers. In effect, this is about ensuring that we have the right products in the right stores at the right time to meet shoppers’ daily and seasonal consumption needs.”

– Director of Business Growth Drivers, The Coca-Cola Company

Optimize Manufacturing and the Supply Chain

The synchronization of manufacturing and supply chain continues to be a long journey for demand-driven consumer goods companies. The barriers to success can be broken down by building systems that take advantage of both internal (ERP) information, as well as the multitude of signals and information from outside your four walls. These include: Suppliers, retailers, distributors, economic and weather, and the “big data” of social media and the Internet.

Tap Into the Teradata Advantage

The Teradata CPG Analytics Framework enables consumer goods organizations to bring innovation and new products to market quickly, collaborate more effectively with retail partners, help maintain profitable growth, and optimize both the manufacturing and the supply chain.

Teradata's Consumer Goods next generation framework of capabilities is built upon the world's leading analytic data platform ecosystem, marketing and analytic applications, data modeling, and consulting services. Our integrated solutions are engineered to integrate and analyze massive amounts of data, yet designed for everyday use by the broadest constituency of business users.

Do More—Faster, With Expert Guidance

Teradata Services includes best-in-class business analytics consulting, technology and implementation expertise, and customer support services that can be uniquely tailored to your business strategy, initiatives and best practices. Teradata experts can help your organization discover new insights by helping to unlock the hidden value of your data.

Data Models

Teradata's industry-specific Data Models enable consumer goods organizations to unleash their expertise and knowledge. Solution Modeling Building Blocks provide business-friendly access to integrated data, while helping to accelerate access layer design with pre-built semantic data models and building blocks. Data Integration Roadmaps leverage industry expertise for identifying cross functional benefits of integrated data. Business-focused Industry Data Models provide a customer proven blueprint for an integrated data platform by bringing together valuable business information that delivers a single, consistent view of customer activity and operational efficiency.

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Master Your Data Within a Unified Ecosystem

Teradata Unified Data Architecture leverages the complementary value of best-in-class technologies from Teradata, Teradata Aster, and open source Apache™ Hadoop. It empowers every pre-approved decision-maker across your organization to ask any question, against any data, with any analytic, at any time. Teradata's UDA features a fast and flexible deployment and is built upon open standards.

Teradata helps many of the world's most successful companies transform data into insights, which leads to amazing outcomes. For more information, visit teradata.com/consumergoods.

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