

# Accelerating Competitive Advantage through Advanced Analytics



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**Winning in today's world requires an integrated set of commercial capabilities focused on unlocking value across sales, marketing, and strategy and demand planning. The key in many instances to tapping that value lies in the application of an integrated and robust analytics capability that enables not only the understanding of prior activity and performance but, more importantly, possesses the ability to help predict future performance and response. For many high-performing companies, advanced analytics has left the backroom and the market research function and is now a differentiating capability deployed to the point of decision.**

While the operational dynamics of consumer-facing industries are different, they share a few common denominators. These include dramatic shifts in buying behavior, increasing pricing volatility, accelerating convergence of trade and marketing strategy, and a vast amount of data about consumer activity and preferences that is untapped.

Symphony Analytics delivers critical insights at the speed of business. The group operates with three key foundational capabilities that help clients accelerate their performance forward:

1. **Analytics Consultants:** Our team of experienced analytics consultants supports clients in converting analytic and modeling output into strategy, operational plans, and marketplace actions. Through specific defined engagements or the use of our analytics "SWAT" team to address an urgent business issue, our consultants are focused on helping our clients receive maximum utility for their analytics investment.
2. **Custom and Automated Modeling:** Our open and data-agnostic analytics modeling platform allows for unique combinations of data and modeling approaches to address the analytic needs that today's rapidly changing business environment demands. Both standard modeling questions and custom analytics needs are enabled through our propriety modeling technology and methodologies.
3. **Automated Analytical Solutions:** Rapidly democratizing analytical insights into the hands of business users and insights professionals through intuitive tools is the focus of our automated analytics solutions. We offer specific solutions focused in the areas of price and trade analysis and management, next generation marketing effectiveness and marketing mix analytics, forecasting, and assortment optimization.

## Collaborative Analytics

The analytically-advantaged organization focuses on the application of rich analytical insights and solutions across three core business process areas:

- 1) **Planning**
- 2) **Collaborating**
- 3) **Execution**

While historically, many companies have used analytics to help shape strategy during their annual brand and commercial planning process, the next frontier that innovative companies are leveraging is advanced analytics to support collaboration activities between manufacturers and their marketing/ media partners and customers. Taking analytics out of static PowerPoint and enabling collaboration via mobile and tablet technologies now enables sales and marketing leaders to collaborate with a dynamic fact base. SymphonyIRI's investment in collaborative analytics will continue to help clients achieve higher return on their analytics investments and improve their relationships and economic returns with their customers and marketing partners.

## Symphony Analytics' proven automated analytics model accelerates speed-to-insight for our clients

### Integrated Automated Analytics



*Critical to executing winning strategies in today's economy is a deep, robust analytics platform focused on speed to insight*

Symphony Analytics works with clients to tackle the dynamics of today's markets through proven, winning strategies:

- Developing marketwide plans that optimize interplay between trade, pricing and consumer marketing, and drive share growth
- Dynamically re-planning, leveraging advanced scenario planning and predictive modeling on price and promotion and media
- Localizing execution and de-averaging the market to identify new profit pools

#### Management Experience

- The Symphony Analytics team brings together both leading marketing science professionals and problem solvers with seasoned business practitioners who are attuned to the realities of the application of analytics.
- The team comes together from a wide range of backgrounds, including leading consulting organizations, modeling/ analytics boutiques, academia, and senior positions at consumer-facing companies.
- A significant portion of our team leaders possess advanced degrees and doctorates in the areas of applied mathematics, statistics, and other decision sciences.

- Each expert has a broad and deep history of generating improved ROI from more effective branding and marketing.
- Symphony Analytics has worked with more than 50 of the world's leading consumer-focused companies and brands.
- Leaders in Symphony Analytics are frequently quoted and published in national and trade media publications on topics related to their expertise in creating value with advanced analytics.

## **Analytics in Action:**

### *CPG Leader Gets More for Less*

When faced with poor media returns and shrinking marketing budgets, Symphony Analytics helped a consumer packaged goods client get more for less. Through application of marketing mix analysis coupled with a media flighting analysis, the team was able to find the client an additional \$13 million of more productive media and enabled their continued growth with a smaller investment.

### *Health and Beauty Products Provider Course Corrects*

When commodity price volatility demanded a rethinking of pricing strategy and architecture, Symphony Analytics helped a health and beauty client protect their share position by creating optimal pricing points in key channels. Leveraging automated pricing simulation capabilities, the team was able to run dozens of scenarios in hours to quickly engage the market and course correct pricing strategy in advance of competitive moves.

### *Increase in Cotton Prices Changes the Apparel Business Landscape*

When faced with a never before seen increase in cost of goods, an apparel manufacturer partnered with Symphony Analytics to design the appropriate marketplace response to mitigate sales and profit risks. Symphony Analytics assisted in collecting and integrating data from various sources, both syndicated and non-standard, to be leveraged in an advanced price and promotion elasticity study across one of their categories. The brand team was able to leverage the learnings to appropriately increase their price and learned how to best execute their various promotional tactics during key time periods. Simulations were performed to identify the impact on volume, revenue and margin for various possible strategies.

## **About Symphony Analytics**

Symphony Analytics enables clients to achieve high-impact business outcomes through a unique combination of predictive analytical techniques, proprietary rapid-modeling platforms, leading-edge automated solutions, and experienced analytics consulting talent. Focusing on the key strategic and operational needs in sales and category management, marketing and brand management, strategy, and demand planning, the group works collaboratively with clients to deliver action-based analytics and enable their organizations to commercialize and monetize those insights.

## **About SymphonyIRI Group, Inc.**

SymphonyIRI Group, Inc. serves more than 95 percent of the world's leading CPG, retail and healthcare companies, offering the highest-quality information, insights, software and consulting solutions. These solutions enable clients to create innovative new products, marketing and promotion campaigns, retail and store layout strategies, and pricing strategies that generate revenue and market share uplift. The company includes IRI Market Measurement, which provides market tracking information, and Symphony Solutions & Services, consisting of the company's analytics, consumer & shopper insights, business intelligence software and consulting organizations. For more information, visit [www.symphonyiri.com](http://www.symphonyiri.com).

## **To Learn More:**

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