

# CSCO Executive Briefing:

Empowering Dynamic Retailers and CPGs with Data

## Optimize Data at Scale to Become a Supply Chain Team of the Future

The complex global supply chains that support the modern retail and consumer packaged goods (CPGs) worlds require a constant balancing act of customer service and cost management excellence, both in their design and operation. This challenge is further compounded with the essential need to build in agility and resilience in the face of continuous and rapid change, coupled with the growing urgency to improve sustainability.

The ability to simultaneously balance all of these characteristics at the scale and complexity required for today's business feels like a fantasy, but fortunately data and analytics excellence is now able to make this a reality.

## What Can Teradata Help You Accomplish?

Teradata can help deliver key capabilities that can be applied to each area of the supply chain in order to drive significant performance improvements.

The key to achieving these capabilities lies with being able to bring all of the granular level data into one place, and then leverage it through multiple lenses. Achieving this requires the integration of many different data sources, at both vast scale and with high speed, to generate and act on insights in a timely manner. Teradata has this proven capability: Every day managing these same types of data and analytic challenges with the biggest retailers and CPGs around the world.

### 7 Ways Teradata Helps Retailers and CPGs Achieve Transformational Results

1. Connect silos to ensure end-to-end visibility and decision making
2. Enable the desired balance of supply chain characteristics to be delivered
3. Automate supply chain processes, improving efficiency and increasing agility by delivering near real-time capabilities
4. Understand in real time if the supply chain is operating as designed, and if not:
  - Deliver intelligent alerts to highlight if interventions are necessary based on an end-to-end real-time view
  - Recommend resolution options based on the business' priorities for the differing supply chain characteristics: service, cost, sustainability, resilience, and agility
5. Improve forecast accuracy by operating at a granular level, increasing frequency and identifying the key drivers to enable a more predictive capability
6. Drive continuous optimization by identifying weak links in the supply chain to improve resilience and maximize opportunities—such as inventory and operating cost reductions
7. Enable complex scenario planning, allowing:
  - Resilience stress testing—simulating interruptions in physical supply and/or significant shifts in demand
  - Supply chain design optimization—simulating changes in the supply chain to understand the impact they will have on performance characteristics

## From Capabilities to Characteristics

Teradata applies essential capabilities to functional business areas to deliver the required balance of supply chain characteristics.



## Overcoming Problems and Seizing Opportunities

Visibility is the fundamental building block for all supply chain solutions. If data visibility is managed correctly, it can be leveraged for many different uses. It is critical to remember, however, that data visibility is not just about the location of goods—it is everything relating to the supply chain characteristics that Teradata seeks to balance with its customers, such as service, cost, quality, sustainability, resilience, and agility (see Figure).

For example, in addition to knowing about the movement of an item or quantity in a location, the company should know what that movement has cost, how much CO2 it has generated, and if the actual performance was the same as what was planned. Understanding these details at a very granular level enables retailers and CPGs to effectively “tune in” further improvements as close to real time as possible.

## Gain a Full Understanding of Supply Chain Operations

Due to the complexity and scale of modern supply chains, they are often managed in silos. These silos can be functional, organizational, geographical, or even a combination of all three. However, they prevent companies from focusing on what is important to the end customer. They also lead to a network of sub-optimal services and increased costs.

The goal is not to prevent silos from an organizational construct—this would be extremely difficult. Instead, the goal is to ensure that the silos operate in the context of fully understanding the end-to-end supply chain, and the impact the silos are having on the entire supply chain performance.

## Enhance Existing Supply Chain Solutions

Given the size and breadth of modern supply chains, it’s not surprising that there are many solutions available on the market, many of which are being used in retail and CPG businesses. However, those solutions tend to be aimed at specific supply chain silos, such as a transport management system (TMS), warehouse management system (WMS), or demand forecasting solution (DFS).

Many of these solutions are excellent at carrying out their individual functions, but they do so in isolation from the rest of the supply chain.

Teradata can bring significant value by providing an integrated data hub that connects all of these solutions, enabling them to operate in the context of each other. This brings three key advantages:

- Ensures consistency of data used in each solution—preventing reconciliation exercises or errors due to a mismatched understanding of what is happening
- Provides additional data streams into each of the solutions—enhancing their capabilities
- Allows cross-solution analytics to be carried out—bringing insights that were previously not possible

### Increase Revenue and Drive Efficiency

Teradata offers advanced retail/CPG analytics, operationalized at scale, for high-impact business outcomes. These analytics help boost revenue and increase efficiency at a time when unprecedented changes in consumer behavior, intensified pressure on margins, the changing role of stores, and a radically changed competitive landscape is driving transformation.

The most successful organizations deploy world-class analytics, artificial intelligence (AI), and an enterprise data architecture so future operating models are empowered to:

- Grow omnichannel revenue by optimizing customer journeys
- Crack the final mile and deliver the promise to customers
- Improve efficiency and automation across multichannel processes
- Combat the dual threats of decreased store footprints and increased competition

## About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. The Teradata Vantage architecture is cloud native, delivered as-a-service, and built on an open ecosystem. These design features make Vantage the ideal platform to optimize price performance in a multi-cloud environment. Learn more at [Teradata.com](https://www.teradata.com).