

# Case study: technology & operational transformation at F500 consumer company



## The challenge

A leading consumer brand needed to change its back-end operations to better serve customers through increased transparency and ability to connect its back-end systems to digital platforms.

The company sought to completely change its back-end systems over the course of two years and work with its partners to fund the \$40M transformation initiative.



Evaluated current operational capabilities and gather qualitative feedback from store-level employees.



Built cross-functional support across organization through roadshows to share “why” behind change, importance to customer, and impact.



Developed two-year roadmap with technology team based on projects to execute strategy.



Created budget and resourcing plan to achieve organizational roadmap

## The outcome

Identified operational improvements to **save \$5M annually in EBITDA** through transformation effort.

Project was delivered on-time and successfully to allow for new organizational capabilities, including digital initiatives and a new loyalty program.