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.

Too often, pricing and commercial investment decisions are made reactively based on historical information, reactions to competitor behavior, or worse, by gut feel. As a result, you can miss opportunities to improve decision making with data-driven insights.

Polaris can help you unlock value potential and achieve an advantage in revenue management through a combination of:

- CPG-specific revenue management processes
- Descriptive and predictive analytics with scenario planning
- Simple, user-driven visualizations with guided analytics and decision making

To compete in a fast-moving, disruptive world, CPGs should spend less time collecting data and more time gaining richer insights from that data, which can lead to insight-driven decision making. Polaris helps bring those insights to commercial decision makers and is structured around the decisions they make every day.

The Deloitte Difference

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 CPG organizations, Polaris can give companies the best of both worlds: time-tested tools and technology without the challenges, costs, and delays of application development, management, and maintenance.

Our clients are extracting value not seen before:

A leading food ingredients company achieved $100 million in profit improvement within its first year using Polaris to help increase visibility into customer and business line pricing decisions.

A $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.
Polaris applies analytics to the commercial levers of pricing, promotions, and customer profitability and allows users to collaborate, share, and embed those insights into their day-to-day responsibilities. By embedding Deloitte’s revenue management process and activity model, Polaris meets users where they are, suggesting the insights they need to help make better decisions and to deliver improved results.

Furthermore, Polaris can be configured for users at multiple levels of the organization. Executives and managers have specific content tailored to the decisions they make every day, yet Polaris tailors content in a way that makes core concepts and measures consistent across users, driving a common understanding of the issues and potential solutions. By getting users on the same analytical page, Polaris helps coordinate pricing and profitability actions between users to drive consistent strategy-setting and consistent execution.

Learn more at www.deloitte.com/us/polaris, or contact us at Polaris@Deloitte.com today to schedule a free demo and to discuss how Polaris can put insight at the core of your organization’s revenue management capabilities.