

# QlikView Customer Snapshot – Campbell Soup

“We didn’t anticipate the scope of efficiency gains possible with QlikView. It revolutionized our ability to manage data throughout our supply chain. We continue to find new ways to integrate, view and use data that are much better than what we were doing before.”

Michael Mastroianni, Vice President, North American Planning, Reliability and Operations  
Campbell Soup Company



## About Campbell Soup Company

- Global manufacturer and marketer of high quality simple meals, including soup, baked snacks, vegetable-based beverages, and premium chocolate products
- Headquartered in Camden, New Jersey
- Achieved \$5.2 billion in revenue with 17,000 employees in NA
- Industry: Consumer Products

## Challenges

- Align demand forecasting and supply chain planning with a more dynamic model to manage an increase in new products
- Improve inventory management to accommodate significant increases in new products and SKUs
- Reinforce corporate transformation strategy

## Solution

- Deployed QlikView to ~ 50 users across 3 functions in NA:
  - Sales Analysis: Standardize sales forecasting reports for sales and operations meetings and forecast error analysis during brand meetings
  - Supply Chain Analysis: Monitor daily demand signals; compare differences between current and prior monthly inventory forecasts; assess the financial implications of supply chain decisions; better align logistics and manage transportation capacity with forecasted sales
  - Operational Analysis: Track manufacturing plants ability to meet scheduled production commitments; model hypothetical risk scenarios and assess the long range production implications
- Rapid implementation achieved with Terra Technology
- Leveraged QlikView Server to access and analyze massive data sets encompassing 4,500 SKUs that was ‘trapped’ in the supply chain management system and Excel

## Benefits

- More than 50% improvement in inventory forecasting accuracy
- Gained ability to quickly adapt to day-to-day changes in demand and order flows in a demand driven supply network
- Improved inventory and cost control in ensuring the right product mix is available to customers at the right time
- Reduced transportation and workforce costs