



HERSHEY

Milton Hershey's love for confection started at a young age and flourished when he established The Hershey Chocolate Company in 1894. By 1900, the company sold their very first candy bar. Today, their portfolio of brands has expanded beyond the beloved and iconic HERSHEY'S Milk Chocolate Bar.

Merchandising Units Builder Applications

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

Business Impact

>50% Reduction in time to market

100% Visibility of planograms to customers

Zero Delay in merchandising units reaching the stores