

# OPTIMIZATION AND UTILIZATION OF CPG DATA

MARCH-MAY 2024

## PROBLEM STATEMENT

Mondelez possesses large amounts of packing data across its many global brands including materials, dimensions, capacity and more. This immense data repository could provide valuable insights to the company, if properly optimized.

Through its work with TechConnect, Mondelez sought to uncover platforms or data science consultants that could provide technology or insights into how to enrich and utilize their SAP data warehouse.

## OUTCOME & RESULTS

To approach a problem of this scale, a multi-faceted approach was undertaken: an initial landscape effort followed by a public-facing sprint. The landscape deliverable presented 40 different in-scope companies from around the globe. All of the companies identified in the landscape were invited to respond to the sprint. Simultaneously, Mondelez reviewed the landscape results.

The subsequent public call for responses generated a further 12 responses, the vast majority of which were not present on the landscape. In total, these two projects delivered information on 50 unique organizations.

The goal for these parallel projects was to make effective and impactful use of the vast amounts of packaging data generated, received and retained by Mondelez on an annual basis. Finding suitable partners could lead to identifying and resolving gaps in the data set, new methods for ingesting incoming data as well as insights into how to improve global operations. Additionally, pathways identified for packaging data sets could potentially be adapted for other segments of Mondelez.

**12**  
SPRINT  
SUBMISSIONS

**40** LANDSCAPE SUBMISSIONS

**33%**  
STARTUPS

**10**  
COUNTRIES