



Moët Hennessy Diageo France optimises its Category Management process with Aldata

December 10, 2010 - "Early in my career I remember spending more than 50% of my time integrating and consolidating data. Now I just log-on to the Aldata Cosmic interface and start category analysis. Through the solution we are able to manage the assortment and range review process and easily simulate the impact of variables such as product mix changes and promotional activities," said Isabelle Tien Phuc, Moët Hennessy Diageo. "The impact on our bottom line is tangible, with a significant improvement in our results over the past two years and improved relationships with our retail partners."

Who is the customer?

Moët Hennessy Diageo (MHD) was founded in 1999 as a joint venture between LVMH, a world leader in luxury brands, and Diageo, the world's leading premium drinks business. Today MHD offers a unique collection of prestigious international brands such as J&B, Smirnoff, Baileys, Talisker as well as globally recognised premium brands such as Moët & Chandon, Veuve Clicquot, Dom Perignon.

What have they purchased and how will it help their business?

- With Aldata Cosmic, Moët Hennessy Diageo is able to maximise category insight and deliver specific and tailored offers to its retail partners. An approach that sets the company apart.
- During deployment, Aldata and Moët Hennessy Diageo collaborated on best practices in terms of the solution and category management processes
- Moët Hennessy Diageo continues to collaborate closely with Aldata and outsources its data manipulation to Aldata
- Moët Hennessy Diageo purchased Aldata Cosmic software tools in 2007

About Aldata

Aldata is a global leader in the supply of integrated business solutions to organisations that provide the best retail, wholesale, logistics, and marketing services to billions of consumers around the world.

100% of our business, technology, and people, plus over 20 years of accumulated best practice experience, is dedicated to improving the cost, time, and value delivered by our customers.

Today those customers include 15 of the world's 30 largest retailers, global distribution organisations, hundreds of national, regional and specialist businesses, and thousands of consumer brands.

100% Merchandising

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