

Large Sales and Marketing Services Company

The Company is a leading sales and marketing services company in the consumer packaged goods (CPG) industry. It is the hub between CPG manufacturers and retailers, and helps CPG clients get products in and out of stores. Its expertise spans the grocery, mass, club, drug, convenience store, and home improvement channels, among others.

Business Opportunity

As the “middle man” between CPG manufacturers and retailers, the Company collects and generates massive amounts of data. In addition to providing its traditional services, it wanted to provide value-added data services to clients: analytics on products types, brands, regions, campaigns, inventory, and sales. Objectives were to:

- Create value-added services for its clients
- Give manufacturers visibility into sell-thru rates
- Give retailers visibility into product sales, fit, propensity to buy, etc.

Technical Challenges

- Data relationships between products types, brands, regions, campaigns, inventory, and sales for 1000+ brands across 10,000 stores
- Need for near real-time intraday data processing
- 1000+ end users who need easy-to-consume information

Results / Outcomes

- Information visibility across entire value chain for CPG manufacturers and retailers
- Locked in client loyalty

Why Birst?

- Birst Networked BI capabilities providing ability to stamp out new customer environments rapidly
- Enterprise scale and speed to value
- Easy-to-use dashboards for 1000's of non-analytic users



CHALLENGE -

Provide value-added data services to clients

RESULTS -

