

Polaris™

Insight-driven revenue management for CPG organizations

The ability to adapt swiftly to changing environments has been a predictor of health and survival since the beginning of time. Today's consumer packaged goods (CPG) organizations find themselves in constant flux as declining volumes, emerging brands, shifting channel dynamics, more precise, frugal shoppers, less effective promotions, and an acceleration in input price volatility all demand new levels of agility and responsiveness. More than a fad, continuous adaptation is the new normal—an advantage of healthy and competitive brands.

Too often, revenue and pricing are managed reactively based on historical information and competitive instinct. When companies are more focused on accumulating pricing and revenue data than they are on analyzing and extracting value from it, they can miss fleeting opportunities. **So how can organizations achieve sustained revenue management excellence?**

Seeing is believing

Polaris™, a robust revenue management platform from Deloitte, combines the power of analytics with Deloitte's top-ranked pricing methodologies to help fast-moving organizations proactively optimize commercial decision-making. Using analytics on the commercial levers of pricing, promotions, and customer profitability, companies can gain actionable insights tailored to CPG nuances and needs and apply them to improve performance.

Combining proprietary algorithms, sector-specific data models, and predictive analytics, Polaris helps companies make smarter, faster decisions by bringing insight to the forefront of pricing and revenue management.



Experiencing is believing

Because Polaris' data models are tailored for consumer products, there is no need to translate models, workflows, or views. Polaris can be configured for users at multiple levels of the organization. Executives and managers have specific visual dashboards tailored to the decisions they make every day in areas like profitability management, pricing and promotion strategy, and pricing white space. Across the business, Polaris helps align individual pricing and profitability actions between users to develop a consistent company-wide pricing strategy.

For CPGs, users of Polaris can benefit from the following capabilities:



Advanced and emerging technologies

Data management: Incorporates proven data models, automated data cleansing, and data enrichment libraries to calculate CPG-specific concepts like baseline, ROI, and lift.

Data integration: Integrates structured (ERP), semi-structured (plans), and unstructured data (social) for a single, consumer-centric version of the truth.

Predictive and prescriptive analytics: Leverages highly-customizable, predictive algorithms that can simulate and evaluate potential pricing changes.

Dynamic delivery: Cutting-edge technology like HTML5 offer flexibility for users who access Polaris across their preferred mobile and PC devices.



User-driven insights

Role-driven questions: Incorporates key business questions that should be asked and considered when managing for profit and growth.

Decision workflows: Delivers user-specific support through guided workflows leveraging granular fact-based insights.

Customized views: Answers questions by function (Sales, Finance, Customer Marketing) through interactive and highly visual dashboards, reports, and scorecards that match the mindset of virtually every user.



Flexible, cost-effective deployment

Deloitte Managed Service: Delivers business insights quickly and efficiently through a highly-secure, cost-effective, and flexible cloud-based architecture.

Common platform: Integrates with leading ERP, CRM, pricing tools, and Deloitte applications for rich performance insights.

In-memory analytics: Manages large datasets and runs complex analysis on demand to support larger organizations.

"White glove" approach: Accelerates time to delivery, reduces costs, and delivers value quickly through end-to-end capabilities.



Deloitte-embedded experience

Trusted and secure: Delivers highly-reliable operating performance through roles-based security and continuous monitoring.

Responsive: Includes the 24x7 global, managed support Deloitte is known for.

Exceptional experience: Incorporates the pricing and trade methods of Deloitte's top-ranked pricing practice.

Embedded processes: Integrates Deloitte's capability-building approach with the client's culture to delivery lasting results quickly.

Achieving is believing

The Polaris advantage is more agile, effective decision-making that helps drive smarter pricing and profitability decisions at many levels—without the need to build new analytics capabilities from scratch.

As a managed, on-demand solution customized for the CPG industry sector, Polaris can give companies the best of both worlds: time-tested tools and technology without the challenges and costs of application management and maintenance.

And the potential bottom-line benefit is the bottom-line itself. When revenue management is data-driven, disciplined, and flexible, companies can extract the value from what they do and find innovative ways to realize value they didn't see before:

- A leading food ingredients company achieved **\$100 million in profit** improvement within its first year using Polaris to increase visibility into customer and business line pricing decisions.
- A five-division, \$10 billion CPG company achieved **over \$90 million in revenue** and **over \$70 million in profit** using Polaris for shelf-back pricing strategies and category optimization.
- A \$1 billion dairy brand used Polaris to redesign its pricing structure, achieving **over \$25 million in annual benefits** through an enhanced pricing and promotions framework.

To create the future, you have to be able to see it. Put insight at the front of your organization's revenue management process with Polaris.

Learn more and get connected

Get started on the path to insight-driven revenue management and realize the benefits of better decision-making.

www.deloitte.com/us/polaris

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