Two Billion at Birth

Formed through an ambitious merger and acquisition play, The Sun Products Corporation instantly became a two billion dollar CPG company. Flexible solutions from Hybrid Intelligence support the company's growth strategy by turning data insight into meaningful action.

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It's no surprise that in today's complex, global economy, companies are under intense pressure to make better use of their data in order to boost brand profitability, customer satisfaction and, ultimately, competitive advantage. Beyond question, knowledge is power and Business Intelligence capabilities offer the ability to unlock this power. But with a plethora of Business Intelligence methodologies and strategies to choose from and oftentimes a small window of opportunity and/or resources to make a sound decision that best suits your enterprise, is it truly possible to find a flexible solution tailored to derive the insights you need and deliver them in ways that are both relevant and impactful?

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— Fred Squires, CIO, The Sun Products Corporation

The Sun Products Corporation, a relatively new but large consumer packaged goods company with approximately $2 billion in sales recently confronted these exact challenges around its Business Intelligence strategy. Formed through the purchase of the North American laundry business from Unilever and merged with Huish Detergents, Inc., a leading manufacturer of retail private label brands, Sun Products had a small window of opportunity to migrate IT systems inherited from Unilever onto a new Sun Products platform.

"We had a really unique challenge because all of Unilever's systems were integrated and running on their own SAP and a host of best of breed and proprietary applications," said Fred Squires, CIO, Sun Products. "We signed a contract on

September 9, 2008 and basically had nine months to transition from Unilever systems and onto our own."

"We had all of these things going on at the same time and we had to be live by June 1, 2009 due to our transition services agreement," explained Squires.

Enter Hybrid Intelligence

Squires said the migration and customer deliveries occurred on time and that Sun Products didn't miss a beat. However, the one piece that was missing was the business intelligence aspect of it. Financial analysis, sales reporting and development of OLAP cubes and a data warehouse were still huge challenges for Sun Products given the short timeframe. Enter Hybrid Intelligence, a new-generation provider of data warehousing, analytics and reporting as a service. With less assistance than would be traditionally required by both Sun Product's IT and business departments, Hybrid built a data warehouse incorporating hundreds of tables from Sun Products and then determined what data would be required to "reverse engineer" how Sun Product's application worked to deliver the right reporting logic. Also, additional systems were being implemented in parallel such as a separate trade promotion management system and a separate Canadian ERP from which other data was needed to meet overall reporting needs.

"Hybrid brought to the table a unique proposal that said we can develop these tools for you, work off a standard platform, leveraging Microsoft's SQL Server 2008, Analysis Services and Reporting Services—and we think we can provide all the reporting you are going to need by June 1, 2009 from a mission critical perspective," said Squires.

"We actively involve and engage users in the process but try to minimize the burden and bureaucracy for them by

providing options and facts so they can make informed decisions," said Ken Angier, CEO, Hybrid Intelligence.

"Hybrid has a deep level of expertise in the consumer products space and also in business intelligence," said Squires. "It was a real unique opportunity for us as they completely understood how to deploy best practices in the consumer products industry. Hybrid's perspective isn't just about delivering a software solution; it's really about understanding your business."

Hybrid's solution included the creation of a data warehouse and new enterprise-wide sales and financial reporting systems, including:

- **Management P&L Reporting** — Integrating historical data, a legacy ERP, and Infor Adage for its Canadian business to provide financial profit and loss visibility all the way through to EBITDA
- **Sales Reporting** — Providing daily visibility into open order, shipped, and invoiced sales volumes by Customers and Products
- **Trade Promotions Reporting** — Part of the sales cube, measuring all customer trade promotion activity from Sun Product's TPM system
- **Reporting Tools** — Accessed organization wide through Microsoft Excel and SharePoint

"Hybrid was able to convey that they understood our business very well and they retained the technical acumen to make it work," said Squires. "I felt very confident about using standard applications and de facto standards for hardware architecture and tried to leverage that to the best of our ability without having to carry the baggage of a big huge organization. Their agility to build out a few prototypes and prove the type of power that they can bring to the table was impres-

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— Fred Lartiguevieille, Director of Financial Planning & Analysis for Sun Products

sive. The end solution gives us the ability to look at the data any way we like."

The Best of Both Worlds: Flexibility via Hosted or On-Premise

While Sun Products always left the option on the table to bring everything Hybrid Intelligence is hosting in house, through the development phase it was deemed more advantageous for Sun Products to take the hosted route. Hybrid retained complete accessibility to the Sun Products environment 24 x 7 which was very important, explained Squires. Hybrid also offers third party code escrow so that if certain conditions are met (or failed to be met) such as insolvency, failing to support the software, the customer can get all the code or source code released to them, creating the ultimate win-win situation for customers.

"I am a firm believer that application is king for Sun Products," said Squires. "If the opportunity happens to be software as a service, that's great. At the end of the day, I want the Sun Products IT organization to be relegated to business analysts and managers of information as opposed to having been technicians. That really fit into the Hybrid model as well. I don't have to worry about it. They take care of it all. And if at some point, my director of technical services advises that we bring the systems in house, then we still have the flexibility to do so."

Squires is also quick to point out that for Sun Products, it's not just about the technology, it's about merging the technology with the

business skills that Hybrid brings to the table. For instance, Sun didn't have the luxury of going through a six month vendor selection process and had to rely on a very rapid selection and deployment process that needed to execute without a hitch. The acquisition of Unilever brands occurred on September 9, 2008, and by December 8, Sun Products had contracts written for all of its IT solutions. Kick off meetings took place the first week of January.

"Hybrid was able to integrate seamlessly into the Sun Products landscape," said Squires.

With new business intelligence capabilities in place and hosted by Hybrid Intelligence, Sun Products has also been able to create an executive dashboard very quickly on the company's SharePoint portal to show a graphical representation of sales data. Associates across the entire enterprise can tap into the Hybrid hosted solution and tools. Sales Analytics, for instance, brings up all of the data around a customer and the product hierarchy.

"I can slice and dice that information any way I want," said Squires. "I can access it from our company portal or download it into Excel. All of this information is available to associates on a daily basis. It is our goal to expand this into executive dashboards for all KPIs, not just Sales Analytics.

Bolstering Brand Profitability

Sun Product's new Hybrid system is a solution that also helps the company make brand analysis decisions. Even though Sun Products is considered a young company, from its creation, it instantly became a $2 billion company. As a result, the company had to make some very big business decisions very quickly, according to Fred Lartiguevieille, Director of Financial Planning & Analysis for Sun Products.

"Hybrid delivered a compelling package in a very short period of time," said Lartiguevieille. "The rationale was a simple one; to make better business decisions with a cost-effective, user friendly solution." Sun Products can now better understand brand profitability, trends, cost of goods and also use the Hybrid tool for planning and actual reporting. Hybrid helps Sun Products make better business decisions and is the perfect interface for the ERP tool currently in place, according to Lartiguevieille.

"We also have a tremendous amount of resources devoted to trade promotions. It's important for us to track this investment very closely and the Hybrid tool alerts us to trends that we should correct, run promotions more effectively and move funds to other resources for instance. It's the ideal tool to engage in long term planning to determine that we have the right resources devoted to the right brands." Based on this early success of being able to quickly determine monthly brand profitability via the Hybrid solution, Lartiguevieille said Sun Products plans to link its management P&L reporting directly to the company's Trade Promotions capabilities to gain an even greater insight on brand profitability by customer P&L. Daily sales reports refresh automatically and allows Sun Products to see what orders have shipped to customers the prior day and what the open orders are for the month. Brand analysis is conducted at the end of each month.

"Is this all easy to do? Yes, it's as simple as pressing a button," said Lartiguevieille. ∎

About Hybrid Intelligence

Hybrid Intelligence represents a new-generation provider of Data Warehousing, Analytics, and Reporting as a Service. With a Consumer Packaged Goods (CPG) focus, the company is relentlessly driven to create unprecedented value for its customers. The role of Hybrid Intelligence becomes both trusted advisor and collaborator while delivering value through well-balanced, rapidly implemented analytics and reporting solutions that help to create value through supporting business strategies, initiatives, M&A and divestiture activity, corporate consolidations, efficiency goals, and systems migrations or integrations.

Hosted, transitional, on-premise and turnkey technology options provide Hybrid Intelligence's customers unprecedented flexibility to meet both immediate and longer-term needs.

For more information on Hybrid Intelligence, please visit **www.hybridintelligence.com.**

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