

Merchandising Units Builder Application

Challenge

- Streamline internal processes through data integration and **support manufacturing operations** for **Build to Order** to complement **Build to Stock**
- Integration with both **recommendation engine** proposed product design and product master data available in Hershey's Azure environment

Solution

- ✓ Digitized solution resulting in elimination of manual processes and expediting the entire Merch Build process
- ✓ Moving away from the Excel based Model to more responsive UI which can be accessed on any platform (Desktop, mobiles, tablets)
- ✓ Seamless integration with **Azure** Data Store, Optimization engine, APO systems

Outcome

- Conception to Delivery of merch units from 26 weeks to ~12 weeks
- End-to-end visibility to track delays, discrepancies
- Meet the underserved/ unserved stores by being responsive to meet urgent orders such as end caps for key customers
- Provide data visibility to Hershey's customers
- Delight business users through an intuitive user experience, across devices



Forecasted Business Impact

>50%

Reduction in time to market

100%

Visibility of planograms to customers

Zero

Delay in merchandizing units reaching the stores