



CadDo™



Going deeper than the data: It's time to reconsider what your data can do for you

Find out how Unilever are extending the value of their metadata by evolving its usage to surface new insights, forecast better predictions and optimise business processes.

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www.caddo.com



Turning big data into business advantage

Successful businesses of all sizes are in a constant state of change and adaptation; continually adjusting, and re-evaluating strategies in order to meet the ever-changing and always evolving economic landscape.

Yet as businesses operate on a day-to-day basis, they naturally collect and harvest a wealth of data, which are often underutilised or overlooked due to it sitting in silos or spanning across separate repositories.

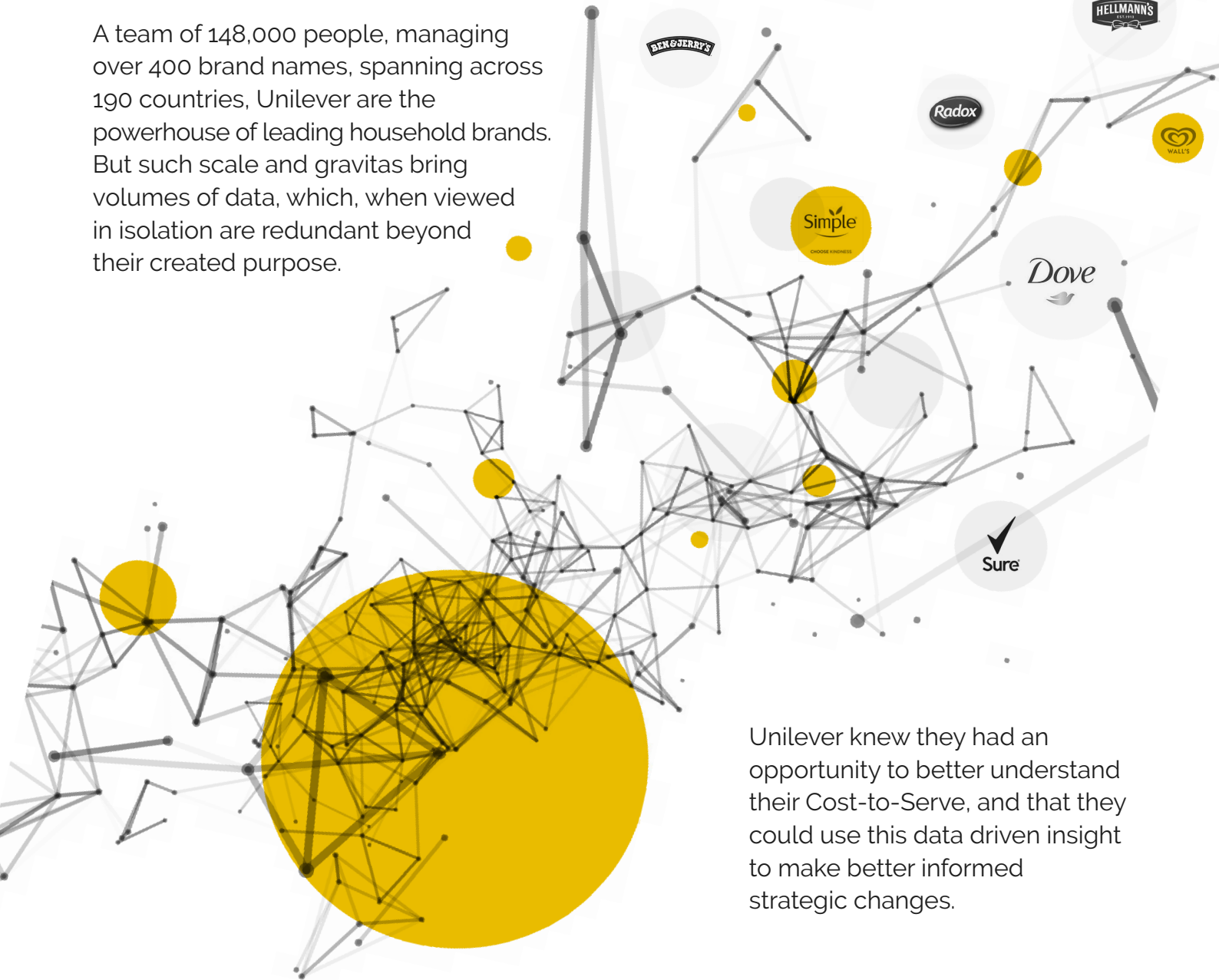
A comprehensive overview of all your data is one thing, but utilising your data to actually mean something actionable is the definition of reaping true competitive advantage and improved profitability.

A tsunami of data

Linking, appending and cross-referencing a multitude of data points enables data triangulation which can in turn drive the identification of trends, anomalies and opportunities for change and commercial evolution. Scale and complexity of data needn't be a blocker to realising its value.

Unilever meets CadDo

A team of 148,000 people, managing over 400 brand names, spanning across 190 countries, Unilever are the powerhouse of leading household brands. But such scale and gravitas bring volumes of data, which, when viewed in isolation are redundant beyond their created purpose.



Unilever knew they had an opportunity to better understand their Cost-to-Serve, and that they could use this data driven insight to make better informed strategic changes.

The value for Unilever goes beyond just knowing that realisation of data is not only going to be essential to support business critical decisions, but that the ease of implementation and ongoing in-house enablement is well within reach.

The numbers speak for themselves.

Realised downstream and upstream profit improvement opportunities equating to a 2% margin improvement

That's a 2% improvement on an already streamlined and improved process.

As a business, Unilever have already empowered more than 2,000 super-users to interface with their data lake through CadDo, part of the Global rollout.

Unilever's Success

Supply Chain Success

The granularity of the output data wrapped in context enables Supply Chain users to easily analyse line items and the true cost of individual activities on the ground. CadDo has helped to overcome the issue of complexity within the shipment & warehouse management software, as this is now displayed in an easily understood format in online tablet-friendly reports.

Sales Success

In addition to informing strategic decision-making by Customer Development teams, the enriched data, powered by the CadDo engine, provides a user-friendly way for the field sales teams to get a holistic view of their customer investments and manage their Operating Margin by customer and category over time.

Unilever can now understand the drivers of revenues and costs and is able to benchmark customers. These drivers and benchmarks are used for internal decision-making, but also give the field teams confidence, serving as a conversation starter to help identify opportunities as they work with customer teams to create win-win solutions.



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With the help of the CadDo team and their user-friendly platform, we have a deeper understanding of how customer behaviour and different route-to-market decisions drive our performance, which in turn helps us better define customer segments and come up with targeted strategies.

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**Senior Manager Business Transformation,
Unilever**

You and CadDo

A way to seamlessly integrate financial and operational planning across your whole organisation. It's time to ditch clunky spreadsheets that require powerful local resource in order to function, which, while they have served their purpose, simply don't offer the speed, accuracy or visualisations required to surface insights that you can trust. Even with all the people power resource in the world, you will inevitably hit the many limitations that loom over spreadsheets.

The background of the advertisement features a complex network of thin grey lines and dots, resembling a data visualization or a molecular structure. A large, bright yellow sphere is the central focus, surrounded by several smaller grey and yellow circles. The overall aesthetic is modern and tech-oriented.

CadDo seamlessly orchestrates millions, if not billions, of data points across your business to give meaningful insights and visualisations in order to aid in forming business critical decisions that drive both immediate and long-term impact.

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We have step changed our eCommerce business analytics by partnering with CadDo to go from reporting information to driving key business insights.

CadDo's fast response times, in depth business understanding and ability to translate business needs to the required data logic has allowed us to continuously update our analytics in real time to support decision-making in one of our strategic channels for growth.

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**eCommerce Finance Manager,
Unilever, United States of America**

