Johnson & Johnson report 40% cost savings using Gensa Group solutions

Economic uncertainty and shrinking profit margins mean that every byte of data is like gold in the retail industry. This is especially true in the Latin American (LATAM) market, where growth is uneven between countries, and the retail landscape is complicated by multiple currencies, different operating conditions, and diverse cultures that drive consumer behavior. Using data to generate business intelligence in this environment is challenging, but Gensa Group has built a highly repeatable solution leveraging Azure and Power BI that gives multi-national companies like Johnson & Johnson (J&J) an edge in LATAM.

Johnson & Johnson

Johnson & Johnson + G3 Catman

Customer challenges

J&J Mexico and Central America needed a world-class tool that complied with their corporate standards and met their data warehouse and advanced analytics needs. They needed quick access to high-quality data about how their products are performing on store shelves With a large portfolio that demands different retail strategies to address variations in consumer behavior, J&J was struggling to pull all of the data together in way that could generate business value, meet strict global compliance standards, and account for the complexity of the LATAM market.

Partner Solution

Using their G3 Catman app, Gensa helped J&J modernize and automate the process of collecting information from each retailer. With automatic data collection that follows defined business rules, all J&J stakeholders now have easy access to the information they need, when they need it. Gensa used Azure to provide a robust and scalable platform. The power of Azure SQL Server combined with Data Factory and Analysis Services cubes provided the ideal mix of back-end tools to store properly and manage the data, while making the results available on the front end to measure the performance of each product, all on the strength of Microsoft's standards for security and reliability.

Customer Benefits

With G3 running on Azure, J&J reports a 40% decrease in costs by switching from an on-premises solution to the cloud, because it allows them to pay only for what they need. G3 Catman enabled J&J to gain control over the data and processes while reducing the impact of staff turnover and loss of corporate memory. G3 also enhanced the relationship between retailers and J&J by building consensus around a common standard reporting tool that would allow category managers to track all the commercial initiatives while still meeting retailers' needs for simple processes and easy access to data.

"We gained the ability to monitor all of our strategies across geographical locations. This has had a huge impact on our ability to adjust to different market conditions, while decreasing our IT costs."- CIO, J&J Mexico and CAM

"Revamping the analytics tool was something that we needed. Now more than ever, we need to keep an eye on our products to stay profitable—G3 is the only tool that could do that for us""- Category Manager, J&J