

Global E-Commerce Reporting

Company Profile

Client: Fortune 50 Consumer Packaged Goods (CPG) global leader producing a wide range of CPG products in the beauty, grooming, and household care units. The client's extensive 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.

Because the reports are delivered periodically to senior management for review and strategizing, it was essential that:

- Data integrity was maintained
- Collection, transformation and validation processes were standardized
- Dynamic visualization and reporting were implemented

Data reporting and visualization needed to be put into a template to enable use across a variety of channels including mobile, web, and Excel reports.

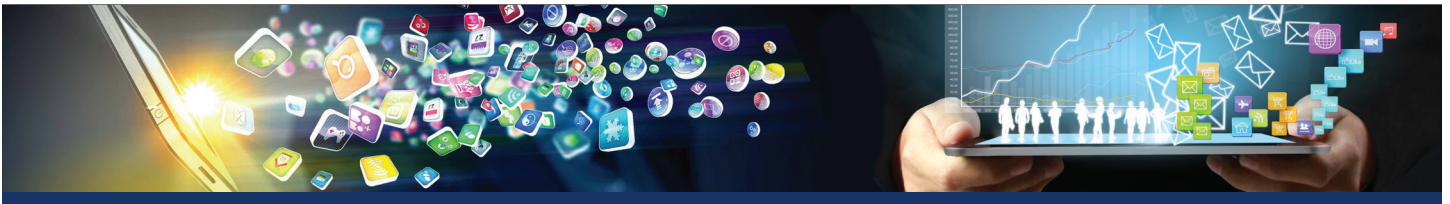
How Corbus Helped

The approach to delivering critical business information involved a number of key steps which were delivered in a six month initial design and development project. Following design and development, Corbus continued to expand and improve the process while maintaining ongoing operations. Corbus engaged in the following activities to deliver the solution:

- ✓ Analyzing leadership business insights/reporting outages
- ✓ Conducting data analysis and creating the solution design
- ✓ Standardizing data interfaces
- ✓ Standardizing data transformation procedures
- ✓ Designing robust data validation procedures

- ✓ Developing repeatable reporting and visualization procedures
- ✓ Designing continual process evaluation/ improvement processes
- ✓ Establishing program/project controls and monitoring to manage overall delivery

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Saving Time and Money with Social Development Governance

Results

Verified by the Corbus Quality Assurance program, the automated process and system streamlined the current manual process and improved overall quality. Additionally, Corbus incorporated TIBCO Spotfire® as a visualization engine for reporting.

The following benefits were delivered to the client:

- ✓ New automated transformation process that takes 30 minutes to execute compared to 2–4 days for prior methods
- ✓ Ability to process late data submissions or resubmissions
- ✓ Centralized mapping database
- ✓ Elimination of report construction errors
- ✓ Reduction in reporting cycle time
- ✓ Faster delivery of reports/visualizations (2-3 days earlier)
- ✓ Elimination of bottlenecks resulting in timely data submissions
- ✓ Automated data check processing
- ✓ Automated restatement data checks (both USD and local views)
- ✓ Reduced number of full time equivalents (FTEs) to support the process
- ✓ Twelve-fold increase in market coverage with potential to significantly increase the number of markets

Testimonial

“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