

Case study

Unilever



Profile

No matter who you are, or where in the world you are, the chances are that our products are a familiar part of your daily routine. Every day, around the world, people reach for Unilever products.

Our brands are trusted everywhere and, by listening to the people that buy them, we've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product.

Further info

www.unilever.com

Corporate Modeler supports Unilever in its systematic approach to business process redesign and process harmonization across multiple operating environments. This approach is aimed at maximizing the potential for further synergies through the analysis and prediction of changes in the environment where process projects are undertaken.

Challenge

Redesign existing customer relationship management (CRM) processes to support introduction of new internal-to-Unilever software application servicing approximately 4000 users world-wide.

Proposed options must consider the effect of successful implementation on contextual environments in which processes are executed.

Often relationships exist between entities despite connections not explicitly being depicted in a Corporate Modeler model. These implicit relationships may be cultural enablers that form the essence, or justification for specific organizational behaviors. An understanding of how entities are implicitly connected, in the context of organizational culture, will permit the identification of factors that may indicate organizational acceptance of change.

Solution

Corporate Modeler's ability to create associations linking POLDAT objects and its ability to re-use objects assist in deriving implied relationships assist in identifying, isolating and creating scenarios to estimate footprints of change in an organization.

Simulations test explicit connections and allow scenarios to be run in hopes of optimizing processes; however, by examining individual diagrams, one can sort out clues that indicate the presence of implicit, yet critical, organizational dependencies. Corporate Modeler's reporting function and Matrix Manager are used to aggregate and summarize relationships.

Results

A solution has been successfully implemented that not only harmonizes existing CRM processes, but also supports synergies across organizational units. Further data convergence and application integration activities have been initiated and will promote consistency across services and allow for more robust and cost effective service level agreements (SLAs) to be established.