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Beiersdorf AG: Enabling Unified Global Market Share Analysis with SAP® Demand Signal Management and SAP HANA®

Beiersdorf global brands like NIVEA, Eucerin, or Labello offer products tailored to skin care needs around the world. The company is constantly striving to gain deeper and faster insights into market share development. With the SAP® Demand Signal Management application powered by SAP HANA®, it can analyze various product attributes and collect intelligence to better understand where Beiersdorf stands among the competition. This helps to care for its brands like it cares for consumer's skin.

Market share analytics that marketers love to use

Deeper insight into local and global market share development

Objectives

- Accelerate and automate global market data reporting to better track and measure brand competitiveness and respond to market changes
- More-effectively leverage the wealth of granular data from syndicated research to increase the return on IT investment
- Facilitate external mass data governance

Why SAP

- Ability of the SAP® Demand Signal Management application powered by SAP HANA® to enable calculation and reporting of market share and sales globally across product categories
- Ability to integrate more than 400 market research databases across various categories and countries

Benefits

- Automatic data harmonization, dramatically reducing the time lag between global and local market reporting
- Extensive insight into local and global market share development, brand health, and overall market competition
- Greater effectiveness across the relevant business units, thanks to enterprise-wide usage of market research data
- Simpler administration, reporting, and distribution of external market data
- Analytics into various product attributes to collect more market intelligence and an understanding of market share developments

Future plans

Expand use of SAP Demand Signal Management by adding more countries, products, analytic reports, and new syndicated data sources

“With SAP Demand Signal Management powered by SAP HANA, we have achieved leading-edge analysis with more effective use of market data. It has helped us move beyond the logistics of gathering and cleansing data to analyzing the data, developing insights, and making effective, data-driven decisions.”

Martin Böhm, Head of Market Intelligence & Information Management, Beiersdorf AG



Company

Beiersdorf AG

Headquarters

Hamburg, Germany

Industry

Consumer products

Products and Services

Skin and personal care, dermocosmetics

Employees

16,500

Revenue

€6.14 billion

Web Site

www.beiersdorf.com

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