QlikView

QlikView for Consumer Products
Enabling demand-driven performance

Despite constantly changing consumer demands and product lifecycles, strong opportunities exist for innovative consumer products (CP) manufacturers. One is to institutionalize the concept of closer collaboration between suppliers, manufacturers, and retailers. Another is to exploit variances in global markets. Still another is to implement market-specific pricing and promotion strategies to optimize trade fund management and maximize sales and margins. With QlikView in-memory analysis, CP companies quickly and affordably gain real-time visibility into retail conditions, supply and distribution networks, and internal processes, providing the agility needed to capitalize on today's rapidly evolving business environment.

Representative QlikView Customers in Consumer Products

Ahlers Group
British American Tobacco
Cadbury Schweppes
Campbell's Soup
Dalehead Foods
Dawn Food Products
Dean Foods
Fila
Gatorade
Grotto S.p.A.
IAWS Group
Kraft Foods
Lifetime Brands
L'OREAL
National Frozen Foods
Pergo
Quicksilver
Reebok
Sara Lee
Terlato Wine Group
Unilever
Ventura Foods
V&S Group
WD-40 Company

Industry challenges

Global economic conditions sent consumers with less spendable income searching for value in trusted brands and private-label products. This increased the urgency for CP manufacturers to adapt to changing product life cycles and collaborate closer with retailers and suppliers to become more customer-centric. CP manufacturers need real-time visibility into consumer demand signals and value chains to anticipate, or at least rapidly respond to, demand changes.


Inhibitors

Technologies for collaborative relationships between CP manufacturers and retailers to improve store-level sales, inventory turnover and customer loyalty

continue to evolve. Many manufacturers now capture point-of-sale and other "demand signal" data made available from retailers. How they actually use the data is another matter. CP companies still lack performance transparency and the decision-making tools that are available only with real-time information processes to coordinate demand-driven manufacturing, distribution and supply networks.

QlikView solution

QlikView is a whole new class of business intelligence software that delivers unprecedented value to organizations of all sizes. With Google-like simplicity, QlikView puts users in control for the first time, enabling them to slice and dice all their data without limits. With QlikView, there's no more waiting for outdated static reports or lengthy deployment hassles. It puts the power of real-time business answers in the hands of all users, with time to value achieved in days and weeks, rather than months, years or not at all.

Hundreds of CP manufacturers worldwide spanning food and beverage, durables and appliances, apparel and footwear, home products, and personal care products have turned to QlikView to improve performance. Executives, prod-

uct managers, marketers, sales teams, manufacturing and supply chain managers, call centers and IT departments rely on QlikView's unmatched flexibility and ease of use for clear visibility into their business, enabling:

- Closer collaboration between retailers and suppliers
- Faster response to consumer demand signals
- Enhanced analysis of price, promotion and trade fund performance
- Dynamic financial, regulatory and safety compliance reporting
- Improved monitoring of commodity prices
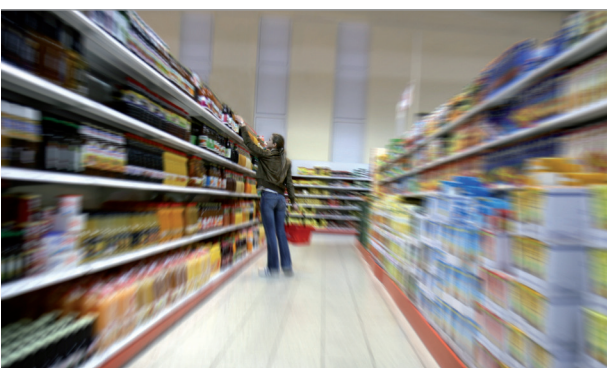
How CP Companies Compete with QlikView

Customer/Account analysis

QlikView enables account managers to easily analyze and monitor real-time performance data on their retail customer's product mix, purchasing patterns, sales volumes, margins, billings, compliance with sales agreements and future demand forecasts. Complete order-to-cash visibility with QlikView increases opportunities to optimize account and product profitability.

Marketing and product analysis

QlikView's real-time visibility into consumer demand signals and volatile commodity prices shapes forecast modeling for changing product cycles. Comprehensive market and product performance analysis with QlikView supports retailer segmentation, profitability analysis by retail customer and SKU, and identification of opportunities to cross sell and up sell.

New product analysis

Accurate insights into new product concepts, market need, fit within current product portfolio, product sourcing, market timing, and promotional activities pre and post launch all drive new product success. With QlikView analysis, new product teams can know what, when, where and how to get the most "bang for the buck" out of critically important product line expansions.

Trade promotions analysis

QlikView analysis of product planning and budgeting, promotional campaigns and costs, product categories and assortments, and market conditions allows partners to build elasticity into pricing and promotion strategies to optimize margins without sacrificing market or consumer share.

Demand signal analysis

By simplifying integration and analysis of demand signals with manufacturing databases, QlikView provides faster, deeper visibility into demand planning and execution. Benefits begin with more accurate forecasting of volume and procurement of raw materials aligned with sales forecasts and product inventory – in stores, warehouses, and in transit.

Manufacturing analysis

QlikView analysis improves capabilities to rapidly shift production needs involving a greater mix of product assortments that must be differentiated by regulatory statutes, language, package design and other specifications for consumers in specific geographic markets. Factory production managers can quickly view manufacturing and supply chain cost structures to determine where and how to implement changes in response to demand changes and profitability objectives.

Corporate analysis

QlikView simplifies enterprise financial reporting and compliance with regulatory statutes such as IFRS and SOX. Numerous non-financial regulatory requirements governing areas such as product safety and traceability, workplace health and safety, experience reduced compliance reporting costs using QlikView.

Executive analysis

Using QlikView, executives manage with personalized scorecards to follow progress toward business targets; predictive analysis to assess opportunities and risks of forward-looking objectives; and real-time dashboard KPIs for ad-hoc reviews of planning and budgeting, operational performance, and market trends. Unprecedented information visibility enables more efficient use of resources, leading to productivity gains and higher levels of business performance.

Enabling demand-driven performance – fast and affordably

Leading CP manufacturers worldwide use QlikView as their platform to deliver easy-to-use, fast and flexible analysis across their business units and functions. With QlikView, CP companies quickly and affordably gain real-time visibility into retail conditions, supply and distribution networks, and internal processes, providing the agility needed for ever-changing business demands.

Executive Management
- Executive Dashboards
- Balanced Scorecards
- Predictive / What-If Analysis
- Margin & Commission Tracking
- Enterprise Performance Management

Customer/Account Management
- Account Profile & Activity Management
- Sales Agreements & Volume Analysis
- Sales Demand Forecast Analysis
- Contract / Order / Billing Analysis
- Contract Disputes / Returns / SR Mgmt

Corporate Administration
- Financial Consolidation Reporting
- P&L x Business Dimension Analysis
- IFRS / GAAP / SOX Compliance
- Safety, Traceability & Compliance Reporting

Marketing & Product Management
- Product Lifecycle Management
- Marketing Campaign Analysis
- Customer Profitability & Segmentation
- Cross / Up-sell Opportunity Mgt
- Web & "Click" Analysis

Manufacturing Operations
- Production Planning & Scheduling
- Production Management
- Quality Management
- Six Sigma / Process Analysis
- Plant/Equipment Maintenance Analysis

New Product Introductions
- Product Portfolio Analysis
- Brand Management Analysis
- Product / Project Management
- Sourcing Analysis
- Time to Market Launch Activity Analysis

Demand Planning & Execution
- Supply & Demand Volume Planning
- Procurement Analysis
- Supplier Performance Tracking
- Inventory & Warehouse Management
- In / Outbound Logistics Analysis

Trade Promotions Management
- Brand Planning & Budgeting
- Campaign / Promo / Spend Analysis
- Category Management
- Assortment Planning
- Pricing & Revenue Management

Dashboard
Analysis
Reporting

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