



# CLIENT SPOTLIGHT Personal Care Company

Large, global consumer goods company partners with 3Cloud to build a modern data estate for their digital transformation

## CHALLENGE

This client is an American personal care company whose products are sold in 64 countries across 6 continents. The company was launched with the idea of making products that addressed the unmet needs of consumers in the personal care, beauty or healthcare space. Once they've identified an unmet need, they formulate a solution and make it themselves to ensure the quality and efficacy of their products.

The organization is undergoing a digital transformation to become a data driven organization. They needed a modern data estate and to move away from manual spreadsheet-based reporting across the global organization. In addition, the business required a single source of truth with reliable data that they could trust. With solid, self-service reporting and data and analytics capabilities, they would be empowered with up-to-the-minute business insights to support their digital transformation goals.

## SOLUTION

As the company embarked upon their digital transformation journey, they partnered with 3Cloud to build a modern data estate and develop Power BI reports. Our team has engaged with separate business areas to solve various reporting needs and to transition users to developing and reviewing their own reports in Power BI. These initial departments included Global & Corporate Sales, Finance & Cost Accounting, Quality, and Supply Chain, along with C-level business reports. The actionable, accurate reports we developed enabled the client with business insights and sparked the business and senior leadership to think about how they could use their data more strategically to become a data driven company.

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## CLIENT SPOTLIGHT

# Personal Care Company

3Cloud empowered employees with user training in the U.S., U.K. and Australia, as well as developed unique Power BI datasets and PBI reports/dashboards to support Material Usage Variance, Financial P&L, Global & Corporate Sales by Products & Operating Units, Consumer Quality Complaints, and Order Fill Rate. In addition, 3Cloud engaged with their team to configure a Master Data Management (MDM) plan to ensure data is easily accessible and usable, and to provide a single source of the truth as well as gain advanced data quality outcomes with golden records for their consumers.

As part of their initiative to modernize the company's data estate and analytics platforms, 3Cloud has played a large role in overseeing data integration efforts to ensure that data initiatives are coordinated and following best practice approaches. With our continued partnership, our team continues to build out their modern data estate, to design, build and ingest data, and build Power BI reports and dashboards centered on Marketing, Master Data Management and B2B to support analytic objectives.

### RESULTS

This consumer goods client has benefited tremendously by partnering with 3Cloud on various analytics and BI initiatives over a two-year span. Our efforts have moved the client forward with a holistic approach leveraging people, process and technology improvements, improving the company's bottom line. 3Cloud developed dozens of dashboards and reports across the organization. These reports have improved visibility and reactivity to their businesses, including global sales, consumer quality, order fill rates, inventory and manufacturing reports. 3Cloud has also conducted Power BI training for their global user base and provided tactical support to drive the adoption of PBI across the firm.

Significant benefits have been realized with our involvement in Data Governance. 3Cloud assisted in the piloting of Azure Purview, and successfully provided data lineage capabilities based on their company data. We also played a key role in the data cleansing and development needed to build over 83 data domains with Master Data Management and provided strategic support to enhance the business adoption. Due to our partnership with the client, their data is now trustworthy and dependable. We also helped them adopt a business glossary to help with governance initiatives.

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3Cloud collaborated in the planning and deployment of a Center of Excellence for data and analytics, including setting up a charter, cadence, and impact vs. effort analysis to quantify business priorities. In addition, we assisted with developing a data and analytics roadmap with prioritized use cases and fortified the alignment between the business and IT to help drive active business involvement.

Overall, 3Cloud has provided services for technical, business process and adoption/change management. In addition, 3Cloud has enabled the business to scale agile to gain significant efficiencies and allow them to make technology decisions and execution much faster. Lastly, 3Cloud allowed the client to streamline a recent acquisition by ingesting and processing their data, and producing key reports and insights that allow the company to measure the effectiveness of their GTM activities.

## CLIENT PROFILE

Manufacturer and distributor of personal care products.

**Annual Revenue:** \$370M

**Employees:** 600

**Innovation Focus:** Data & AI