

Customer Management Award

OUTSTANDING ACHIEVEMENT AWARDS

Cadbury Schweppes Americas Beverages

The challenging task of delivering syndicated data into a form that sales people can use was causing unacceptable delays



at Cadbury Schweppes Americas Beverages (CSAB). The cost of data extracts was in the six-figure range, and even then, data had to be replicated three times.

Then, ACNielsen began providing syndicated data in a more open and standard format, called DataBank. Craig Hodnett, VP of category management for CSAB, recognized that this data could be directly leveraged by Interactive Edge's XP3 Platform, an analysis and presentation tool.

Leveraging Interactive Edge's XP3 platform, his team's business and

analysis expertise, and ACNielsen's latest database standard, CSAB established a direct connection between existing best-in-class selling tools and the data to drive them effectively. This new and innovative architecture includes SQL Server Analysis Services cubes on a server in CSAB's network, connected directly to ACNielsen's DataBank, and serves data in dynamic selling presentations for every member of the company's sales force.

Sales teams can now attain key account business insights within minutes versus days, with 80 percent of insights already being found thanks to Interactive Edge XP3's use of smart text.

"If category management had to build the business reviews and then analyze them, we would not be able to have the impact with our core competencies [efficient assortment and space management with strategic partners without adding headcount] that we currently enjoy," Hodnett says. "This is a key to our success."