EYEON ROUND TABLE ORCHESTRATING DEMAND WITH BIG DATA

January 25th 2018, 13.00 - 17.00h

Den Bosch or Eindhoven Area (The Netherlands), to be decided

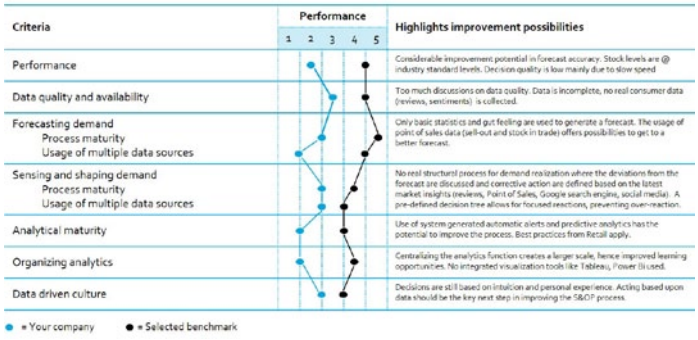
Free of charge

If you (or one of your colleagues) are interested in attending the session please send an e-mail to Kim van Broekhoven: academy@eyeon.nl

Orchestrating Demand with Big Data

With the rise of new data sources, a new era has arrived. Besides traditional Sell In and Point of Sales data, consumers use social media, like Twitter and Facebook, and review sites to share their experiences with products and services. Likewise, consumers search for products on Google before the actual purchase (the zero moment of truth). All this data , not captured in your ERP system, potentially has predictive power and enables a rapid response to what actually happens in the market place.

EyeOn launched a benchmark study to identify best practices in applying (big) data in the demand management process. With results flowing in from Consumer Goods companies like Philips, Panasonic, Heineken, LG Electronics, Bol.com and Shimano we arrived at a point where we can derive some interesting insights. At the round table these insights will be shared and used to facilitate a fruitful discussion on how to orchestrate demand with big data.



Sample company report summary.

EyeOn invites you to this round table with ample opportunity to exchange ideas with our experts and your peers.

*note: Joining this round table also means you are invited to fill out the online survey. Next to the round table EyeOn offers a one-on-one benchmark feedback session to discuss your companies results. All data will be treated confidentially.