

## Gatorade de Mexico quenches its thirst for real-time sales analysis with QlikView

“ With QlikView, we can run reports and create dashboards quickly to detect market changes and product sales in real time. This allows our salespeople to immediately respond to new opportunities and improve business performance. ”

*Victor Aguilar, Support Sales Manager, Gatorade de Mexico*

A subsidiary of PepsiCo, Inc., Gatorade de Mexico manufacturers and distributes Gatorade® Thirst Quencher, the leading sports drink backed by 40 years of research. Gatorade is scientifically formulated and athletically proven to quench thirst, replace fluids and electrolytes and provide carbohydrate energy to enhance athletic performance.



### Need for timely business answers

Outside the United States, Latin America and especially Mexico, is one of the most important markets for the American brand Gatorade. To best take advantage of strong growth opportunities, the sales support team at Gatorade de Mexico (Gatorade) wanted to ensure they had accurate sales visibility to quickly respond to market changes for competitive advantage.

While Gatorade México unit uses MicroStrategy for Business Intelligence (BI) and reporting, the tool's complexity prohibited the sales support team from easily accessing and analyzing the real-time data they needed. Producing reports could take anywhere from 40 minutes for basic sales performance reports to four hours for more strategic sales analysis. The business users needed to engage a sales support analyst to run multiple MicroStrategy reports, export them to Excel, and then map, update and consolidate the data to get the answers they needed. Since MicroStrategy only refreshed on a daily basis, the information was outdated and the high level of manual manipulation increased the margin of error.

### Accelerating market responsiveness with QlikView

Gatorade began the search for a BI solution that would provide timelier sales answers, so that salespeople and the support team could monitor performance and address issues proactively. After seeing QlikView demonstrated by QlikTech partner <<GPStrategy>>, the team knew it would enable Gatorade to easily track sales Key Performance Indicators (KPIs). With in-memory data refreshed in near-real time, sales analyses would reflect the current reality of Gatorade's business environment. The team prepared a business case of

### Solution Overview

#### Gatorade® de Mexico

Subsidiary of PepsiCo, Inc. and manufacturer of leading sports drink Gatorade

#### Industry

Consumer Products

#### Function

Executive, Sales, Operations, Finance

#### Geography

Mexico

#### Challenges

- Need real-time sales data to proactively respond to market changes
- Improve reporting time - producing a single report could take up to four hours with MicroStrategy
- Decrease margin of error from manual report generation

#### Solution

Gatorade de Mexico (Gatorade) deployed QlikView to 20 employees in less than one week. With QlikView, Gatorade now analyzes order cycles from order through billing, sales expenses, and account sales and profitability, all focused on driving increased sales. With QlikView Server (32-bit) and QlikView Publisher, Gatorade easily supports security and visibility while handling the modest data volume tens of millions of records.

#### Benefits

- Reduced reporting time from 1-4 hours to 3 minutes, saving up to \$237 in employee time for each report
- Gained real-time visibility of companywide sales performance
- Empowered salespeople with mobile alerts and interactive access to account data

#### Data Source Systems

Application: MFG-Pro, Core legacy system

DW/BI: MicroStrategy

Database: Internally developed database, Excel, inline data files, text files

Hardware: HP Servers with Virtual Technologies

#### QlikTech Partner

<<GPStrategy>>



expected time and cost savings, which made it clear that the company would benefit from QlikView's ease of use, ability to seamlessly associate related data and speed to deploy.

**Real-time sales inventory: From down-the-trade-sales to across the country**

Once Gatorade selected QlikView, <<GP-Strategy>> conducted a one-day training course for the sales support team and facilitated the development of the first two applications, which would analyze sales overhead and "down-the-trade-sales".

Connecting SKU data with information from Gatorade's 32 distributors, the down-the-trade-sales application enables Gatorade and each distributor to systematically track and analyze inventory by client, item, delivery route and location sold. For Gatorade, the ability to easily access item inventory performance delivered significant reductions in the time and labor costs associated with this sales analysis. Additionally, the team realized reductions in potential human error linked with performing the reporting task manually. For the distributors, QlikView provides a measurement of their most valuable and least cost-effective clients, allowing them to restructure sales and delivery routes for increased profitability.

**Sales operations: Answers to reduce overhead costs**

To analyze the costs and efficiency of its 72-person sales team working throughout Mexico, Gatorade developed a sales overhead application. It tracks all overhead, such as Travel & Entertainment, marketing, and office expenses, in relationship to sales for each account and each salesperson. Every component

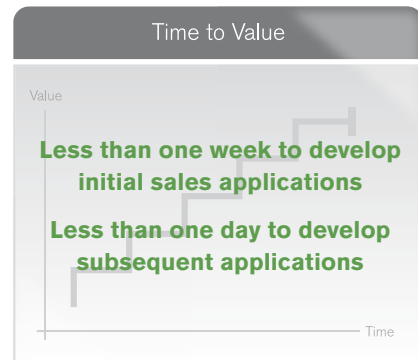
of overhead expense can then be analyzed to see if there is an opportunity for savings. In addition, sales management is empowered with a more detailed and actionable view of each individual salesperson's performance and related costs.

**Order cycle analysis: Accurate forecasting, optimal inventory**

Once the initial QlikView sales applications were successfully deployed in less than a week, Gatorade began developing new applications for other sales-related functions. For example, a QlikView order cycle application enables users to track a sales transaction from its original source to final billing. Developed in only four hours, the application connects a wide range of item and customer-specific information from credit lines and limits for smaller distributors, to shipping details for large customers like Wal-Mart.

For Gatorade, QlikView order analysis takes the guesswork out of forecasting sales and maintaining optimal inventory levels, while ensuring that customers receive accurate shipments and invoices in a timely manner. Automated reporting and mobile alerts provide the sales team with dashboard and analysis updates via Blackberry and Nextel – four times each day. Before QlikView, the sales support team spent nearly an hour running individual reports, exporting to Excel and sending to each salesperson via email. With QlikView Publisher, this same process takes just a few minutes.

**Transformation into an integrated, more effective sales organization**  
With QlikView, Gatorade's sales support analysts are no longer spending their time manually compiling and updating reports; instead, they are



free to analyze data to identify market opportunities and areas for potential cost savings. With a reduction in report generation time from 1-4 hours before QlikView to just three minutes today, Gatorade is saving up to \$237 for each of its 10 employees time for 10 reports each day. Those cost savings, in conjunction with increased visibility for gains in operational effectiveness and additional revenue opportunity identification, enabled the company to realize a full return on its QlikView investment in only four months.

QlikView offers Gatorade an analysis platform that provides a single version of accurate sales data every day.

“ With QlikView, we now have on-demand access to sales data that is refreshed every 45 minutes. ”

*Victor Aguilar, Support Sales Manager, Gatorade de Mexico*