Consumer Commercial Analytics Platform (CCAP)

Unlocking revenue growth for the front office through AI

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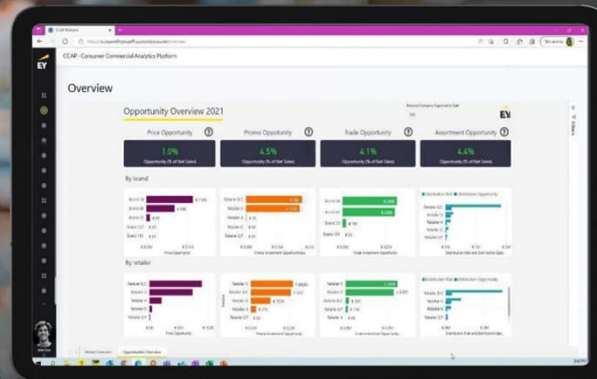Shape the future
with confidence

Business drivers

- Consumer-packaged goods (CPGs) face challenges in ensuring profitable growth in a complex and competitive environment.
- Commercial analytics (assortment, price, promo and trade) is often too generic and isolated.
- Misalignment exists between brand, customer and revenue growth management (RGM) teams.
- CPGs are locked into vendor systems, hindering adaptation to changing environments.

Solution overview

To stay competitive, companies need fast solutions with less up-front investment. The Consumer Commercial Analytics Platform (CCAP) solution is an artificial intelligence (AI)-powered RGM tool designed for the front office. It provides actionable insights for sustainable growth via different commercial levers:

- Assortment
- Price
- Promo
- Trade

CCAP offers broad multi-lever analysis and prescriptive capabilities for efficient scenario planning. Its user interface supports collaboration across commercial teams. CCAP's modular micro-services architecture helps ensure flexibility and scalability while avoiding vendor lock-ins.

Solution benefits

CCAP represents 10+ years of dedicated refinement and practical application, providing integration and enduring relevance across CPG organizations. The key benefits of CCAP include:

- **Cross-lever insights**
  Drives smart and synergized AI-powered decision-making
- **Comparability and globally standardized analytics**
  Creates harmonization and comparability across markets, regions and customers
- **Vendor-agnostic**
  Generates insights on top of a wide variety of local solutions like trade promotion management (TPM) and enterprise resource planning (ERP)
- **Friendly user interface (UI) and user experience (UX)**
  Supports its users by making it easy for non-analytical people to leverage analytics
- **Seamless integration**
  Allows users to leverage components to remediate existing solutions

All modules are complementary and can be deployed both, standalone or integrated with other modules, depending on the client needs

RGM insights
Unlock cross-lever opportunities

Promo	Price	Assortment	Trade
Improve promo plans and simulate financial impact	Simulate dynamic pricing and elasticity	Simulate and improve assortment changes	Manage trade terms and identify recovery opportunities

Commercial data layer
Data layer merging internal and external sources for CCAP and other commercial use cases

Joint value proposition

- EY teams have built the CCAP platform, leveraging Microsoft technology.
- Using the Microsoft Azure cloud environment, CCAP extracts, loads and transforms relevant data sources to generate insights.
- Leveraging Azure's machine-learning (ML) capabilities, CCAP deploys and schedules ML modules.
- CCAP utilizes Azure DevOps: a set of modern development tools and services provided by Microsoft. It supports development and IT operations in planning work, collaborating on code development, monitoring and deploying applications.

Solution differentiators

- CCAP is an EY in-house developed platform that predicts outcomes and prescribes better commercial decisions.
- CCAP assists companies to stay competitive through fast solutions with less up-front investment.
- The platform's ability to deliver actionable insights and support strategic decision-making has led to numerous success stories for many CPGs.
- With different analytical modules, robust data integration, scalable architecture and other features, the existing CCAP platform is ready for deployment through a smooth and efficient implementation process.
- CCAP stands out from other analytics platforms due to its high level of adjustability and customization to fit any CPG business context.

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Case study

Successfully deployed the CCAP promo module in multiple markets for global brewer Asahi Europe & International

Client challenge	Engagement summary	Value delivered
- Underinvestment of Asahi Europe and International in RGM technologies has been a drag on growth. - Markets kept reinventing complex solutions that became unstable with staff turnover. - Increasing complexity around factors affecting trade spend return on investment (ROI) demanded more sophisticated data and analysis capabilities. - Improving forecasting accuracy and automated recommendations seen as an opportunity to drive better margins and grow revenue. - A solution was needed to navigate regulatory and business constraints.	- Built a commercial data layer integrating various internal and external data sources - Deployed machine learning (ML) and AI optimization algorithms to generate optimum promo plans to maximize ROI from investment - Deployed a simple-to-use interactive web application to facilitate planning and financial scenario simulation - On-going maintenance of data and analytics to cope with a changing market dynamics through managed services	- Deployed the CCAP promo module leveraging AI techniques to improve both effectiveness and efficiency of promo investment and planning - Generated 16% growth in revenue in during the proof-of-value and is on track to deliver 2% to 6% growth across the markets with live scaled solutions - Triple win: Created promo plan that benefits both the profitability of the client and the retailer, and meets consumer needs - Put in place technology platform and data foundation to advance on the client's AI journey to come

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EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multi-disciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

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