

Analytics Modernization Delivers Data Driven Decisions and Increased Efficiencies for Global Consumer Goods Company



Candid drives data driven decisions for its clients that extend over a broad analytics spectrum.

Market fluctuations, numerous competitors and changing consumer lifestyles have driven companies to find cost-effective ways to manage operations, while delivering high quality and differentiated products. Successful leading brands maintain their competitive edge by using innovative techniques to gain new insights into consumer behavior. The key differentiator or “secret sauce,” is properly managing information derived from data analytics.

As more companies adopt data analytics as a core capability, it’s clear that implementation involves more than just designing a new strategy. To truly use data as a value differentiator, all aspects of the operations - from corporate culture and management approaches, to the role of IT and innovation engines - must be reexamined and often revamped. Candid drives data driven decisions for its clients that extend over a broad analytics spectrum. Driving marketing insights and executive visualization are two areas that enabled a global consumer goods enterprise to become more successful.

Understanding operational performance and customer behavior are essential to productiity and profitability, the client wanted to modernize its data analytics infrastructure to become more competitive with its marketing program. Additionally, the client wanted to digitize marketing and financial performance reporting capabilities to become more efficient.

CANDID DELIVERS DATA CAPABILITIES AND INSIGHTS

The global enterprise has more than 20 marketing teams that serve collegiate and professional sports teams markets, the entertainment industry and a variety of other constituencies. Each marketing team manages numerous assets and programs around the world, including manually collecting, measuring and reporting on activities.



Actions speak louder than advice.

The company needed help to leverage its vast consumer marketing data, which was a potential gold mine of information. With a more effective, consistent way to tap into that valuable data, programs could be analyzed to determine which delivered the most successful, competitive outcomes.

Each team assessed which channels delivered the best return for its group; however, there wasn't an integrated view of marketing assets or campaign performance success. This made it difficult to determine which programs or assets worked consistently for its entire company.

After successfully partnering on Amazon Web Services (AWS) engagements, the client challenged Candid to create a roadmap for the marketing data analytics projects. In a collaborative effort, Candid crafted a solution that created an Asset Management Tool to score all marketing assets. The tool compares marketing asset results that includes revenue generation and allocation, market sales, and the impact of multiple social media. Results were consolidated in AWS from a wide array of internal and externally purchased data sources.

Candid worked with the business and marketing teams to build a statistical scoring model to assess the return on investment for all groups comprehensively. For the first time the client had insight into a consistent, standardized approach to analyze assets across competing business units, regions and markets.

PERFORMANCE INTELLIGENCE APP INCREASES EFFICIENCY

In a separate effort, the client required delivery of digital insights into marketing and financial performance. It wanted a better way to manage a mammoth report prepared monthly for the executive leadership team. Numerous employees spent more than 40 hours to prepare, print and organize a 156-page binder with financial and strategic performance review analysis. Prepared manually, the binder was subject to information errors, gaps and redundancies.

Candid provided a custom Performance Intelligence Application available on executives' laptops and mobile devices to improve reporting. With this application, executives now have access to a standard reporting platform that provides a digitized analysis of relevant key performance information.

The binder and 40 hours required to prepare the information were eliminated completely - now the report updates in real time. A wealth of data is available at the users' fingertips, with strategic actionable insights to make more informed decisions.

And information can be accessed securely at any time, and from any location.

Candid provided this tightly secured MicroStrategy solution on the client's AWS platform. Collaborating with the client, Candid designed the Performance Intelligence Application, dashboards and insights which can be customized based on each company's unique requirements. Successful outcomes for the global enterprise include:

- *Proof of Concept (POC) Tableau web reporting portal to digitize the binder within first three months of pilot*
- *Consolidation of disparate data source systems into one data application model for more efficient mobile and desktop performance*
- *Automated financial and market research data feeds to provide real-time data refresh for business plan development and monthly close reporting cycles*
- *Live mobile access to financial and strategic-level data for executives and business group owners*
- *Expanded Tableau web POC to full MicroStrategy rollout across iPhones, iPads and the web*
- *Connectivity to highly sensitive and secure data using two-factor authentication*

CANDID SOLUTIONS DELIVER DIGITAL MATURITY

Candid led the change management initiative, working with client creative resources to create a "how to use the app" video and a communication process to encourage rapid adoption. Additionally, Candid helped push out the app across the company - and the digital format has been readily adopted.

As user and processing needs continue to grow, the client's modernized data analytics infrastructure meets current needs and can scale for the future. Candid helped simplify and accelerate the spread of knowledge throughout the organization with the implementation of the Asset Management Tool to help mine critical customer data.

Client teams around the world can measure the impact of numerous marketing programs and accurately forecast the financial performance outcomes after Candid completed the two separate, but equally beneficial projects. The company has experienced productivity gains and can now dedicate more time to managing and exceeding performance expectations.

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Contact Candid to find out how we can put advice into action for you.

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