

Natura Creates New Business Model with Informatica MDM



“We chose MDM from Informatica Corporation because we needed a strong solution that could support the digital transformation that Natura is going through.”

Agenor Leão
CIO, Natura

Founded in 1969, Natura is a Brazilian multinational company that is a leader in the market of cosmetics, personal hygiene and beauty products. Including indirect sales in Brazil, Natura had net profits of R\$ 7.4 billion in 2014. It has 7,000 associates, 1.7 million consultants, and operations in Argentina, Bolivia, Chile, Mexico, Peru, Colombia and France.

The company’s structure includes Brazilian manufacturing sites in Cajamar and Benevides, eight distribution centers, and research centers in São Paulo, Manaus and New York. Natura holds 65% of the Australian cosmetics manufacturer Aesop, with stores in countries including Oceania, Asia, Europe and North America.

About three years ago, Natura expanded its sales through digital channels. As a result, a new relationship model was created, Rede Natura (<http://rede.natura.net>), which allows the consumer to search for a digital

consultant, access their Internet website, buy, and receive their products at a specified address.

Digital Franchisees

The new business model was developed in order to preserve the traditional sales relationship between people and at the same time, keep up with the pace of communication evolution over the internet. To operate in this new model, consultants become digital franchisees and receive multiple training courses—including digital marketing—that teaches them to connect with the customer over digital channels and to develop their businesses online. The consultants rely on a robust platform which also provides business data.

The success of Rede Natura is obvious. “About half of the digital consultants are new in our network, that is, they were never traditional consultants. Every day, thousands of people from all over Brazil access the portal and are interested



Business Initiatives:

- Leading company in cosmetics direct sales creates a business model which allows consultants to work in an online environment—<http://rede.natura.net>

Country

- Brazil

Business Needs

- Expansion of the business model and creation of new consumer channels

Technology Strategy

- Integration of consultant and consumer information in a unified registration platform
- Creation of a base for consultants to engage in relationship and business actions with their customers and digital marketing

in becoming a digital consultant,” says Agenor Leão, CIO of Natura.

A chat application can be installed in tablets and smartphones to take franchisees even closer to customers. Thus, the consultant is always online and available to answer questions and guide customers at the time of purchase. This online consulting model is a big differentiator of Rede Natura compared with traditional e-commerce.

Rede Natura also delivers a CRM tool to digital consultants that helps them get to know their customers better and creates new business opportunities. It is now possible to view visits to the consultant’s page, the origin of those visits, fulfilled sales, profit, and also new sales opportunities.

For Natura, the new digital engagement channel created the possibility of being closer to end customers and getting to know them better. “Before, the vision we had was always through the eyes of the consultant. Having access to the behavior and desires of the end customer is extremely important,” explains Leão.

The Underlying Technology

The Master Data Management (MDM) solution from Informatica was key in helping Rede Natura achieve their goals. The solution enabled integrating and mapping the data of consultants and more than nine million consumers. MDM is the structure behind the CRM system that records and increases the value of relationships among people.

Next Steps

The Rede Natura experience is a success and the company will continue to invest in other assets in the digital world. Natura will launch Rede Natura Chile, using MDM as a global tool. The data from Natura Digital Consultants and customers from Brazil and Chile, and shortly from other countries, will be shared.

Solution & Results

- Thousands of people access the portal daily and want to become a digital consultant
- The success of Rede Natura in Brazil has led to expansion into Chile and other new countries

Inside the Solution

- PowerCenter Advanced Edition
- PowerCenter Real-Time Edition
- Master Data management (MDM)



Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA | Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | linkedin.com/company/informatica | twitter.com/Informatica

© Copyright Informatica LLC 2018. Informatica, the Informatica logo, and PowerCenter are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided “AS IS” without warranty of any kind, express or implied.