

RETAIL VELOCITY

CASE STUDY

Reckitt Benckiser achieves “perfect data” to power high-quality insights for its global network of retailers thanks to Retail Velocity.



SITUATION

Reckitt Benckiser (RB) is a multinational consumer goods company operating in more than 60 countries. The company is a leading producer of health, hygiene and home products, which are sold by retailers in more than 200 countries.

In 2017, RB embarked on a process of digital transformation to help secure the company’s position at the forefront of its industry. One of RB’s main goals during this process was to develop an integrated approach for generating consumer and operational insights for its global network of more than 100 retailers.

Unfortunately, the data that RB had to work with was far from perfect. The company relied on weekly data from an aggregator, which typically required an additional 24 to 48 hours of processing before it was ready for production. Data analysis had also been heavily siloed, with each global region left to conduct its own analyses.

In order to generate fresh, in-depth insights for its retailers, RB knew it needed the ability to automatically collect data directly from all those retailers, onboard new retailers rapidly, and standardize reporting. Harish Kumar, Director of Data Engineering and Architecture for RB, hoped that improving data capture in these ways would allow the company “to build an end-to-end supply chain solution that could measure and manage how we move product from dirt to sale.”

Given the diversity among retailers across the globe, Harish also recognized that RB would need a highly customizable solution that could work with various models, markets and regions. RB could not afford to take on a partner that would not be able to account for the granularity and variety of its use cases.

Fortunately, the company found Retail Velocity.

“Our platform by itself has generated exponential value by actually defining the use cases. Also, the data sets that we brought in from Retail Velocity continue to be an integral part of all use cases, which are talking about tracking effectiveness, tracking ROI, optimizing promotions, and so forth. The data itself and the process that was enabled is so valuable.”

Harish Kumar, Director of Data Engineering and Architecture, Reckitt Benckiser



SOLUTION

Retail Velocity provided tools and support that enabled RB to connect directly to retailers and run its own global data processing operations from one source of truth.

The self-service, plug-and-play tool VELOCITY® has been essential for RB’s success in rapidly onboarding retailers. VELOCITY® ensures that all the retailers can reliably capture the most important data, which is often unique to them. The resulting speed, quality, and scale of data acquisition has “allowed RB to become the market leader in terms of understanding the capabilities of data and exploiting data as much as possible.”

RB also enjoyed exceptional support from Retail Velocity across the board. According to Harish, “The entire Retail Velocity team was there to ensure our success. Everybody—including the CTO and the president—was there with us, had their skin in the game and in the success that we wanted to see. They were always available for us.”

Thanks to Retail Velocity ensuring reliable data acquisition and engineering, RB has been able to develop a centralized database as the single source of data for all of its data science products.

“Retail Velocity is the expert in interfacing with retailer data sets, allowing us to kick start our digital transformation and speed us on our journey. VELOCITY® allowed us to be the market leader in terms of understanding the capabilities of data and exploiting data as much as we do.”

Harish Kumar, Director
of Data Engineering and
Architecture, Reckitt Benckiser

RESULTS



Achieved “perfect data”

- Fresh, granular daily data, down to the store and item, for all operational insights
- Rapidly cleansed, harmonized, and normalized data from disparate silos to seamlessly serve different retail models and global applications

Reduced the cost of machine learning by

80%

after switching to automated data models



Easy access to high-quality insights for retailers at optimized & reduced cost

>1400
users

were provided with insights from data science products in:

- Category management
- Supply chain planning
- eCommerce
- Performance-based employee compensation
- Promotion campaign optimization
- Forecasting
- Front-line sales

Rapidly onboarded

72
retailers

including 38 Amazon international markets, in 2 months using VELOCITY®



Established centralized, standardized retail setup & reporting from different countries to view essential KPIs