

COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



**SPRING
SUMMIT 2018**

“Winning with TPx, Retail Execution,
and Advanced Analytics Capabilities
Across Channels”



Case Study: A Journey Towards Trade Promotion Excellence

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Tyson Foods Trade Analytics Journey

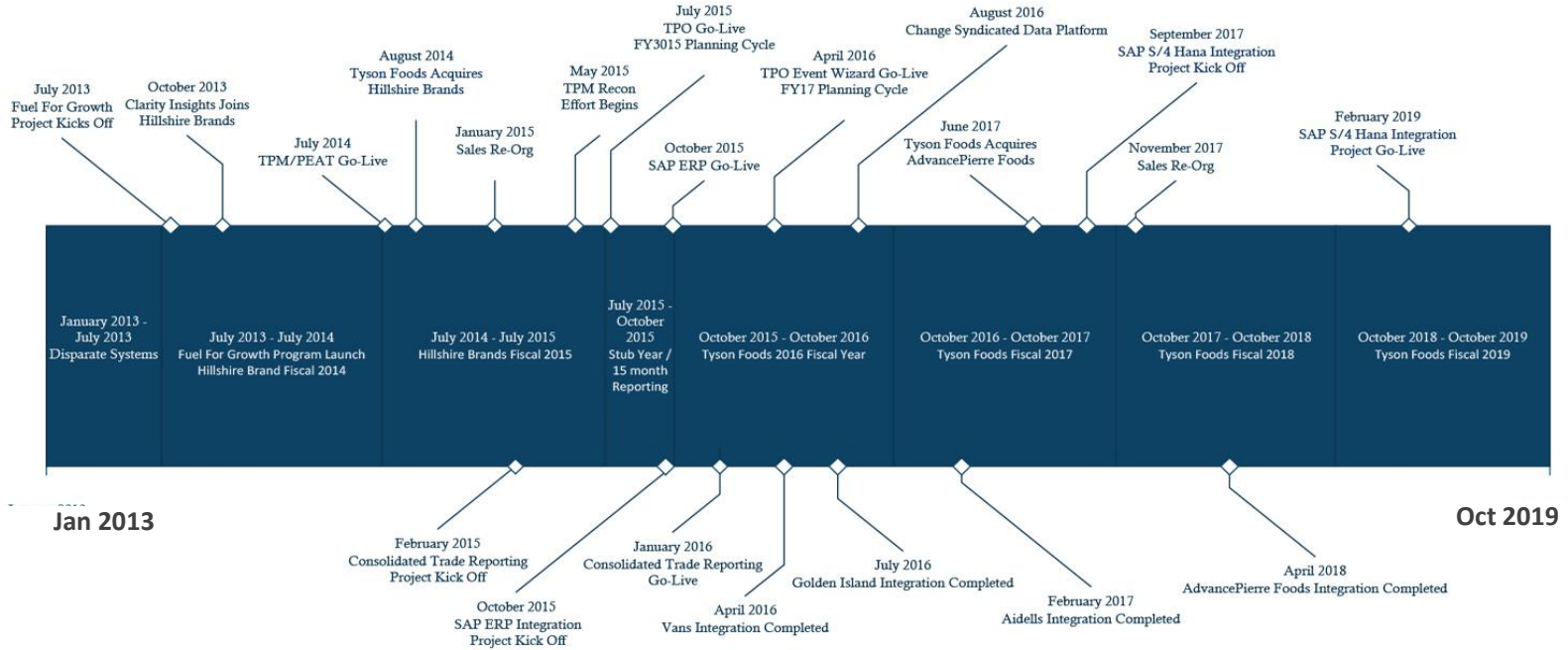
Five years ago, Tyson Foods (then Hillshire Brands) kicked off a Sales and Marketing initiative to dramatically change the philosophy around trade promotion investment.

In this presentation, we will share:

- Milestones
- Key Challenges & Lessons Learned
- Business Impacts & Outcomes



Tyson Foods Timeline



Beginning the Journey 2014



Starting Point:

- Disparate Systems
- No fully integrated reporting analytics tools or centralized reporting
- Limited visibility to trade ROI
- No centralized trade analytics capabilities support

Initial Launch July 2014 – July 2015:

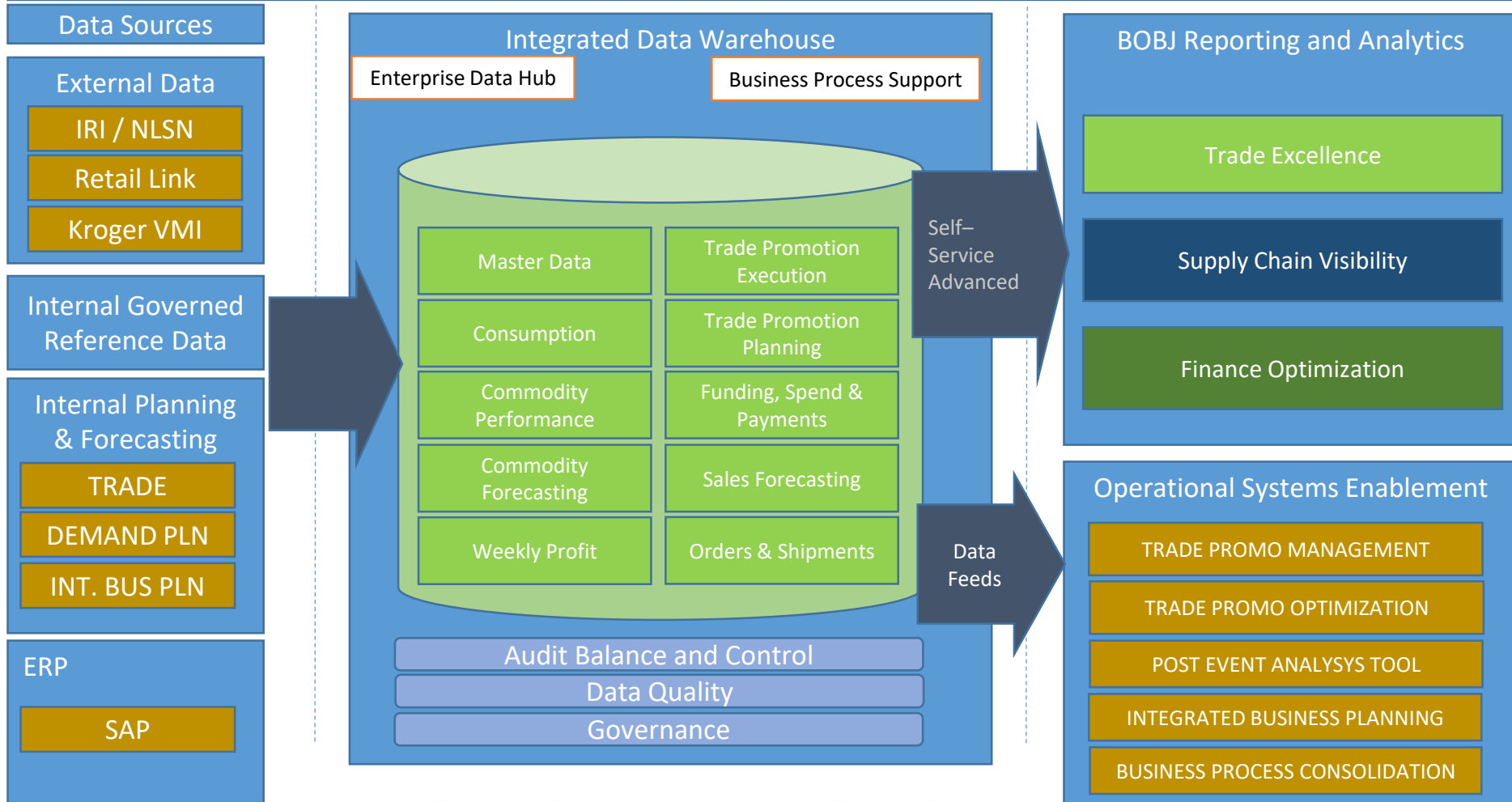


Milestones:

- Launched a culture shift in how we think about and approach trade
- Launched new trade capabilities for FY2015 planning cycle
- Launched new Reporting Tools
- Developed SWAT Teams to focus on trade planning for key Customer Accounts
- Launched new trade funding incentive program for Customers

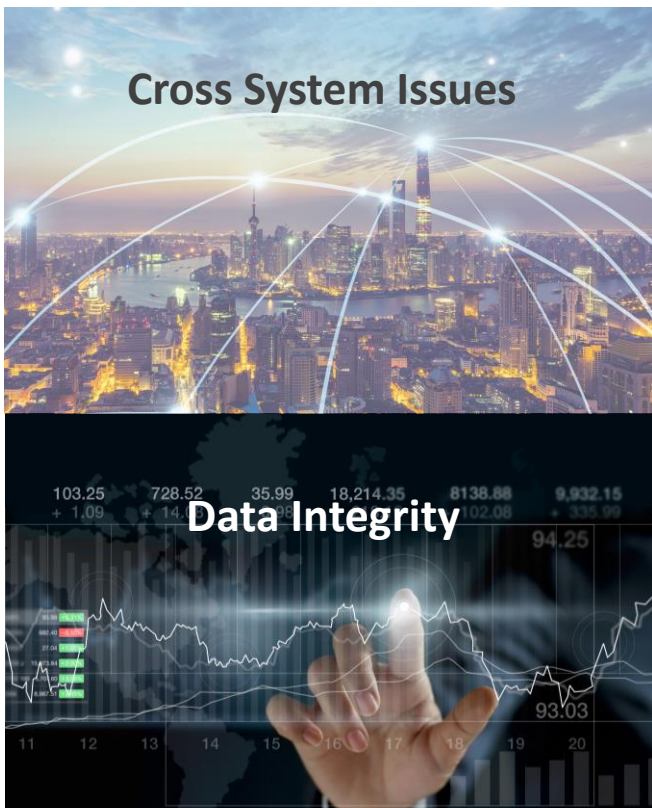
Initial Launch July 2014 – July 2015:

Landscape and Capabilities at a Glance

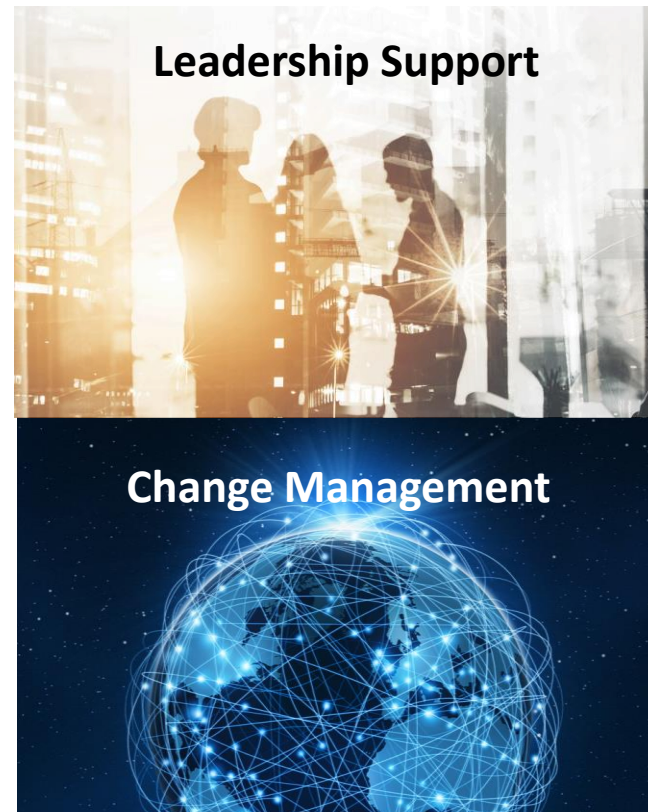


Initial Launch July 2014 – July 2015:

Key Challenges



Lessons Learned



Initial Launch July 2014 – July 2015: **Unexpected Challenges**

Tyson Foods acquires Hillshire Brands August 2014

- Begin planning to shift fiscal years
- Business alignments begin

Inherited new legacy TPM system from Tyson Foods

THE WALL STREET JOURNAL.

BUSINESS

Tyson Wins Battle to Buy Hillshire

June 8, 2014 11:17 p.m. ET

Initial Launch July 2014 – July 2015: Business Impacts & Outcomes

Self-Service data environment

Automated Reporting

Single Source of Truth

Integrated Cross Functional Systems

Integration with External Data Sources

Ability to Analyze ROI

Visibility into Trade Checkbook

Sustainable Trade Program

Merging Understanding July 2015 – Oct 2015:



Milestones:

- Aligned Master Data and Executive reporting across businesses
- Continue with SWAT Teams for Key Customer Accounts
- Launched reconciliation efforts between SAP and TPM
- Tyson Foods launches additional SAP ERP

Merging Understanding July 2015 – Oct 2015:

Key Challenges



Systems Alignment



Lessons Learned



Trusted Partnerships



Merging Understanding July 2015 – Oct 2015: Business Impacts & Outcomes

Single &
Actionable View
of Trade

TPO Based
Trade Plans

Improved Data
Confidence

Enhanced Capabilities Oct 2015 – Oct 2017:



Milestone:

- Enhanced TPM and TPO capabilities
- Focus on automation, performance tuning and additional analytic capabilities
- Begin offline Businesses integrations
- Kicked off project to get to one ERP system for enterprise
- Tyson Foods acquired Advance Pierre Foods

Enhanced Capabilities Oct 2015 – Oct 2017:

Key Challenges

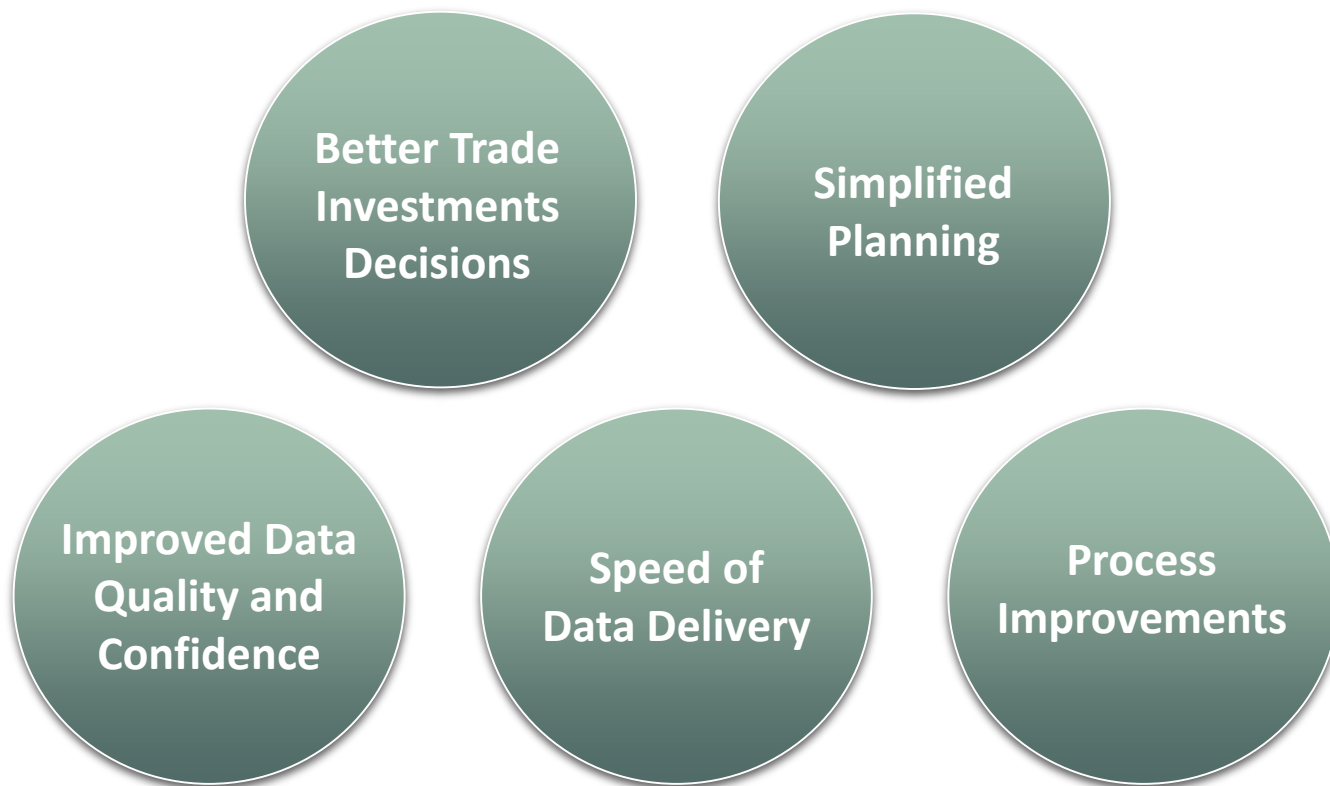


Lessons Learned



Enhanced Capabilities Oct 2015 – Oct 2017:

Business Impacts & Outcomes



Now & Next October 2017



Milestones:

- Integrated AdvancePierre Foods
- Continued program to integrate ERP systems
- Redesign TPM calculation engine
- New Enterprise Analytics Platform
- New Master Data for all Products and Customers

Now & Next October 2017

Key Challenges



Lessons Learned



Now & Next October 2017: Desired Business Impact & Outcomes

**Streamlined
Acquisitions
Reporting
Processes**

**Consolidated
Trade Tools**

**Expanded Data
Governance
Practices**

**Simplified
Data Access**

In Summary Lessons Learned



Trade processes, systems and teams must be nimble, flexible and coordinated enough to quickly “course correct” based on an ever changing business environment and needs





Questions?