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CPM Project | Case Study



## Mitsubishi

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With more than 90 years' experience in providing reliable, high-tech products to corporate clients and general consumers all over the world, Mitsubishi Electric, formed in 1921, is a recognized world leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation.

Mitsubishi Electric has been in Europe since 1969.

Since then, the company has grown and expanded its network and service area to cover much of the region.



### 15 countries

Belgium, France, Germany, Ireland, Italy, Holland, Poland, Portugal, UK, Czech Republic, Russia, Spain, Sweden, Turkey and the Hungary.

## Project Background

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SDG consulting has worked closely with the Hatfield branch, one of the seven UK branch offices.

Within the EMEA, SDG consulting has also partnered with Ireland, France and Germany branches along with further planned integration within Spain and Portugal.

## Issues and Requirements

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Due to the varied nature of the business and analytic requirements, each of the reports produced required the experience of a programmer.

This time-consuming process would be repeated through many different iterations of a report resulting in no one single version of the truth and difficulty in the reconciliation of report data to Master Systems.



Need to integrate various data sources, lowering overheads in development and administration while translating business requirements into easy-to-use reporting systems, improving reporting and analysis timeframes, be capable of cross-business deployment, use multi-dimensional analytic capabilities, aggregate and drill-down to increasing levels of detail.

A fully integrated, flexible, scalable and easy-to-use system  
which is reliable and synchronized daily with all relevant core business systems.



This has provided deep, cross-business insight with rapid data interrogation supporting and leveraging Mitsubishi Electric's dynamic business model within a competitive sector.

## Results

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- **Streamlined the sales analysis and mark-down planning processes from weeks to days**, summarizing the relevant data with the integration of the existing source systems into a unique multi-dimensional environment.
- **Speeded up the delivery** of information to the business/management.
- **Ensured flexibility** to quickly manage new requirements and data.
- **Provided the business** with the knowledge and tools to manage the existing functionalities and advanced analytical capabilities (reporting, automated alerts, trending, charting, graphical mapping, “what if” and simulation analysis, etc.). Users can now focus more on analysis activities rather than data maintenance and administration tasks.
- **Ensured pervasive delivery across the business.**

# Industrial & Consumer Products | References

Affinity, Ahemon, Amadori, Azucarera Ebro, Bimbo, Cadbury, Campofrio, Camst, Chupa Chups, CIR Food, Consorzio Lombardo Veneto, Danone, Ferrero, Font Vella, Friskies, Gruppo Italiano Vini, Granarolo, Grandi Molini Italiani, Grandi Salumifici Italiani, Grupo Nutrexa, Guido Berlucchi, Heineken, Johnson & Johnson, JTI, Kraft, Lavazza, Leche Pascual, Lenti, Locker Remedia, Mahou-San Miguel, Makro, Marchesi di Antinori, Nestlé, Pasqua, Pellini Caffè, Pepsico, Pernod Ricard, Sara Lee (Bimbo), Schweppes, Sibeg - CocaCola, Sony, Unilever



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