



innocent drinks
London, England
www.innocentdrinks.co.uk

Industry:

Consumer Goods

Annual Revenue:

US\$214 million

Employees:

200

Oracle Products & Services:

Demantra Demand Management

Implementor:

Oracle Consulting

“Oracle’s Demantra Demand Management provides us with proactive, predictive intelligence that delivers the knowledge we need today while underpinning delivery of our strategic objectives.” – Jon Wright, Chief Executive Officer, innocent drinks

innocent drinks Expands on Integrated Intelligence

Famous for its pure fruit smoothies, innocent drinks has a 70% share of the United Kingdom’s chilled juice market. With a 44% annual growth rate, it is the industry’s fastest growing brand. The first company in the world to put drinks on shelves in 100% recycled plastic bottles, innocent’s fulfillment rates consistently exceed 99%.

Challenges

- Optimize promotions budget to determine most profitable sales channels and maximize growth potential by responding to consumer-driven shifts in demand
- Leverage integrated, collaborative financial reporting, asset management, and forecasting to replicate U.K. success overseas
- Benefit from the expertise of a technology partner who can provide one-stop consultancy, implementation, and support

Solution

- Evaluated 180 enterprise performance management solutions to replace legacy in-house developed spreadsheet-based tools
- Selected Oracle’s Demantra Demand Management for its multidimensional data modeling, automated analytics, and synchronized enterprise-wide forecasting capabilities
- Commissioned Oracle Consulting to configure Demantra applications and support implementation and training to over 70 users.
- Benefited from Oracle Consulting’s on-site resources and links with Oracle’s development teams to go live in six months
- Fed daily sales figures from retailers and wholesalers into the Demantra system to analyze profitability of trading partners in near real time
- Incorporated electronic point of sale data from third parties
- Leveraged Demantra’s flexible, multidimensional architecture and mixed forecasting models to overlay events, special offers, and seasonality on top of base demand for all products
- Delivered daily sales dashboards to enable managers to identify the most and least popular drinks, monitor impact of special offers, and adjust demand to changing market conditions
- Benefited from “one-number” forecast to ensure on-going continuity between supply and demand and maximum profitability while expanding into nine European countries