

DIGITAL TRANSFORMATION

FAST MOVING CONSUMER GOODS BRANDS' PERSPECTIVE



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Digital Transformation

DESIRED OUTCOMES FOR
FAST MOVING CONSUMER GOODS BRANDS



01

DELIVER RESULTS

02

KEEP PRODUCTS
RELEVANT

03

KEEP PEOPLE
RELEVANT

The real cost of digital transformation

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What is the business case for the new way of doing things?

Benefits

Customer engagement
Operations Optimization
Employees Empowerment
Transformation of current product.



Costs

Financial (One Time and Recurring)
New Processes Integration
(Awareness & Application)
Culture Change Effort

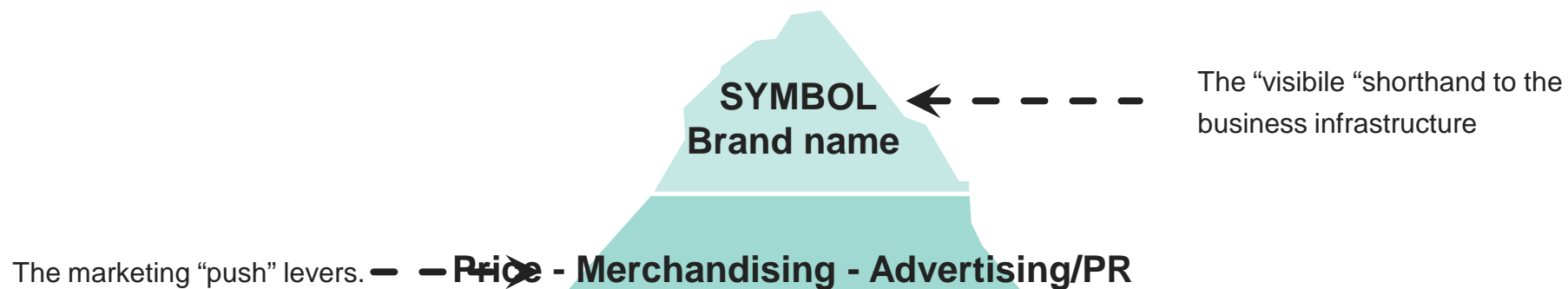


Non
Actionable
Precision



The BRAND

What is Seen



What is Not Seen



Operations Optimization

Strong Supply Chain

Own Purchasing participating in
Global Digital Purchasing Pools

Digital Tracking of Orders

Low Cost Operation

Forecasting (SOP) using AI

Electronic Warehouse
Management (EWM)

Effective Seling

Interoperability with KA
(ERP dialogue)

Interoperability with
Distributors (data exchange)

High Service Levels

EWM - Eliminate OOS by SKUs

ERP Dialogues -Scheduling
Delivery

Customer Engagement

Pricing

Pricing Monitoring

Dynamic Pricing

Merchandising

In Store Execution
(Monitoring & Scoring)

Advertising/PR

Owned: SEO/Social media act.

Paid: Digital advertising

Earned: Digital PR
(social media/influencers)

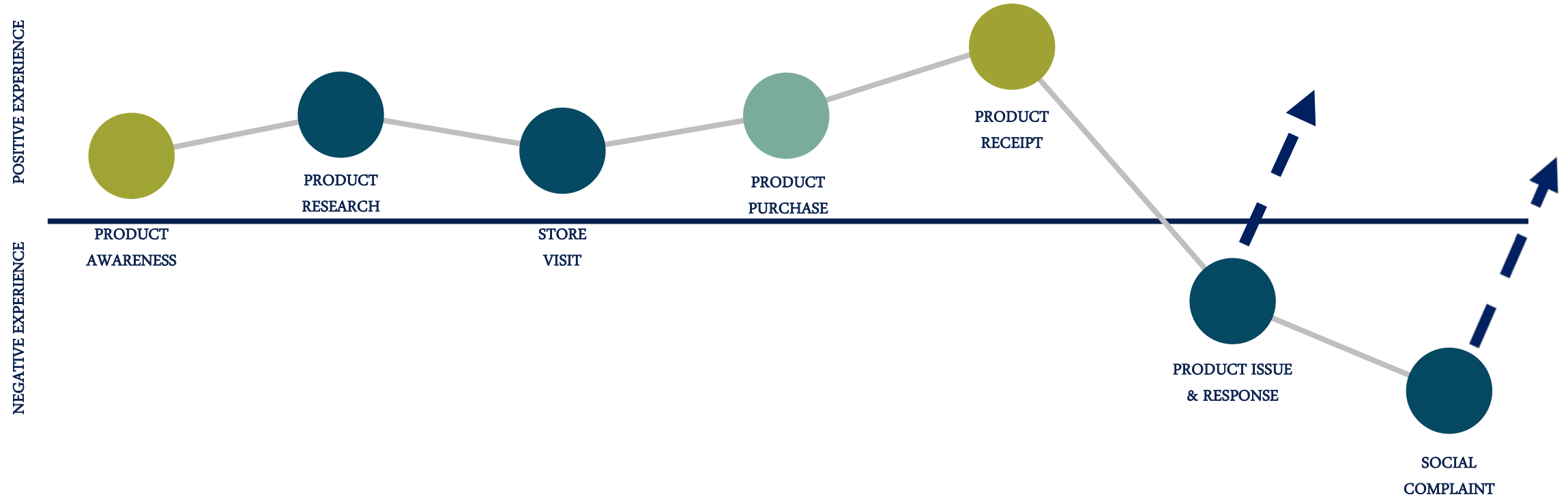
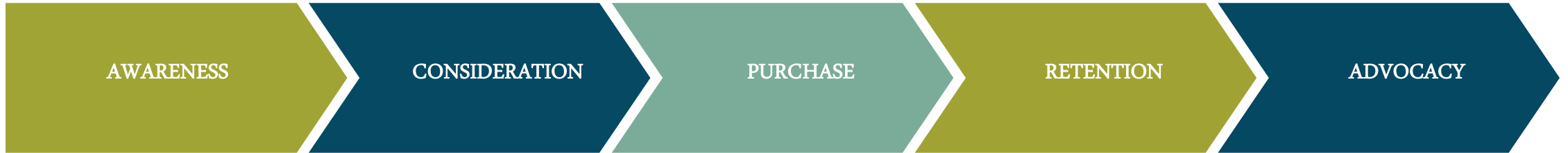
CRM

Call Center operations
Chatbots
Database Marketing

CUSTOMER JOURNEY MAP

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Happening ALL in the digital realm - ONLINE



Employees Empowerment

Production & warehousing personnel
(automated entries – scanners)

Sales staff
(digital order taking/invoicing/CRM - tablets)

Marketing
(Digital dashboards)

Transformation of current product

E-commerce readiness

Traceability



Thank you very much
for your attention