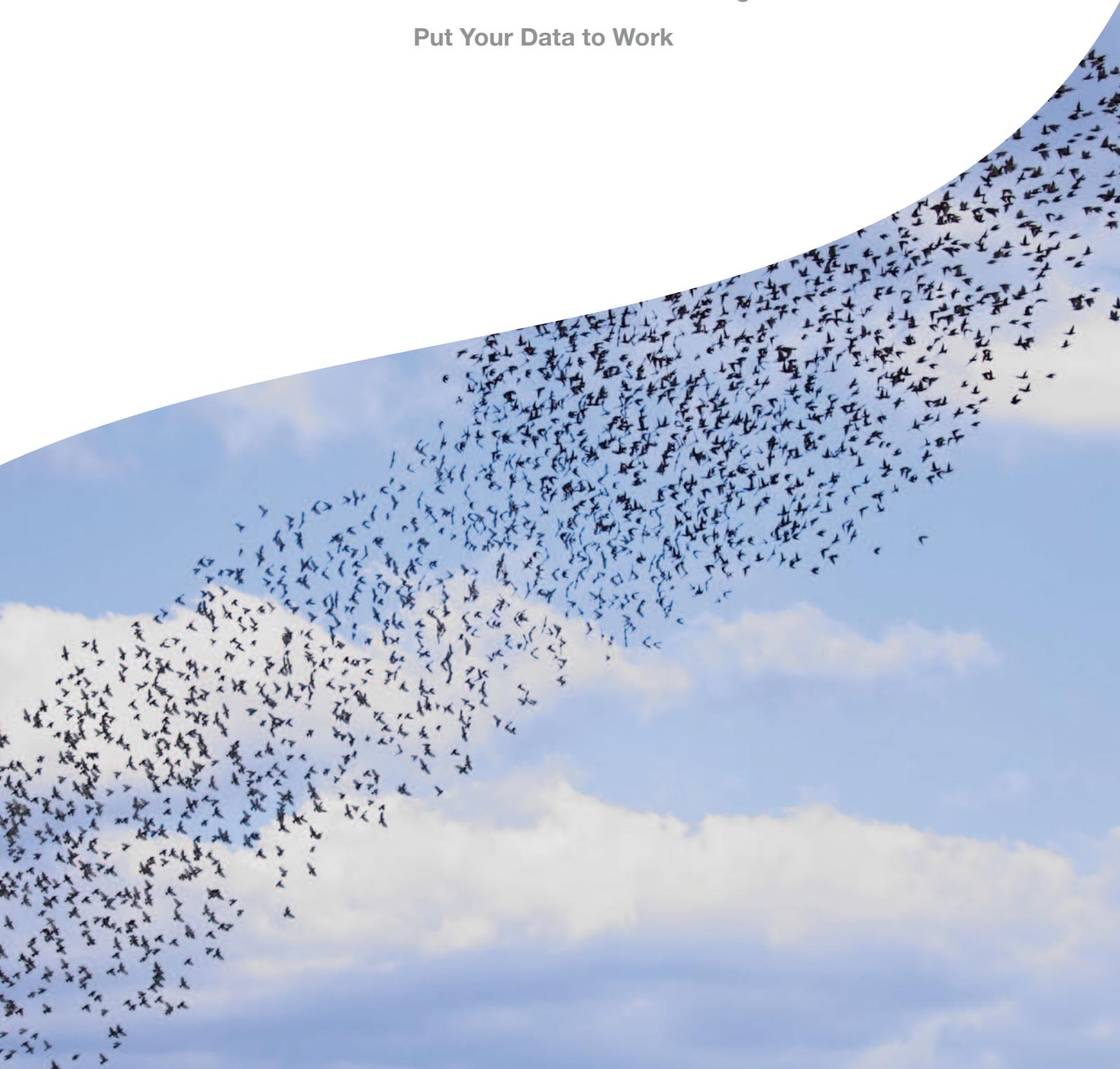


# Information for Competitive Advantage

**Business Information Management:**

**Put Your Data to Work**



**Gain competitive advantage and improve business performance and operational effectiveness with Capgemini's BIM solutions for Consumer Products and Retail.**

### **Better Decisions, Smarter Intelligence**

The market has changed and new dynamics are in play. Now more than ever, the ability to act with informed agility will set you apart from the competition.

The information residing in your organization is a critical business asset. Understanding how to use this asset to its fullest potential should be a critical objective. Capgemini's Business Information Management (BIM) service is a holistic, end-to-end approach to corporate intelligence. Through it, we can help consumer products and retail companies devise a practical information strategy that intimately links data availability with business demand.

Across the information lifecycle, powerful data management, reporting and analysis tools enable accurate and timely intelligence to be available at the point-of-need to initiate a step change in operational responsiveness. Capgemini's BIM solutions for consumer products and retail can help companies gain competitive advantage and improve business performance and operational effectiveness. These solutions include: Store Profitability, Sales Analysis for Retail, Master Data Management, Global Data Synchronization, Web Analytics, Fuel Management & Cost Containment, and Key Performance Indicators for Consumer Products and Retail.



### **Drowning in Data, Thirsting for Knowledge**

Information is the building block upon which effective decision support and corporate agility are built, and is the defining factor in how business value is ultimately delivered. Consumer products and retail organizations keen to understand and improve business performance must recognize the intimate connection between accurate operational intelligence and their ability to make informed business decisions.

In one example, George Weston Foods (GWF), one of Australia's largest food manufacturers, worked with Capgemini to implement a new Corporate Performance Management solution to help bring relevant information quickly to the fingertips of company executives. "This project is a new and exciting opportunity for us to streamline our financial planning and reporting processes across GWF. It helps position us for continued growth by enabling us to have improved visibility of our key management information across the entire business," said John Kavanagh, CFO, George Weston Foods.

The challenge is to deliver meaningful insight from the huge volumes of data stored across business units. Many organizations are simply overwhelmed by the scale and complexity of the information residing in their business applications. Their inability to manage the information lifecycle is leading to stagnation in performance as critical information and insight is simply not available.

But who can afford to sit still? We are facing fundamentally altered market conditions that have redefined how business success is measured. Any organization that excels in this environment will need to be more agile and sophisticated in their management of information assets. This will include an advanced capability for interpreting performance trends at a macro level, and the tactical agility to use this insight for immediate impact.

Consider the example of a U.S.-based luxury retailer that was struggling with limited visibility, reporting, analytics and simulation capability, as well as labor-intensive and time-consuming manual planning processes. Capgemini worked with the company to improve its supply chain visibility and analytical capabilities by transforming the planning and fulfillment operation. "One of the big benefits of this project is an improved visibility of our inventory throughout the supply chain – from vendors to Business Unit customer," said the retailer's supply planning manager.

The need to retain, organize and actively make sense of your data assets, as well as the need to satisfy regulation and compliance, has increasingly led to the adoption of business intelligence capabilities across the extended enterprise. These investments provide the necessary analytics, reporting and insight, but these solutions and tools must be encompassed in a wider information strategy to deliver the expected results.

## Turn Your Data into Business Decisions

Capgemini's BIM service for consumer products and retail helps companies secure and exploit business information through its entire lifecycle. Our industry-specific BIM capabilities include:

**Store Profitability from SAP and Capgemini.** With deep industry experience and a proven "Ready-to-Run" methodology for accelerated application deployment, Capgemini has helped leading retailers use existing data – even the non-conforming, unstructured data residing in spreadsheets and other "off-line" formats – to create user-friendly, configurable dashboards. Together SAP and Capgemini can help retailers lower costs, while improving margins, operating efficiency and store profitability.

**Sales Analysis for Retail from SAP and Capgemini.** With Sales Analysis for Retail, each user – from executives to department and store managers – will know which products are selling faster or slower than planned. The results are increased sales, better demand visibility and improved promotion insight, plus higher stock availability, customer satisfaction and profits.

**Master Data Management.** The consumer products and retail world is becoming increasingly complex, meaning the availability of accurate and aligned reference master data is more important than ever. Unfortunately, most companies do not have the highest quality master data in their business systems. Capgemini's Master Data Management (MDM) solution focuses on a set of processes and enabling technologies to create and maintain a consistent, accurate and standardized view of reference data – including customer, vendor and product data – across the enterprise.

**Global Data Synchronization.** Global Data Synchronization (GDS) is an area in which Capgemini has long been a thought leader and has worked with many retailers and consumer products companies globally. GDS is a key foundation for improved collaboration. Capgemini's GDS solution ensures that basic data such as the item and location information stored by one company matches the corresponding data in the systems of its business partners by

using a network of data pools. This mechanism of data synchronization is globally standardized by means of a global data dictionary and global message standard.

**Web Analytics.** Over the past decade we have seen a significant rise in online retailing. At the same time, a growing number of consumer products manufacturers and retailers are expanding their direct-to-consumer channels, particularly via the Internet. As the online channel becomes increasingly important, companies need improved visibility into the user experience, traffic analysis and revenue analysis. Capgemini's Web Analytics solution helps businesses gain a greater understanding of key metrics such as shopping cart visits, order conversion rates, revenue per visit, total orders/total revenue, cart conversion, exit rates and bounce rates.

**Fuel Management & Cost Containment from SAP and Capgemini.** The volatility of vehicle fuel costs is having an increasingly larger impact on profits for retailers and consumer products manufacturers. Together SAP and Capgemini can help companies improve route management; increase visibility into how and where fuel costs are occurring; provide an analytical comparison of manufacturing sourcing, including fuel costs; and create "what-if" scenarios of current and future impact on fuel costs.

### Key Performance Indicators for Consumer Products and Retail.

With tight margins and changing consumer buying patterns, retailers and consumer products manufacturers must keep a closer eye on their performance. Capgemini's Key Performance Indicators help companies better define the business processes within the value chain and the activities within the business processes.

### Industrialized BIM Delivery

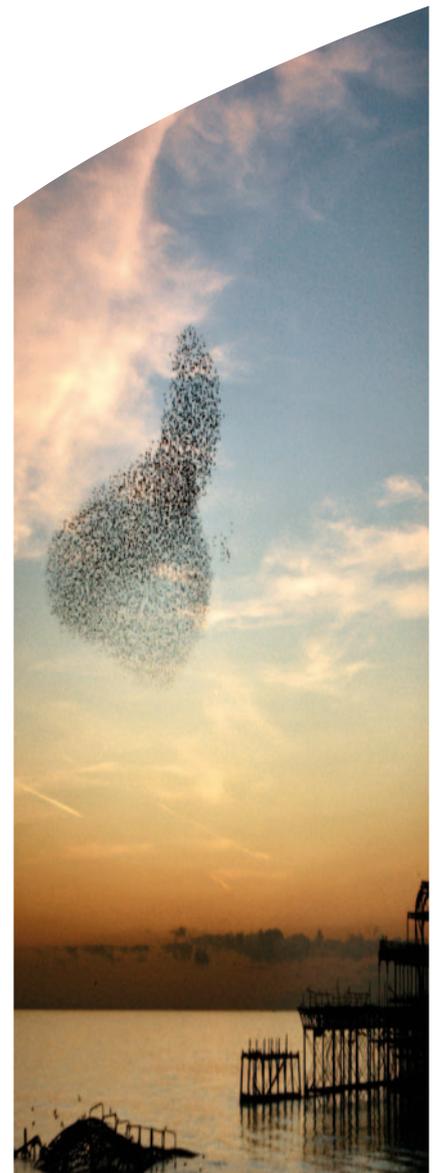
Capgemini has a unique approach to industrializing the delivery of BIM, based on an approach that engages both business and IT in managing information assets. This approach also draws heavily from our Rightshore®<sup>1</sup> methodology to deliver a comprehensive but affordable solution.

Many of our industry-specific BIM solutions, tools and accelerators are housed in CRESCENT, Capgemini's Consumer Products & Retail Solutions Center, which helps transform retail and consumer products processes and technology for rapid impact. CRESCENT has industrialized leading practices in consumer products and retail, as well as those specific to many of the industry's leading software solutions.

### Why Capgemini?

No other professional services provider links your information strategy so clearly and intimately to your business strategy. Across the information lifecycle, Capgemini has effectively brought together all the key disciplines of BIM to provide you with the technological expertise and service excellence. Our sector-specific knowledge, tools and accelerators, and the depth and breadth of our customer engagements, substantiate our claims to pre-eminence in the field of Business Information Management.

Capgemini has worked with 27 of the world's 30 largest consumer goods companies and 27 of the world's 30 largest retailers – and hundreds more – to provide solutions designed to meet their unique requirements. Capgemini has over 5,000 specialists working in the consumer products and retail industry. Our global consumer products and retail practice helps businesses reap the benefits of industry-specific solutions such as Business Transformation, Global ERP Integration, Cost Reduction, and Demand and Supply Chain Management.



<sup>1</sup> Rightshore is Capgemini's approach to global delivery that combines global talent from the right balance of locations working together with our clients as "One Team."

# Case Study: Strategy Realized – Getting Domino Foods’ House in Order

**“We’ve not only been able to drive operational savings across the enterprise, but have created a sustainable centralized procurement organization.”**

**Don Whittington,  
CIO,  
Domino Foods, Inc.**

By implementing a Central Master Data Management organization, Capgemini helped Domino Foods reduce the day-to-day level of low-value transactions, allowing the company to focus on more strategic buying initiatives.

## **The Situation**

Before embarking on an enterprise-wide procurement transformation, Domino Foods and Florida Crystals Corporation (FCC), which had acquired an interest in Domino, needed to rethink the systems and processes managing their master data.

The Domino acquisition increased business process complexity at both companies. Different levels of controls, inconsistent management procedures, and multiple SAP databases thwarted their ability to execute corporate spend analysis and material planning – a first step in realizing process innovation.

## **The Solution**

Capgemini was tasked with creating the infrastructure, applying the technology and developing the organization that would manage all corporate master data. A separate organization called Central Master Data Management (CMDM) was created at the corporate level.

An integrated web-based application was developed to support all users in the organization in the request process for new material and vendor master data records. Presented through a portal, the corporate-wide solution provides considerable reporting flexibility utilizing SAP Business Warehouse (BW).

## **The Result**

Reliable, centralized data breeds confidence and creates the opportunity to strategically source materials, now that spend and inventory reporting is consolidated across the enterprise and its seven production facilities.

Procurement transformation and strategic sourcing programs – both of which are ongoing at Domino Foods – have created significant business value as buyers have shifted from location to commodity-based buying. “We’ve not only been able to drive operational savings across the enterprise, but have created a sustainable centralized procurement organization. And the beauty of having it in place means that the integration of acquisitions such as C&H Sugar and Chr Hansen are that much easier,” noted Don Whittington, CIO, Domino Foods, Inc.

# Case Study: BIM Enhances Information Accessibility and Usability for Family Dollar

## The Situation

Family Dollar, a leading discount retailer, wanted to make better use of the volumes of data in its systems. The retailer set several goals: improved alignment in its data management program; more streamlined IT services and reporting for end users; and an updated IT infrastructure to improve flexibility and the company's ability to scale and adapt to market change and end-user needs.

## The Solution

Family Dollar enlisted Capgemini's help to develop a Business Information Management (BIM) strategy and roadmap to enhance information accessibility and usability. The key end-user pain points were analyzed and their root causes identified. An assessment provided a view of the retailer's overall BIM maturity as compared to its industry, and the model was then used to develop the expected state for BIM maturity.

A strategy was created for consolidating the silos of information outside of IT and providing a well-governed and centrally managed self-service environment to the end user. In addition, the foundations of a Data Governance Framework were developed to support decision accountability for IT groups and help establish well-defined reporting guidelines and data standards. And an Intelligent Enterprise Roadmap engagement was performed to align BIM capabilities with strategic business objectives.

## The Result

The solution provides a foundation for future information management needs:

- A prioritized focus for the data management program.
- Alignment of BIM capabilities to organizational change initiatives.
- A definition of a lifecycle model for maturing the data environment and progressively replacing it with new technology.
- A targeted low-cost and modular environment, which is flexible to change.
- An IT managed and governed data environment that allows for business self-service.





## About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies.

Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called

Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients.

Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)

For more on Capgemini's BIM service for consumer products and retail companies, please contact:

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