Fortress IQ

SOLUTION BRIEF

Process Intelligence for CPG

The CPG industry is experiencing a once-in-a-generation transformation driven by a massive move to ecommerce, the exposed fragility of supply chains and logistics, new entrants and competitors, and the battle for consumer mindshare. This combination of factors, among others, has stretched every area of every CPG, from customer support and supply chain to manufacturing operations and delivery. But, only those CPG firms that understand how their business works today will transform and emerge in a stronger position tomorrow.

CPG Has Changed for Good

The chaos of 2020 wreaked havoc for consumers, which rippled upstream to disrupt retailers and CPG manufacturers and marketers. Shoppers moved online to power a massive 6.7% increase in retail sales, according to the NRF. But, with 76% of consumers valuing convenience over price, it puts CPG head to head against retailers and direct-to-consumer brands to capture that digital mindshare. Now, your business must adapt to this changing CPG reality of booming opportunities and stressed operations. But how do you strategically allocate resources, optimize processes, make targeted investments, and embrace new innovations at scale?

FortressIQ Process Intelligence delivers real-time, data-driven insights to create a detailed map of your business—across all applications, through each department, and for every process. This intelligence lets you make informed decisions on omnichannel marketing strategies, consumer experience (CX) optimization, compliance and financial controls, logistics and delivery efficiencies, and reducing operational risk. FortressIQ enables a deep understanding of the interconnectedness of your people, process, technology, and information so you can make rapid and impactful changes to your business.

FortressIQ Benefits for Retail

Speed

Discover and document operational processes up to **90% faster**

Scale

Automatically generate process documentation and a transformation roadmap

Accuracy

Easily capture **every step across every application** and your entire enterprise

Efficiency

Deploy in minutes, with no integration, no log files, and no process friction

How FortressIQ Helps CPG

FortressIQ uses computer vision, machine learning, and artificial intelligence to effectively capture and discover the details of every business process. The process data is then decoded to provide actionable insights so you can make faster, more informed decisions on process optimizations, digital transformations, cloud adoption, and more. FortressIQ also has universal compatibility requiring zero integration, works without disrupting employees, and captures granular process details unmatched by traditional process mining and discovery methods.

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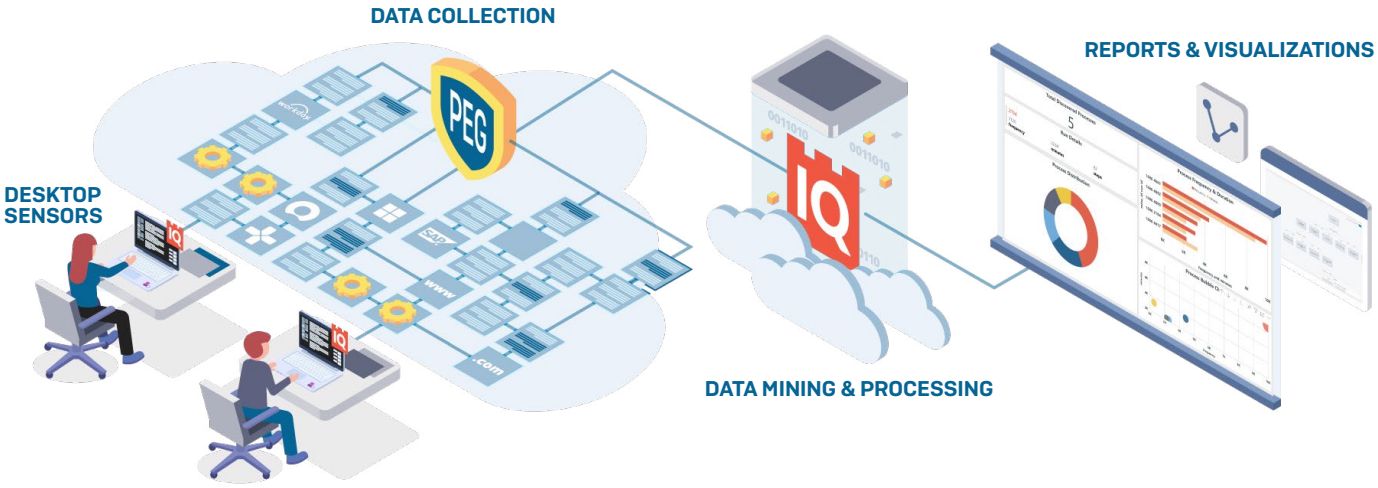

Decode Work With Comprehensive Visibility

Instead of capturing limited process logs or conducting slow, expensive consultant interviews, FortressIQ follows the human with automated business process discovery, modeling, and documentation. It works everywhere your business works, capturing process data at the most granular level, up and down supply, logistics, and delivery chains, performed on any application, and across your global operations. It then presents process visualizations and reports, allowing you to view the data from a broad perspective or focus on a single process thread, and empowering you to make data-driven decisions with increased confidence.

Where CPG Is Putting Process Intelligence to Work

Human Resources

- Optimize employee onboarding
- Accelerate training and development
- Improve staffing and shift management

Finance

- Accelerate financial close and consolidation
- Automate report generation
- Improve compliance

Logistics & Supply Chain

- Streamline inventory processes
- Optimize order management

Customer Service

- Speed resolution times
- Optimize returns processing
- Improve responsiveness to customer requests

Adapt to a Changing Retail World

Consumers increasingly want simple, omnichannel, and customized experiences. And, they want to engage directly with brands. But, this expanded flexibility in your delivery, fulfillment, and return processes, along with new investments in marketing, CX, and digital, adds costs and makes compliance difficult. It also disrupts existing strategies, logistics plans, and manufacturing processes. Add in the pandemic-induced disruptions to your business and that of your vendors, and many critical processes have undoubtedly changed over the past year due to workarounds, new tools, and on-the-fly changes. It's now more critical than ever to understand how your business truly works today to know where to make improvements for the biggest ROI.

FortressIQ quickly decodes work at every level, with no bias or blind spots, and no gaps. You can then use this process intelligence to optimize operations, automate repetitive processes, accelerate supply chains, increase compliance and controls, streamline logistics, and much more. Even if systems and processes change across brands, business lines, and regions, FortressIQ provides continuous and comprehensive coverage so you can identify risks, optimize work, and focus on sustainable growth.

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FortressIQ in Action: Global CPG Automation

Automation is a fast way to increase control and compliance, but only if you understand how processes are conducted. Otherwise, you might automate bad, inaccurate, or counterproductive processes.

CHALLENGE:
Slow, Expensive & Limited Progress on Automation

A global CPG brand had attempted quote-to-cash process automation for more than 2 years, yet had deployed just 8 software bots with limited success. The culprit was a lack of as-is process insights, but slow, expensive process documentation had already consumed 12 workers over an entire year, making additional investments unfeasible.

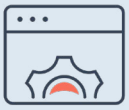
SOLUTION:
FortressIQ Process Intelligence

FortressIQ deployed AI-driven sensors to automatically discover, map, and document more than 300 automation-candidate processes in less than 6 weeks. The brand validated that the delivered insights covered 100% of quote-to-cash processes with high accuracy.

RESULTS:
Massive Savings through Effective Automation

The CPG company identified as much as 75% time savings on various processes, with an additional 20-30% reduction in related operational expenses. The effective annual savings exceeded $8.3 million.

Is FortressIQ Right for You?



Automation
Reduce time-to-value on your RPA investment

Operations
Leverage your existing technology investments

Experience
Maximize workforce productivity

Performance
Reduce operating expenses

Transformation
Optimize your business outcomes

Learn more about how we enable accurate, automated process discovery in just a few weeks.

REQUEST A DEMO TODAY

About FortressIQ

FortressIQ enables enterprises to decode work, transform experiences, and enhance workflows with the industry's most advanced process intelligence platform. Using innovative computer vision and artificial intelligence, FortressIQ delivers unprecedented process insights, extremely fast, and with detail and accuracy unattainable with traditional methods. The platform autonomously acquires process data at scale even as processes extend across systems, empowering enterprises to understand, monitor, and improve operations, employee and customer experiences, and every business process. FortressIQ was founded in 2017, and is backed by Lightspeed Venture Partners, Boldstart Ventures, Comcast Ventures, Eniac Ventures, M12 and Tiger Global. To learn more, please visit www.fortressiq.com.

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