

# CEO Executive Briefing:

Data and Analytics are the Keys for Retailers and CPGs of the Future

## The Biggest Challenge is the Barrier of Departmental Silos

Unprecedented changes in consumer behavior, intensified pressure on margins, the changing role of stores, and a radically changed competitive landscape for both online and offline channels are driving a retail and consumer packaged goods (CPG) transformation.

Customers now expect retailers, CPGs, and their brands to provide them with hyper-personalized websites, offers, and content. Retailers and CPGs must therefore deliver a hyper-localized shopping experience to stay relevant and competitive compared to all of the other options consumers now have available to them.

More often than not, over time each department creates its own data silos as each one wants increased freedom and autonomy. In addition, there are usually historical technology constraints to overcome due to gaps in top-down governance. These silos and constraints result in an ever-increasing data mess:

- An inability to connect the activities of each department to each other
- Increased storage costs
- Decreased real-time capabilities
- Multiple versions of the truth

## The Solution Requires Full Data Integration and Orchestration

Teradata works with leading visionaries in the retail and CPG industries to resolve these and other challenges using a central architectural brain to integrate and orchestrate all of the data, all of the time (Figure 1).

This facilitates the world’s most advanced data and analytics, allowing data to be shared between teams and with partners, in a highly scalable, more cost effective, and greater value-driving manner (Figure 2).



Figure 1. Bring Together All Data in a Central Architectural Brain

## Shifting the Focus to Business Transformation and Business Value

When you have everything fully integrated and orchestrated, every activity can then be connected to one another, increasing incremental value—the sum of the parts. All of a sudden, you move from running 5 million queries a day to more than 250 million queries a day, adding increasingly more depth and value to your insights and your overall organization.

The pendulum shifts away from Excel and towards advanced artificial intelligence/machine learning (AI/ML), driving companywide, forward-looking prescriptive analytics. Time to value, storage costs, and resource requirements decrease, resulting in a newfound ability to connect every individual activity across the ecosystem. Organizations benefit from an increased ability to take advantage of real-time capabilities, and critically one version of the truth in the boardroom.

## Solid Foundations Lead to Physical and Digital Transformations

Physical and digital transformations are often talked about, but often misinterpreted. The transformations require the best architecture coupled with the most advanced data and analytical capabilities. Only when these are in place can retailers and CPGs then focus all of their attention on driving the most value-adding activities into their standard day-to-day ways of working.

Figure 3 offers real-life examples that Teradata can also help you implement, augmenting the work you're doing in manufacturing, supply chain, commercial, marketing, finance, or other areas.



## We do this every day

With the biggest companies and the most complex challenges/opportunities in the world

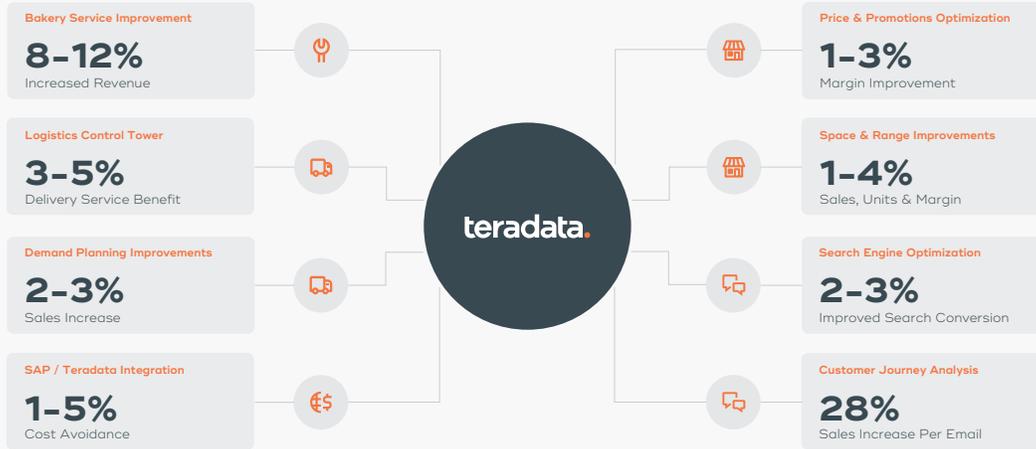


Figure 3. Solving Challenges and Capturing Opportunities

### 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).