



Japan Tobacco International (JTI)
Geneva, Switzerland
www.jti.com

Industry:

Consumer Goods

Annual Revenue:

US\$8 billion

Employees:

23,000

Oracle Products & Services:

Siebel Consumer Goods Sales
Siebel Trade Promotions
Siebel Order Management
Siebel Contracts
Siebel Consumer Goods Marketing Automation
Siebel Consumer Goods Sales Analytics
Oracle Service Analytics Fusion Edition
Oracle Business Intelligence

Oracle Partner:

Accenture
www.accenture.ch

“Oracle’s solutions help us to translate brand objectives into strategies, programs, and concrete activities defined at channel and segment levels. This helps us to close the loop between the defined objectives at the brand level and the activities performed at the outlet.” – Jose Luis Amador, Worldwide Trade Marketing Director, Japan Tobacco International

Japan Tobacco International Achieves Consumer and Trade Marketing Excellence

Japan Tobacco International (JTI) is the international division of Japan Tobacco, the industry’s third largest player worldwide, with a global market share of 11% and market capitalization of approximately US\$50 billion. For the seventh consecutive year, JTI has maintained its status as the fastest growing business in the tobacco industry, while successfully integrating the former Gallaher businesses and brands.

Challenges

- Implement an integrated consumer and trade marketing approach, improving the ability to target brand activities, such as sales and promotional events, at the point of purchase
- Develop and enhance marketing strategies to reach the right outlet at the right time with the right message
- Enhance the marketing system’s ability to adapt to each market’s maturity and competitive environment, while progressing along a common growth path
- Facilitate adoption of best practices throughout the company’s marketing divisions and enable innovations and improvements in business processes, workflow, and use of tools

Solution

- Worked with Oracle Partner Accenture to implement several Oracle Siebel applications, along with Oracle Business Intelligence Enterprise Edition, to enhance marketing efforts
- Increased sales volume and accelerated time to market
- Realized budget savings in all markets covered by the Trade Marketing Excellence program, resulting in an ongoing benefit in each market equivalent to an additional 5% of its consumer and trade marketing budget
- Reached a 100% return on investment for the entire global program within five years of starting the project
- Enabled brand managers to target promotional and sales activities to reach key geographies and demographics
- Achieved higher visibility into the profitability of brand activities, allowing brand managers to fine tune activities, as well as prioritize resources to achieve the maximum return
- Rolled out the system in 15 markets for approximately 4,000 users and realized a 100% user adoption rate due to the system’s improved communication and higher user satisfaction