

Consumer Goods

# BI And The Web Are Front And Center

**C**onsumer goods companies are turning to business intelligence to manage costs. Sixty-eight percent of consumer goods companies say that they plan to make BI available to more employees more quickly, according to the *InformationWeek 500* survey. That percentage is substantially higher than the average figure of 37% for all *InformationWeek 500* companies.

At E.&J. Gallo Winery, the largest family-owned winery in the world, VP and CIO Kent Kushar says his company is using SOA architecture, SaaS, and its BI repository to optimize its product packaging, pricing, and channel strategies. The goal is to deliver productivity, inventory, and planning improvements.

"It has changed the way the business operates—executives are asking for and using more data, detail, and analysis," says Kushar.

In addition to BI, upgrades to Web operations are a priority. Among *InformationWeek 500* survey respondents, consumer goods companies as a group (32%) show more interest in improving Web operations than the average (26%).

Herbalife CIO Chuck Sperazza expects his company will grow its Internet and mobile sales channels. While well-developed in the United States, the Internet accounts for only about 10% to 15% of the company's business globally.

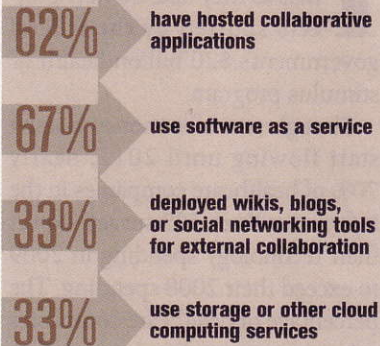
—Thomas Claburn  
(tclaburn@techweb.com)

### Tech Innovation

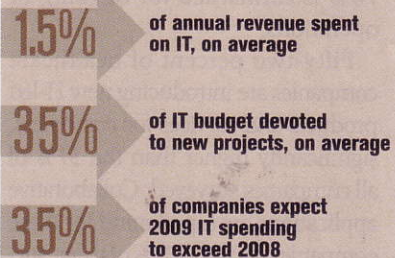
A snapshot of how consumer goods companies are innovating



### Web Focus

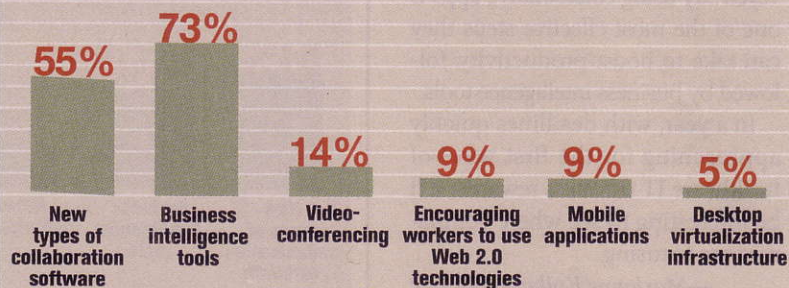


### Inside Consumer Goods



### Productivity Push

What has been most effective:



Data: *InformationWeek 500* survey of 22 consumer goods companies