



Top 10 Consumer Packaged Goods Data and AI Use Cases

How Unilever and Other CPG Leaders Confidently Use
Data to Build Their Brands

Where data
& AI come to **LIFE**



Prioritize Profitable Growth, Anticipate Consumer Demand, and Empower the Supply Chain

For the last several years, high-performing consumer packaged goods (CPG) companies relied on price-taking to counter rising input costs, supply chain disruptions, and changing consumer demand. Now the world is changing.

Industry analysts note that consumers are buying fewer items, with dramatic volume declines of 2% to 4% on average, according to McKinsey. Some 78% of consumers cited price as reason for scaling back their grocery shopping . In a recent Deloitte study, 40% of retail executives say they would push back on significant CPG price increases in 2024. And CPG executives are taking note. In the same study, only 2% of CPG executives expect to rely on price increases to drive their 2024 strategy, compared to 80% in the 2023 survey .

To address these challenges, CPG companies are focusing on innovative ways that they can connect with consumers and realize profitable growth. Many organizations are also looking for new ways to incorporate generative AI into their approach while also addressing environment, social, and governance (ESG) regulations.

Mining and analyzing data from across the CPG value chain can help companies achieve their business and sustainability goals. The insights gained from this data can help CPG companies:

- Improve the customer experience
- Accelerate product innovation and go-to-market strategies
- Create supply chain agility
- Drive operational efficiency
- Ensure compliance and reduce risk

In this eBook, you'll learn how leading CPG organizations are managing their data assets and using data-driven insights to improve their performance in 10 critical business areas. These case studies examine how companies are creating a data foundation that enables smarter, faster decision-making, more satisfying consumer experiences, and better business outcomes.

We hope you are inspired by these customer successes and that they catalyze your own digital modernization and data management efforts.

¹ McKinsey, "Consumers: Spending more to buy less," February 2024

² Deloitte, "2024 consumer products industry outlook," 2024



1. Use Case: Customer Intelligence

Burton Snowboards Uses Data as a Strategic Asset to Connect with Customers

Headquartered in Vermont, **Burton Snowboards** manufactures and sells premier products for snowboarding and the snowboard lifestyle to athletes, casual riders, and families. During the pandemic, the privately held company transitioned from a wholesale model to a DTC model.

The Need: To optimize customer outreach and maximize sales, CPG companies need to create a single view of both brick-and-mortar customers and consumers that is shared across all customer data systems and embedded in any related processes. This “golden” record should be available to sales, marketing, category management, production, direct to consumer (DTC), and service systems.

Goals: To support its DTC business, the company initially tried to engage customers using email addresses. But too many duplicate addresses compromised the success of this effort. Burton quickly realized it needed to get to know its customers better.

Solution: Using Informatica Cloud Data Governance and MDM – Customer 360, Burton created a customer golden record that merged email addresses and identified target households.

Results: Building on recommendations from millions of data points, Burton developed a DTC strategy for its customers. Now the company can more effectively get the right products in front of the right customer. Increased data transparency and reduced time from data to insight is helping enhance customer engagement, leading to an immediate increase in revenue.

Millions
of data points

Used by Burton
Snowboards to enhance its
DTC strategy

"As we approach peak snowboarding season, Informatica's Cloud Data Governance and MDM solutions help us maintain a high bar for data quality and management. By empowering our teams with access to the right data at the right time and the know-how to use it, we can predict demand accurately and build a product strategy based on customer needs."

Kyle Wierenga

Vice President of Global Information Technology & Analytics, Burton Snowboards

2. Use Case: Sales & Category Management

Land O'Lakes Builds Long-Term Value with Cloud-Based Data Management

A Minnesota-based agricultural cooperative, Land O'Lakes is composed of more than 4,300 producers and members. Its three core businesses include dairy foods, animal feed, and a seed business selling seeds and consulting services.

The Need: CPG companies want to confidently assess their category performance, sales, margins and stock levels across all categories, products, channels and geographies. These assessments must be consistent and reliable to support better decision-making.

Goals: To create actionable insights for its sales teams, Land O'Lakes wanted to capture activity data from website campaigns and other sources and translate it into actionable

sales leads. The company also wanted to develop analytics and dashboards that would allow users to quickly access reliable data, delivering immediate business value to employees and partners.

Solution: Using the Informatica Intelligent Data Management Cloud (IDMC) family of data integration solutions, Land O'Lakes created data relationships that help the company make more informed business decisions.

Results: Deeper, data-driven visibility improves the company's understanding of partners and customers. Now Land O'Lakes can quickly and reliably get valuable insight and information into the right hands, which has saved money, labor and time.

10,000

Land O'Lakes employees that use insights from Informatica IDMC to help farmers and growers get more productivity from their land

"We're not necessarily looking for what's best in the next quarter. We're looking for long-term benefits over the months and years ahead. So we want stable and flexible technologies that are right for the long run for Land O'Lakes."

Garrett Robertson

Application Delivery Manager, Land O'Lakes



3. Use Case: Marketing & Brand Management

Camping World Uses Customer Data to Tailor Marketing

Since 1966, **Camping World** has offered specialized products and accessories, expert advice, and professional service to recreational vehicle owners, campers and other outdoor enthusiasts. As a retailer of tens of thousands of outdoor-related products, the company develops and nurtures long-term relationships with its more than 10 million customers.

The Need: To maximize marketing spend, campaign return on investment (ROI) and market share, CPG companies need to invest in the right brand, trade promotions, and retail media opportunities using clean, accurate customer, reference and product data as a guide.

Goals: Siloed applications across the company's different lines of business, stale data and duplicate records created a concern

for the company's sales, marketing and service – as well as its ability to undertake new data-driven business initiatives. Camping World needed to create a single view of each customer that was accessible in real time across all lines of the business.

Solution: Using Informatica MDM – Customer 360, the company matched and merged 29 million customer records into a single record for every customer. Integration

between Informatica and other critical business systems automatically updates customer information on a daily basis.

Results: Each line of business can provide appropriate offers to customers, and the company captures customer interactions in near real time. Using the data to improve marketing precision, Camping World is enhancing customer communications and interactions.

29 million

Customer records matched and merged into unique customer identities

“With Informatica Customer 360, we can really get to know our customers and create new tailored marketing campaigns that target fishermen or boaters, for example, and connect the whole outdoor experience for them. It will enable new business models and help make our marketing campaigns even more effective.”

Terry Britt

Manager Enterprise Data Team, Camping World



4. Use Case: Omnichannel Commerce

Stuller Manages Millions of Jewelry Products with a 360-Degree Product View

Based in Lafayette, Louisiana, Stuller provides next-day delivery of more than 200,000 items to over 40,000 jewelry professionals worldwide. The omnichannel wholesaler and distributor offers a wide range of jewelry and jewelry-related products and services to help independent retail jewelers be successful.

The Need: To meet the changing needs of consumers, CPG companies must develop new products, onboard them quickly and manage a dynamic product catalog efficiently. Clean, consistent product and reference data helps fuel innovation, enables product traceability and increases speed to market.

Goals: As part of its core business model, the company offers extensive product customization by customers, resulting in

a product catalog of more than 4.5 million stock keeping units (SKUs). To enhance the sales experience and support efficient omnichannel commerce, Stuller wanted to more accurately populate and integrate its rich product data.

Solution: Using Informatica MDM – Product 360 and Informatica Data Quality, Stuller can collect and populate product data while enforcing strict data quality rules. Data is

validated as it is imported or entered in the system, improving accuracy.

Results: The Informatica solutions reduced product data management time for Stuller's ever-changing catalog. Enhanced product data also helps call center service representatives provide tailored advice and support – resulting in faster, more productive calls and increased sales.

4.5 million

Unique SKUs in Stuller's
product catalog managed
by Informatica MDM
– Product 360

"Better product data produces better customer experiences. I'm absolutely confident that by enabling us to provide richer, more accurate product information to jewelers, Informatica MDM-Product 360 will help us increase both our e-commerce and catalog sales."

Belit Myers

Vice President of Compliance Inventory and Information, Stuller

5. Use Case: Production Operations & Efficiency

B/S/H Increases the Efficiency of Production Operations with Trusted Data

B/S/H is the largest manufacturer of home appliances in Europe, with brands such as Bosch, Siemens, and Gaggenau. Headquartered in Europe, the company operates nearly 40 factories in Europe, the US, Latin America and Asia.

The Need: To optimize production yields, efficiency and utilization, manufacturers must be able to provide data scientists with clean, accurate data for each use case. Real-time information on demand forecasting, equipment effectiveness, utilization and predictive maintenance can help you streamline orders, lead times, quality, waste, and repairs.

Goals: To better understand customer needs, improve products, and streamline production, B/S/H began adding data from production lines, connected appliances, and social media to the

data collected from its internal systems. Yet data scientists struggled to find the data they needed, spending 70% of their time on each use case searching for data. B/S/H realized it needed a data cataloging tool.

Solution: The company deployed Informatica's AI-powered Enterprise Data Catalog to help accelerate its analytics and data science initiatives.

Results: The solution helped B/S/H improve production processes by providing the data

scientists who support manufacturing with the right data for the right use case. Using clean data, the company can optimize production operations and efficiency. As the company continues to integrate data from additional systems into its data catalog, onboard more data owners, and train more data scientists and analysts to use the data catalog, it expects to accelerate the delivery of trusted data for decision-making.

70%

Of data scientists' time per use case was spent searching for data

"In the coming year, we hope to connect our front-end systems to the data catalog and onboard all of the analytics users in our company, so they can use Informatica Enterprise Data Catalog to provide much faster access to certified data sources, reports and dashboards."

Boyana Todorova

Head of Enterprise Analytics, BSH



6. Use Case: Warehousing & Transportation

Kroger Improves Stock Analytics with Integrated Warehouse and Supply Chain Data

American grocery chain **The Kroger Company** is the largest U.S. supermarket by revenue. Headquartered in Cincinnati, the company's supermarkets, warehouse stores, and multi-department stores are distributed throughout the U.S. Kroger operates an economical three-tier distribution system.

The Need: To meet supply chain service-level agreements, CPG companies need complete visibility into their supply chain. You need to ensure that assets can be located anywhere in your supply chain – whether they are in a warehouse or on a boat, truck, or plane.

Goals: Facing lost sales due to out-of-stock products, Kroger wanted to analyze historical trends for its warehouse and supply chain operations. The company also aspired to

incentivize vendors to deliver products on time to its warehouses.

Solution: Using Informatica Intelligent Data Management Cloud (IDMC), Informatica Cloud Data Integration, and the IDMC Cloud Mass Ingestion service, Kroger integrates warehouse information from an on-premises operational data store (ODS) into Google Big Query. The company uses Tableau for analytics and data visualization.

Results: Kroger reduced analytics execution time from hours to minutes, saving the company millions of dollars. Insights derived from this solution also enabled the company to incentivize vendors to deliver products on time, avoiding millions of dollars of missed sales.

Millions
of dollars

In missed sales avoided
by ensuring products
are in stock

“The on-premises prototype analytics solution could take up to hours per day to execute. Utilizing Informatica Intelligent Data Management Cloud to integrate the warehouse information from an on-premises operation data store into Google Big Query, analytic execution time was driven down to minutes resulting in a highly scalable, easy-to-use analytics solution.”

Data Engineer
Kroger



7. Use Case: Supplier Management

Unilever Improves Supply Chain Transparency and Visibility by Mastering Supplier Data

Unilever is a global company that sells fast-moving consumer goods which help make sustainable living commonplace. Headquartered in London and Rotterdam, the company's three divisions focus on beauty and personal care, foods and refreshment, and home care, with sales in 190 countries.

The Need: To increase supply chain agility, you must be able to onboard suppliers quickly – in hours or minutes instead of days or weeks. Being able to quickly source new suppliers when conditions change is critical. And you need the flexibility to manage spend across your first-, second- and third-tier suppliers.

Goals: To create a resilient, sustainable supply network, Unilever wanted to improve visibility into its supplier supplies across more than 120 countries. Another priority was to accelerate the onboarding of new suppliers.

Solution: Unilever launched a new self-service supplier master portal built using Informatica MDM – Supplier 360.

Results: Using the Informatica solution to enhance supplier self-service and automation, Unilever increased supply chain capacity, resiliency and sustainability. The company also reduced the time needed to onboard new suppliers by up to 80%.

80%

Reduction in the time
needed to onboard
new suppliers

"Unilever and retailers now have a single version of truth for product data which is helping to enhance their consumers' shopping experience."

Informatica Team

8. Use Case: Supply Chain Collaboration

Manufacturer Streamlines Supply Chain Decisions Using High-Quality Data

A privately held window and door manufacturer creates products for residential and commercial applications at nearly 20 plants in North America.

The Need: By sharing sales, forecast and logistics information with key trading partners, CPG companies can deliver goods when and where customers want them. You also need to carefully govern partner data, protecting sensitive internal data such as margins. The ability to seamlessly manage complex EDI and EDIFACT data can help you streamline orders, invoices, and transportation data.

Goals: The company wanted to determine the configuration of products, plant locations and inventory that would help streamline supply chain and inventory optimization. An ongoing

consolidation of 30 million existing product SKUs and a desire to build out product configurations promised to drive significant revenue. But an existing customer master data management solution was unable to handle the organization's complex product management data.

Solution: The manufacturer deployed a suite of Informatica data management solutions, including Informatica MDM – Customer 360, Informatica MDM – Supplier 360 and Informatica MDM – Reference 360.

Results: After addressing its customer data in an earlier project, the company realized the value of using data to drive operational and analytical cases for its product data. By configuring and tailoring the Informatica solutions to meet its needs, the manufacturer was able master its product data at scale and achieve true multi-domain data mastering.

30 million

Existing SKUs being consolidated across manufacturing plants

Using self-service and automation features from Informatica, Unilever built a resilient, sustainable supply chain.



9. Use Case: Financial Planning and Analysis

Dolby Drives Digital Transformation and Market Innovation in the Cloud

A leader in audio noise reduction, audio encoding, spatial audio, and high dynamic range (HDR) imaging, Dolby Labs licenses its technology to consumer electronics companies.

The Need: To support innovation while remaining compliant and operationally effective, CPG companies need to ensure the financial planning and analysis processes that power the business are built with clean, reliable, and well-governed data. Automation technologies can help companies to protect their financial and pricing data and while accelerating users' access to trusted, reliable information.

Goals: Dolby created a new developer platform called Dolby.io that democratizes APIs and technologies for individuals and

developers around the world. The company needed to be able to record app usage and pricing and update its ERP system with relevant financial data. In support of its new product introduction activities, Dolby also needed the agility to try out new pricing models and change them as needed.

Solution: The company partnered with Informatica to develop internal APIs that document developers' usage of Dolby.io. With visibility into the information collected by Dolby.io, the Informatica solutions track API

usage data and update the company's ERP solution with related financial data.

Results: Dolby uses the financial data to support new product models and help monetize its APIs. Data resources can be used where and when they're needed, which helps support the evolving needs of the business. As the company scales Dolby.io and its product innovation efforts, it benefits from its partnership with Informatica, which delivers trusted financial data.

"Now the operations team can try out new pricing models on Dolby.io in minimum time. That's obviously a big benefit to us."

Ashish Mehta

Director, Global Enterprise Applications, Dolby Labs

10. Use Case: Compliance, Privacy and ESG

L'Oreal Protects Employees' Personally Identifiable Information

With products on the shelves in 130 countries and 52,000 employees around the globe, L'Oreal is the world's leading cosmetics company.

The Need: To enhance compliance, CPG companies must ensure customer data privacy and remain current with regulations such as GDPR and the California Consumer Privacy Act (CCPA). You also need to comply with reporting requirements for environmental, social, and governance (ESG) mandates as well as regional traceability requirements such as Section 204 of the FDA Food Safety Modernization Act (FSMA).

Goals: In support of its new HR strategy, L'Oreal needed to deploy a reporting and HR decision-support system that would

protect sensitive, complex HR data, such as employees' personally identifiable information (PII). The solution needed to integrate data for recruiting, training and monitoring career development for staff in 60 countries.

Solution: The company deployed Informatica Power Center to access, integrate and deliver data quickly and cost-effectively, without hand coding.

Results: The Informatica solution reduced risk by eliminating manual coding and decreased

daily batch processing time. It also reduced the time required for IT maintenance and gave users the autonomy to create data flows and processing.

52,000

L'Oreal employees whose PII is protected

"In HR, the challenge is not volumetric management but the complexity and sensitivity of data. In five years of use, we have never had a system freeze with PowerCenter and we know that we have a tool that provides us with timely, reliable and auditable data."

Philippe Bot

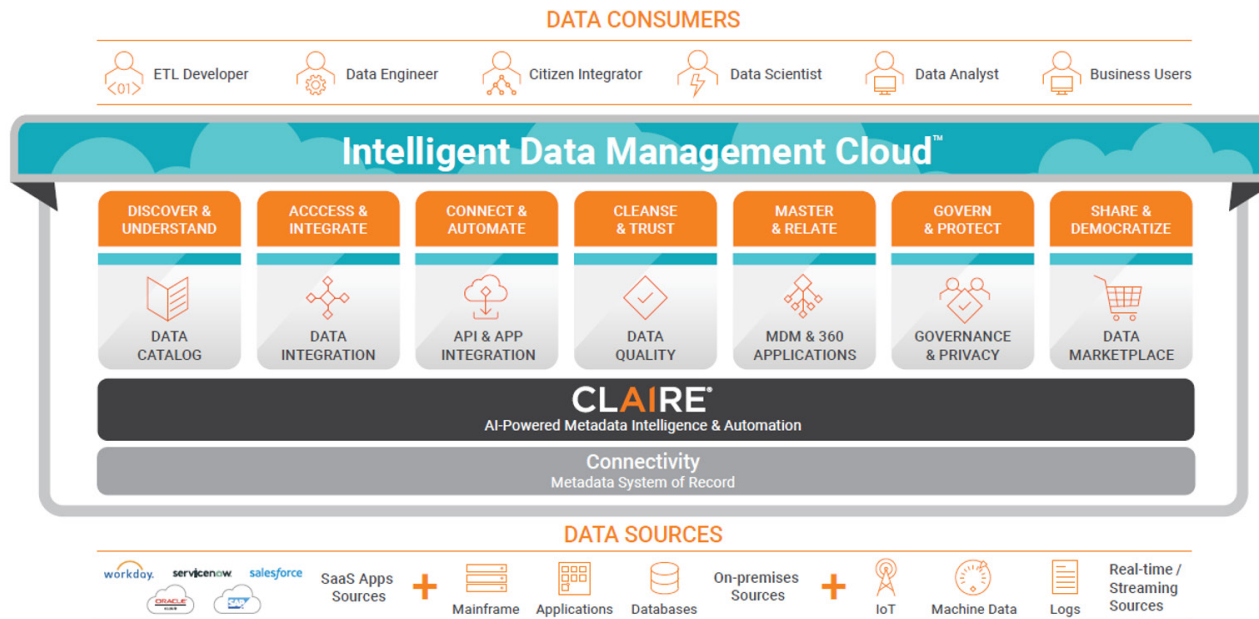
Director of HR Corporate Information Systems, Office of Human Resources, L'Oreal

Informatica Solutions for CPG

Confidently Build Your Brand with the Power of Cloud-Based Data Management

Informatica helps CPG companies create a unified data foundation that supports enhanced competitiveness and compliance in today's changing industry. Our AI-powered, cloud-native data management solutions are based on the Informatica Intelligent Data Management Cloud (IDMC) for CPG.

Informatica IDMC for CPG is the industry's most complete and modular enterprise data solution, built on a microservices architecture to help CPG companies unleash the power and value of all data across local systems and hybrid and multi-cloud environments — ensuring data is high quality, governed, democratized, and holistic.



Next Steps

Learn more about Informatica solutions for retail at www.informatica.com.

About Us:

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

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