

A Global CPG Major Modernises its Innovation DNA with Acuvate's Advanced Analytics Innovation Insights Solution

About the client:

The client is one of the world's largest and leading consumer goods companies, actively engaged in the production and marketing of fast-moving consumer goods for four key segments, namely, personal care, home care, food and refreshment. Headquartered in UK, the company owns more than 400 brands, with a strong presence in over 190 countries. With innovation at its core, the company is committed to introducing new products and developments in the market from time to time, in sync with changing market demands and trends.



Business Challenge

The company is a firm believer of innovation and regards it as an essential component in the growth and development of the organization with a direct impact. It, therefore, dedicates a large pool of resources and investments towards the building and implementation of innovation projects. However, the over-dependence on legacy technology frameworks slowed down the implementation of these innovation projects, impacting the top and bottom-line growth of the business. Some factors that attributed to this delay included -

a) **Flurry of processes** - All innovation projects were mandated to go through a series of review gates, before climbing on to the actual roll-out stage. The large number of processes slowed down the speed of the entire innovation cycle, thus causing a delay in implementation.

- b) **Extensive review cycle** - Each process in an innovation project had in place an extensive review cycle, comprising of around 5-6 reviewers. Taking into consideration the total number of processes involved, the number of reviewers sprawled over 30, which greatly hampered and delayed the decision-making process.
- c) **Manual, cumbersome reporting structure** - The company had been following a spreadsheet-based reporting structure, which failed to provide them a clear, broader picture of their existing innovation funnel, the expected time and amount of incremental turnover, etc. Moreover, the manual way of reporting proved to be a time-consuming affair, which added to the delay.
- d) **Inadequate data capture** - The company's custom application, which was built on top of their sales force, did not succeed in capturing all the essential data accurately. In the absence of correct data, the company was not able to garner vital insights for the correct planning and implementation of their innovation projects. For decision-making, they had to rely primarily on the inputs shared by the person in-charge of the innovation project.

All this delayed the speed of innovation in the organization. More importantly, the lack of key insights led to project failures. The performance and success rate of innovation projects couldn't be tracked holistically.



Solution:

Acuvate helped the client adopt a progressive, fail-fast approach with a start-up mindset, wherein the roll-out of innovation projects was accelerated significantly. Also, in case a particular innovation project did not yield the desired outcome (turnover) over the estimated 100-day period, immediate actions were taken to rectify the situation. The project was either immediately stalled or pivoted to avoid further consequences.

- a) Innovation Insights, Acuvate's advanced end-to-end data analytics solution (cloud-based) seamlessly integrated the company's internal innovation data with the external market share/ performance data to drive a wide pool of benefits.
- b) All of the client's existing innovation funnel data was seamless migrated to Synapse Analytics.
- c) A large part of the business data was migrated to Azure Databricks, Azure Datalake and Azure Datafactory.
- d) Visualisations were used to track the size, value, time and performance of innovation projects over a period of 100 days.
- e) Acuvate's text analytics-based solution helped predict the likeliness of failure of an innovation project based on the elaborate description provided by the Innovation managers
- f) Realtime reporting increased the speed, efficiency and usefulness of reports.



Technology at Play

- a) Azure Synapse Analytics
- b) Azure Databricks
- c) Azure Data lake
- d) Azure Datafactory
- e) Power BI

Business Outcome:

The integration with Acuvate's advanced data analytics solution led to the following positive outcomes for our client:

- a) Identification and removal of **200 stalled projects** which were still a part of the system as they were hurting the incremental turnover of the organization.
- b) **Significant decrease in reviewers** from ~30 earlier to ~5 now. Review gates were also reduced from 9 to 3 alongside. This led to enormous amount of savings for the organization to focus on roll out of the Innovation projects.
- c) A staggering **30% increase** in projects that were timely launched.
- d) **1500 person hours** savings due to reporting automation
- e) Quick and insight-oriented pivot decisions made for **8% of projects** which had missed the incremental turnover target by more than a million euro.



Partnering with Acuvate for a superior edge in innovation

Acuvate is a global software service provider with over 15 years of experience in offering a suite of next-generation digital services and consulting. The company's mission-critical business solutions and services are aimed at modernizing, automating and supporting enterprise applications, IT systems, and infrastructure. With a strong global footprint, Acuvate has enabled enterprise-wide digital transformation for multiple businesses across the world with the help of new-age technologies such as AI, Advanced Analytics, Intranets, content migration & modernization, etc.

Acuvate is a Microsoft Gold certified partner, with a track record of successfully transforming 200+ reputed enterprises globally, including various Fortune 500 companies.