



an NTT DATA Company

# Digital



Inspiring consumer goods sector **by everis**



## Digital:

Digital is the era of disintermediation, the era for new ways of relationships, the era of data and knowledge. And FMCG Brands have to embrace this opportunity and take advantage of the possibilities that digital arena brings to them: Know, connect and influence on their consumers; control the product value chain with an e2e perspective, integrating both providers and retailers; improve processes performance, increase innovation, develop new businesses, etc.

## What really matters

everis has extensive experience in the consumer sector, we envision the digital world, and we accompany the organizations in their digital transformation in a pragmatic and realistic way.

Together with a strong and wide multidisciplinary teams will assure our client success in this key transformation.

## Services:

- Digital Transformation and Roadmap.
- Cultural Tx.
- Digital Experience
- Blockchain: Business transformation over the Internet of Value



## Digital Transformation and Roadmap.

The challenge for brands is not to decide if they have to embrace or not digital world, but the relevant role they want to play on it and the way they have to do it.

But, how to evolve and successfully transform in a digital world? The key for digital transformation is not just where to put focus on, but how to do it, how do we begin?

Fleeing tactical initiatives, usually unconnected, and establishing a strategy and an appropriate evolution plan will allow us to manage transformation in a harmonized and successful way.

### How may everis help?

- High level understanding of the current situation of the client, its strategic goals, production model, distribution and marketing models, Organization, ... all considering diversification factors such as categories, sub-brands, geographic dispersion, etc.
- Conceptualization of the aspirational model based on Digital Discoveries Methodology.
- Identification of the main evolution areas and definition of the strategic lines for digital transformation.
- Analysis of the current situation for those areas related to the initiative, both in terms of digital maturity level, technological capacity, processes and organization, as well as general context, that may have an impact on the definition of actions to be established, to reach the objective aspirational model.
- Definition of the action lines to be launched to address the aspirational model, as well as their prioritization and phasing based on impact criteria, synergies and benefits.

### Differential values of our approach

- We have experience in this area after working with many clients of all kinds, from a CEO an board level to establish a true Digital Transformation Program totally adapted to each company situation.
- We have experience across all disciplines required for success (business consulting, FMCG knowledge, Digital).



## Cultural Tx.

As nowadays' markets are highly competitive and purely digital, it is of vital importance to take care of employees and ensure the digital culture is present along the entire organization, in order to offer the same thing to our clients.

Therefore, in order to differentiate themselves, companies must absorb digital culture in the core of the organization, for which it is important to lead digital and practice digital. What this means, is that companies must abandon legacy, and ensure their leaders promote digital culture among the organization, while introducing digital initiatives (practices) in the day to day of their employees, such as online working models, the promotion of innovation, etc.

It is not possible to engage customers if you can't engage employees.

## How may everis help?

- The new way of understanding life, living and feeling empathically towards others.
- New methodologies and mindset towards sharing knowledge and learning.
- Working, as it is now, will change dramatically through simplification and management of employees attention.
- Connecting with others is a must in this new era. Therefore, new possibilities must be integrated in organizations.
- A strong visionary leadership is crucial in this transformation, as well as horizontality and abandoning legacy.

## Differential values of our approach

- End 2 end approach with technological and business capabilities.
- Innovative culture to serve as an example.
- We focus on understanding needs before creating solutions.



## Digital Experience.

The nature of consumers is very diverse, and although we move towards a more digital consumer, it is necessary to adapt the experience of our customers to their preferences and desires:

It is necessary therefore to have digital channels that unite immediate, design, reliability, functionality in short that provide a unique interaction experience between company and consumer.

In the current context, all organizations are moving in the direction of digital transformation with the main objective of renewing or dying. In this stream of transformation, Digital Experience helps organizations:

- Know and understand your customers and consumers (digital marketing techniques, social network analysis).
- Communicate with customers and consumers (multi-device and multi-publisher interfaces).
- Interact here and now (mobile applications and integration technologies with back-end systems).
- And all this under a single user experience (UX / UI).





## How may everis help?

### FRONT-END

(html5, CSS3, pixel-perfect, SPA frameworks)

### CONTENT FACTORY

(Video, Infographic, images...)

### USER EXPERIENCE

(User researchers, visual designers, interaction designers)

### DIGITAL MARKETING

(SEO, campaigns, analytics experts)

### MOBILITY PLATFORMS

(iOS, android and xamarin developers, mobility architects)

### DIGITAL EXPERIENCE PLATFORMS

(Liferay, Oracle, Sharepoint, Sitecore, Drupal and Adobe architects & devs)

We provide a balance between cohesive digital project management and specialized expertise.

## Differential values of our approach

- Experience across all disciplines required for success (UX/UI, PLATFORMS, DIGITAL MMKT, CONTENT and of course FMCG)
- Strong partnership with Oracle, Liferay, Adobe, Google, IBM, Sitecore, MS



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## **Sales Force Automation.**

A common mistake in FMCG companies is think about SFA as a software solution. In fact, this wrong philosophy is not the main reason of failed projects with huge losses of money, but also unsatisfied Field Forces. So the key success factor in the development and execution of a SFA consists in designing a solid sales process in the Organization before choosing and installing the software or technological solution.

### **How may everis help?**

- Simplify and automatize all the Sales process stages: from the first contact with the client, the successive interactions (e-mails, appointments, phone calls, ...), the tracking of on going opportunities, to the closing of a sale.
- Contact Management & Scheduling.
- Create an Activity Planning that helps the sales rep to organize the daily route.
- Get a 360-degree Customer view.
- Provide a Customer segmentation and classification.
- Sales Order Management with suggested orders, according to the rules established by the business.
- Configure and Plan promotional offering.
- Point of Sale Data Collection (On-Trade/Off-Trade).
- Working Off-line.
- Integration with Contact Centers.

### **Differential values of our approach**

- Experience across all disciplines required for success (FMCG business process knowledge, Sales Force Automation systems, System Integration, Reporting and Analytics).
- Proven methodology and success stories of projects implementation (Local, Regional and Global).



## **Blockchain:** Business transformation over the Internet of Value.

Innovation is difficult. Regulation, old-school management, short-term thinking and excess of bureaucracy limit the potential benefits.

In a fast-changing environment such the one companies are living on, cultural change and innovation based on exponential technologies might provide both a big threat to the current business infrastructures, replacing and automating their operative and decentralizing their core business, as well as a big opportunity to generate new services and ecosystems of value and entering new markets.

In order to be ready to take the next exponential wave of the 4th industrial revolution, traditional companies might experience the benefits and possibilities of security, transparency, security & interoperability that new technologies such as Blockchain, while keeping the focus in providing value to the most important thing, the customer.

### **How may everis help?**

Empathizing with our customer needs and wants, we provide 360° degree services coverage across several industries starting from content creation, online and face-to-face tailor-made training services and business strategy assessment, to IT development, from building PoCs to commercial products.

- Train customers while generating collective knowledge for the development of use cases.
- Understand customers needs while developing strategic plannings aligned with their corporate goals the technological maturity.
- Set relationships with Tier 1 technological providers to provide the most valuable offering
- Make sense of our customers budget with lean methodologies for solutions development, from the development and validation of PoCs to the development of scalable commercial products.
- Connect the solutions integrated in the different industries to connect value and generate new crossed opportunities.

### **Differential values of our approach**

- Differential team, formed by Blockchain Early adopters with extended experience in creating and managing business and innovating for big brands.





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