



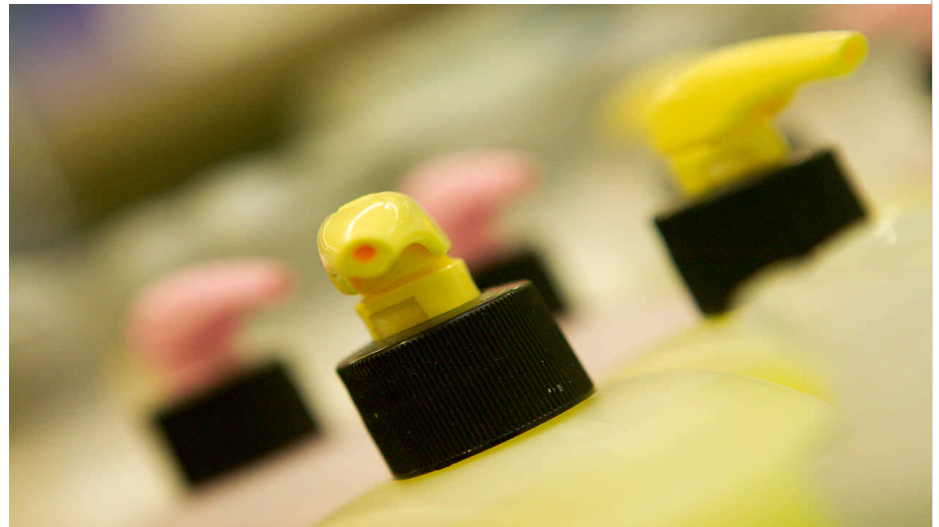
JOHNSON & JOHNSON

IRI DELIVERS SOLUTION TO IMPROVE SPEED OF DATA ACCESS AND BEST PRACTICE ROLLOUT

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Johnson & Johnson Consumer EMEA required a solution that made it easier to share data and best practices across the business. Using web-based technology IRI was able to provide a single market view, accessible by users from around the globe. J&J can now develop insights and make decisions in a fraction of the time.

Alison Oakley, International Account Director, IRI



THE CHALLENGE

Johnson & Johnson is the world's largest and most comprehensive manufacturer of health care products, serving the consumer, medical devices and diagnostics, and pharmaceutical markets.

The company employs more than 115,600 employees worldwide and produces products that serve a broad segment of medical needs.

Such a vast global reach, however, can bring its own set of problems.

In the EMEA region, J&J Consumer found that information sharing between regional management, marketing and customer teams was hampered by geography and connectivity.

Market information was localised and varied across markets and categories – therefore taking a long time to collate and align.

Decisions took longer to make and inhibited the company's ability to predict and respond to local and regional trends.

IRI APPROACH

J&J Consumer EMEA required a solution that gave a single view of the markets in which they operate, was quickly and easily accessible across the user community, and provided an easier route for sharing best practices.

With one regional view of the business, and real actionable insights, decisions could be made with greater clarity and speed.

Information Resources Inc. (IRI) used its technological expertise to integrate the data and create a set of reports that could be generated quickly and easily.

Using the CPGNetwork web-portal for data delivery increased speed of access for all users.

The solution provided J&J Consumer EMEA with:

- ▶ Integrated regional databases
- ▶ Automated regional and local reports
- ▶ Web access
- ▶ 'Publication' and sharing of local and regional insights

SEE

With access via the web business-critical reports are available to all users at the same time.

ACT

Improved access to local, regional and global information means business performance can be quickly evaluated and immediate action taken.

WIN

Best practices for success can be shared and implemented at the touch of a button.

BENEFITS

J&J Consumer EMEA gained a clearer view of its brands and categories with only one 'currency' of information across the region.

The freshness and actionability of the data doubled as local data no longer had to be manually assimilated into a single view.

Best practices can now be shared instantly, allowing time for more analysis and real insight.

Convenient web access from around the world enabled the user community to grow.

RESULTS

J&J Consumer EMEA now has a faster, more transparent view of the markets in which it operates.

IRI SOLUTIONS

To identify business opportunities effectively, FMCG manufacturers and retailers require easy access to data. By reducing the time spent mining and managing data, you can increase the time spent analysing the implications and taking action – and therefore driving profitability.

J&J Consumer EMEA took advantage of the ability of IRI to combine and manage data from across EMEA. IRI delivered this in a structure that allows users to get the information they need, as soon as it is available.

MORE INFORMATION >

please contact your IRI representative

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ABOUT IRI

Information Resources, Inc. (IRI) is the world's leading provider of enterprise market information solutions and services, empowering its clients to grow their business profitably in a complex marketplace. Driving the transformation of the consumer packaged goods (CPG), retail, and healthcare industries, only IRI provides a unique combination of real-time market content, advanced analytics, enterprise performance management software, and professional services. The company's portfolio of services, solutions, and technology enable leading retailers and their suppliers around the globe to see what they are missing, act faster with greater confidence, and win at the shelf. Ninety-five percent of the FORTUNE Global 500 in CPG and retail leverage IRI to power their business. For more information, visit www.infores.com.

