



CASE STUDY

Smart Data in a leading FMCG firm: How Agile Digital Transformation within R&D is providing value and innovation capabilities for the business.

Our client's R&D activity is all about bridging science and nutrition, adapting to cultural differences and dietary practices around the world to develop products that offer pleasure, well-being and health to all. New avenues of research into data-rich areas provide exciting opportunities to develop new products that consumers will favour. Fintricity worked closely with their R&D team to transform the way insight is gathered and applied.

KEY ACHIEVEMENTS

- Reduced time of gathering valuable insight from raw data from **9 months to 2 days**
- The solution will allow the client to discover and prioritise new products for development using data-driven insights
- Intellectual property created for the business

OBJECTIVES

To consult and deliver a bespoke big data and analytics solution for the client's R&D team that will:

1

Capture, process and analyse significant quantities of data from a wide range of existing and new sources.

2

Bring complex data analysis tools and valuable insight into the hands of all R&D staff (technical and non-technical).

3

Create intellectual property for the company and reevaluate the way the business uses data.

CHALLENGES

No technology stack currently exists for the client's unique requirements

This leads to many possible variations when creating the technology architecture, involving extensive research, pilots and test runs to establish the optimal set of technologies to meet the team's needs.

The majority of the 600 users across the R&D division are non-technical staff

The platform needs to take complex technology components and make it a self-serving straightforward process for everyone to easily extract valuable insight from data, so not to create a high dependency on a stretched team of data scientists.

Proving the business case

Risk exists because R&D cannot know if, and to what extent, the data they collect and analyse will produce any level of improvement on the efficiency and quality of insights they already produce.

THE PROJECT

Innovation Workshops	<ul style="list-style-type: none">Identifying and defining use cases for the R&D teamGathering functional and technical requirements
Research	<ul style="list-style-type: none">Rigorous research to explore and benchmark the potential technologies to determine which ones are worthy of a detailed investigation.
Solution Stack Definition	<ul style="list-style-type: none">Conduct a thorough technology selection process to narrow down the field to a prospective solution stack unique to the client.
Pilot	<ul style="list-style-type: none">Creation of a small-scale technology proof of concept using sample data against a defined use casePrototyping the chosen solution in a scalable environment, using a cloud service
Business Case	<ul style="list-style-type: none">Proving the ability of the solution against the client's objectives
Implementation at Scale	<ul style="list-style-type: none">An easy-to-use platform, supported by a tried and tested solution stack made available to the entire R&D team.

THE RESULTS



PRODUCT DEVELOPMENT MADE EASY

New products with high profit propensity were discovered and prioritised for development within the Global Nutrition Department, using customer insights gathered from the big data and analytics solution.



TIME TO VALUE REDUCED FROM 9 MONTHS TO 2 DAYS

A proof of concept analysis was executed and delivered in 2 days, where it had previously taken 9 months using the preceding technology stack.



INSIGHT FOR THE ENTIRE TEAM (NOT JUST DATA SCIENTISTS)

Data can easily and dynamically be manipulated and visualised interactively and in real-time to provide instant insight for all users.



ABOUT FINTRICITY

Founded in 2001, we have been at the forefront of big data, analytics, technology and digital transformation for over 15 years. Entrepreneurs at heart, we take a business-first approach to match the right blend of solutions and technologies to solve our clients' specific business challenges.



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