

Automating Global E-Commerce Reporting



THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of CPGs in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

The client was faced with the challenge of consolidating e-commerce data from numerous countries, customers, data sources, and architectures.

The e-commerce data existed in many different formats and was maintained in different currencies. Corbus was asked to automate a time-consuming manual reporting process, while ensuring report accuracy and timeliness.

THE RESULTS



Automated a vitally important and complex reporting process



100% on-time delivery of monthly reporting



Achieved substantial improvement in data accuracy



Forecasted monthly e-commerce sales for worldwide/top-level executives



Delivered reports/visualizations 200-300% faster

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HOW CORBUS HELPED

- » **Automated** the transformation process (it now takes 30 minutes vs. the original 2-4 days)
- » **Standardized** the collection, transformation, and validation process
- » **Introduced** dynamic visualization reporting
- » **Designed** a reporting template that could be utilized on a variety of channels
- » **Eliminated** report construction errors
- » **Consolidated** the number of full time equivalents needed to support the process
- » **Standardized** data interfaces and transformation procedures
- » Designed robust data validation procedures
- » **Developed** repeatable reporting and visualization procedures
- » **Centralized** mapping database
- » **Enabled** reporters to process late data submissions or resubmissions
- » **Implemented** continual process evaluation and improvement strategies



“Corbus’ help in automating our data for North America has been invaluable. I am estimating that when all is said and done, we will save approximately 2-3 days per month in data processing. In addition, because of the automation, we will be able to provide more detail and visibility to the global leadership team than we would if we continued to process this manually.”

- Senior Account Executive for Digital and E-commerce, Fortune 50 CPG Corporation