

BRIEF CASE ↘

## Driving ROI with harmonized retail data

Founded in 1924, this \$ 2 Billion American organization manufactures high-performance alkaline batteries, specialty cells, and rechargeables. Its long history of technological innovation proudly lists putting the first battery on the Moon. The company's equally innovative marketing has created a loved, approachable brand synonymous with long-life batteries that proudly claims the number one spot in "personal power."



### The situation

People buy batteries from various retail store formats for everyday home and office use. To meet demand, this organization's four regional consumer divisions and one B2B division serve customers globally. The consumer divisions manage the relationships with the large retailers, while the B2B group manages the interactions with distributors who supply the remaining retailers and consumer electronics brands that resell batteries bundled with their products. The manufacturer supports all its retail, distribution, and OEM partners with trade funds for marketing, advertising, and other promotional activities to sell its products.

### The challenge

In 2016, a highly diversified holding conglomerate acquired the organization from its previous owner, a multi-brand, multi-category consumer products business.

The change brought new priorities, especially an increased focus on return on trade funds spent through direct and indirect sales channels. However, without access to the previous parent company

infrastructure, the organization lacked visibility into retailer sales, so measuring ROI generated by the trade funds was challenging.

In-house development to replace the lost infrastructure proved economically unfeasible, and it soon became clear that an off-the-shelf solution was the answer.



### The solution

The business deployed e2open Demand Signal Management to collect insights from retailers and content aggregators, aiming to achieve 100% visibility into the top 80% of the revenue across North America and Europe. The solution connects to Walmart, Kroger, Target,

BJ's, Rite Aid, Staples, Home Depot, Lowes, Costco, Sam's Club, Carrefour and several other large retailers, and IRI and Nielsen aggregated data. The application created a flexible data model for the retailer and store-level sales, harmonized the data for the organization's own lens and metrics, and pushed the data via APIs into the organization's business intelligence solution on SAP HANA.



### Consumer goods company

#### Challenges

- Lack of visibility into retail sales and inventories
- Unable to determine the ROI of trade spend
- Too complex and costly to build an in-house solution

#### Solution

- Deploy an off-the-shelf application to capture and harmonize retailer data in major regions

#### Applications

- Demand Signal Management

## The outcome

The organization has gained granular insights across the business. This includes valuable data for actual and planned sell-through and inventory in the retail channel, daily and weekly sales trends at the retailer and store

level, and the potential for stockouts or overstocking in each store relative to sales. With 100% visibility into 80% of revenue, it can now measure and drive better market share, on-shelf availability, overall category performance, and trade funds ROI.

### Applications

- Demand Signal Management



## About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: [www.e2open.com](http://www.e2open.com)

E2open and the e2open logo are registered trademarks of E2open, LLC. Moving as one. is a trademark of E2open, LLC. All other trademarks, registered trademarks, or service marks are the property of their respective owners.



DAILY

## Store-Level Sales Trends



100% VISIBILITY

## of 80% Sell-Through



VISIBILITY

## of Market Share



IMPROVED

## On-Shelf-Availability



IMPROVED

## Category Performance



MEASURABLE

## ROI on Trade Funds