CASE STUDIES

Accelerate Digital Transformation by Reimagining the Finance Function

Find out how five different organizations are modernizingfinance data to make informed decisions faster and transform customer experiences.

Driving $16 Million in Sales with Better Customer Insights at a Global Bank

Problem

A global bank was struggling to engage with customers. Their average-based profitability practices weren't improving customer relationships, maximizing customer value, or reducing attrition. Cross-sell and up-sell functions weren't hitting performance targets and the bank's segmentation analyses were failing to inform pricing and customer service decisions.

With no corporate confidence in profitability metrics, the bank needed a new way to reach customers and inspire them to act.

Solution

The bank worked with Teradata to:

- Provide line-level details for all transaction-related revenue and costs
- Leverage line-level details to develop behavior-based, data-driven profitability analytics
- Aggregate views of branches, products, vendors, and customers from a single model
- Enable the ability to directly feed a sophisticated customer segment model
- Improve marketing efforts due to a better understanding of customers and product

Impact

15%
increase in high-value customer volume

$7.5
million incremental value

$16
million in sales from repackaged products and services

Making More Informed Decisions at a Global Rental Enterprise

Problem

A global rental company needed to modernize their analytics ecosystem. Their processes were manual, time consuming, average-based, and summary-level, which limited model calculation. The spreadsheet-based model results couldn't feed downstream models and analytics.

Long turn times and a lack of trust in the model also meant the analytics results had limited use to the business.

Solution

The enterprise worked with Teradata to:

- Create a finance-driven data foundational model
- Calculate detailed line-level profitability with Teradata Vantage™
- Integrate critical enterprise resource planning (ERP) and non-ERP data
- Provide line-level detail for all transaction-related revenue and costs
- Aggregate views of branches, products, vendors, and customers from a single model

Impact

Provided financial justification for strategic business

Enabled leveraging of results for asset-backed securitization, pricing

Created ability to measure sales force and change compensation decisions

strategy and optimization, predictive modeling, and sensitivity analytics

based on sale type

Boosting Visibility into Non-Product Indirect Spend at a Global Retailer

Problem

A global retailer had a problem with non-product indirect spend. It couldn't identify non-compliant activity, which increased the risk of fraudulent activity. Manual reports and the inability to link data across locations led to inconsistencies, reporting delays,and a lack of detail—including the insights needed on cost takeout opportunities.

Solution

The retailer worked with Teradata to:

- Develop business rules and workflows and identify anomalies, using Vantage
- Acquire and store data in an accessible location for comprehensive spend analysis
- Leverage data visualization of spend results to highlight cost takeout opportunities

Impact

Drove new insights and visibility into non-product related spend

Improved supplier negotiations and contracts, reduced maverick spend, and cut costs

Predicted potential compliance issues and fraudulent activity

Recovering Over $12 Million in Lost Rebates at a Global B2B Distributor

Problem

A global B2B distributor wanted to improve their rebate compliance. Their existing process was manual, time consuming, and spreadsheet based. They didn't have a centralized, verified source of contract terms for each supplier's product rebate policy.

With no visibility into supplier rebates, the distributor had to rely on suppliers to determine if thresholds were met.

Solution

Teradara helped the distributor:

- Create a supplier data foundation to centralize all supplier data in one analytics platform
- Implement text analytics to capture key compliance terms in contracts
- Calculate rebate compliance based on contract terms, using Teradata Vantage
- Deploy compliance analytics to ensure proper rebate payments were received

Impact

Improved rebate projections

Recovered lost rebates totaling over $12 million per year

Gained visibility into contract terms for each supplier's product rebate policy

Improved insights into vendor terms versus competitors during new contract negotiations

Improving Travel and Entertainment Spend Compliance at a Global CPG Enterprise

Problem

A global consumer packaged goods (CPG) enterprise was struggling to enforce its travel and entertainment (T&E) policies. Manual recording and reporting processes for T&E expenses were time consuming, error prone, and gave limited insights.

The CPG couldn't detect potentially fraudulent activity and there was no accountability for employees.

Solution

The CPG used Teradata Vantage to:

- Leverage third-party tools to enable "always on and available" reports and dashboards
- Deploy advanced analytics to drivee new insights and visibility into indirect spend, supplier negotitations, travel policies, and costs
- Implement artifical intelligence and machine learning to predict potential compliance and fraud issues

Impact

Improved compliance by showing employees how travel spend was tracked

Lowered indirect travel spend by improving compliance and reducing fraud

Improved supplier negotiations and travel policies, while reducing costs

Gained new insights and visibility into travel spend, policy compliance, and fraudulent activity

Unlock the full potential of finance through the power of data.

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