



Business Analytics at Global Scale in Unilever

Rob Toguri
Les Fontaines, 12-13 June

Capgemini's Business Analytics & Big Data Capability

Capgemini has a global practice network for Business Analytics and Big Data linking experts across Apps, Consulting and BPO

We provide a range of service for our clients:

- Big Data & Analytics strategy
- Big Data technology advice
- Proof-of-Value (prototyping of big data & analytical models)
- Analytics-as-a-Service
- Analytical Model build and deployment
- Big Data & Analytics Process Outsourcing
- Operational Support of Big Data Analytics

Capgemini can help clients determine the right Big Data Analytics Strategy and Technology solutions

Business Analytics at Global Scale in Unilever



Overview



- A 3 year transformation program to create a global enterprise data warehouse to provide real time data on its customers, markets and operations worldwide to support decisions on all the company's plans and activities.
- Will involve migrating legacy data warehouses into the new EDW and providing new data mining and analytical tools for over 20,000 users globally.
- Existing reporting solutions and KPIs being re-platformed onto the new solution + a number of new reporting solutions and information capabilities being deployed alongside a revised performance management framework and organizational structure.

Challenge/Issue



- Need to enable global category and business function management through enhanced reporting, consistent information and no artificial silos.
- Need to respond to industry and market trends around 'big data' and how to use consumer insight and point of sales data more effectively.
- Critical to implement a robust solution that could scale to meet ongoing growth and deal with the ever growing volumes of available data. And to deploy this cost effectively and quickly.
- Essential for the business to have a solution they could embrace – that people want to use and that becomes a pervasive part of their day-to-day working life.

Solution



- A full business consulting, technology and application management support to the project across a wide number of business functions and technologies across four continents.
- Implementation of a technology solution consisting of Teradata EDW, Microsoft BI and SAP Business Objects Data Services. A number of functions already live around integrated supply chain analytics, EPOS reporting, HR analytics, supplier intelligence and spend analytics.
- A clear 3 year roadmap in place covering all business functions and geographies with progress on track to roll-out the new platform, tools and processes to the entire organization.

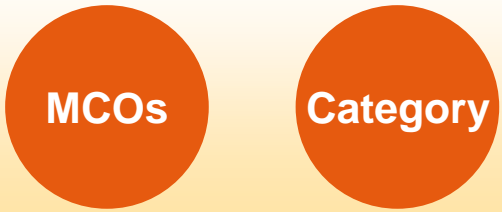
Benefit



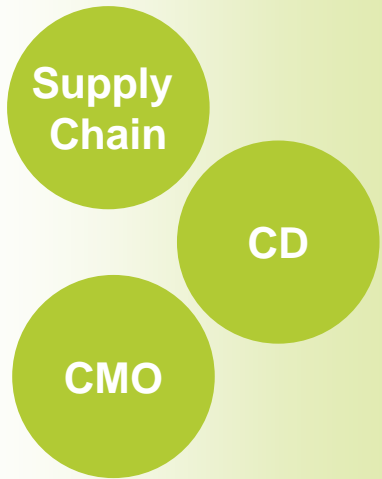
- Benefits already being realised:**
- Better decision making based upon global, real-time data visibility across category, account and segment
 - Better decision making based upon advanced analytic tools
 - Increased user adoption with users empowered to create their own queries using familiar and intuitive toolsets
- Further benefits planned and on track:**
- Reduced system costs based upon decommissioning and reduced cost of ownership
 - Information enabled process improvements e.g. speed to market, channel analysis, consumer insight

A Developed Governance Model

Information 'End Users'

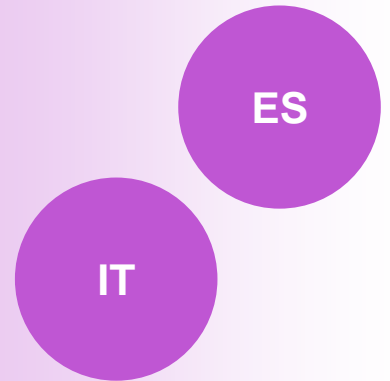


Global Capabilities Teams



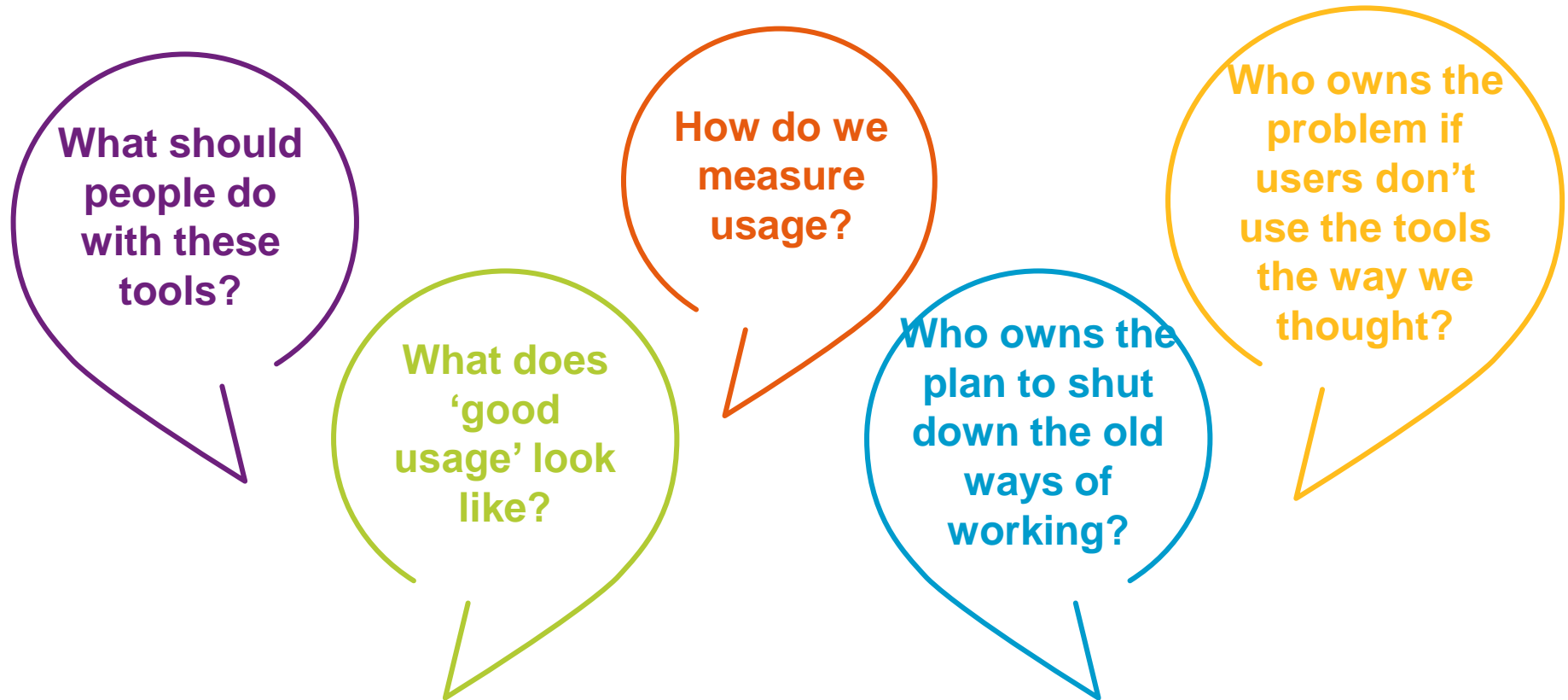
- Develop and Own the **Shared Vision**
- Agree and Enforce the **Shared Standards**
- Unblock and accelerate **Shared Priorities**
- Drive a **Coordinated Change**

Internal and External Solution Providers



Common Theme

Senior Management Commitment is vital



Connect – Unilever Strategic Programme



12 months on and already live with:

- Integrated Supply Chain Analytics
- POS Analytics and Shopper Insights
- HR Analytics
- Spend and Supplier Intelligence
- My Business Information

How we will win...

Non-négociables	Winning with brands and innovation	Driving Consumer Intimacy	Seamlessly integrating the Business	Releasing the power of Information
	Winning in the market place	Connecting with Customer		
	Winning through continuous improvement	Continuous Improvement		
	Winning with people	Enabling Agility		

Releasing the Power of Information

Speed

Usability

Flexibility

Responsiveness

- Develop new ways of doing business that will allow us to double the size of our company whilst reducing overall environmental impact
- Win share and grow volume in every category and country

Through Information-Enabled Process Improvements everywhere in our business

- Consumer and Shopper Insight
- Customer / Distributor Insight
- Supply Chain Effectiveness
- Financial Agility....

Unilever on Capgemini BIM



Greg Swimer VP IT BI
presented at a
Capgemini analyst
event in March 2012

Why Capgemini?

- Understanding of the distinct challenges associated with Business Intelligence implementations
- Distinctive IP – eg ‘Great BI’
- Confidence in ability to mobilise quickly and decisively – both on-shore and off-shore
- Cultural fit – in particular flexibility
- Commercial flexibility and responsiveness
- Track record of engagement success with Unilever



Willem Eelman Global CIO and Connect Sponsor:

<http://www.capgemini.com/insights-and-resources/by-video/willem-eelman-global-cio-discusses-this-inn/>