

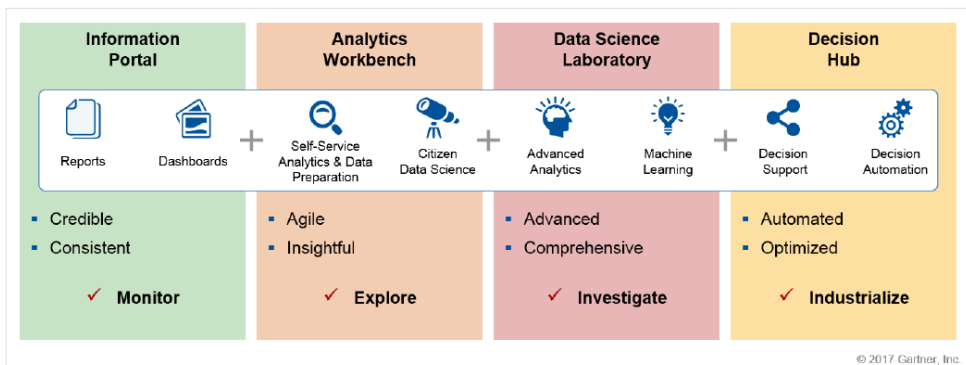
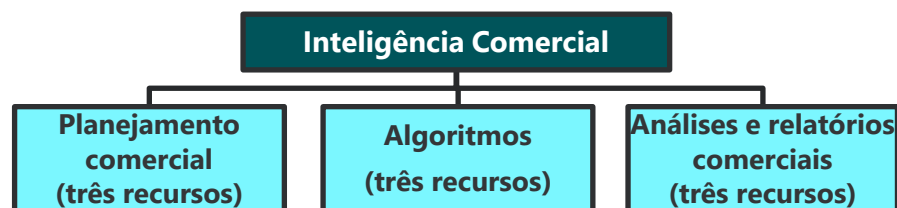
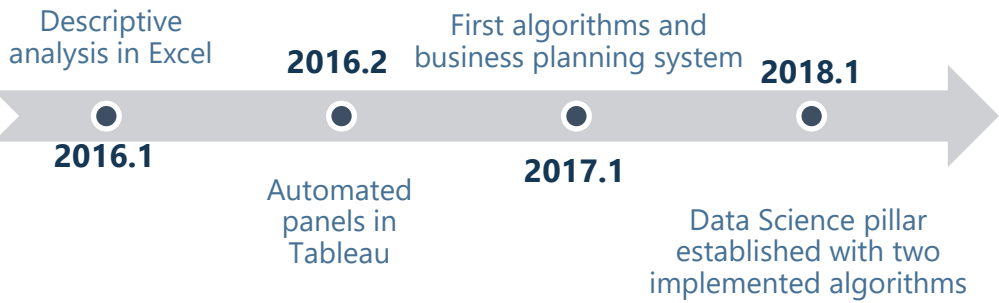


**Success Cases**  
**Operations**

**BRIDGE**  
& CO 

# Structuration of Commercial Intelligence area

**Industry:** Retail  
**Size:** Large  
**Board Served:** Commercial

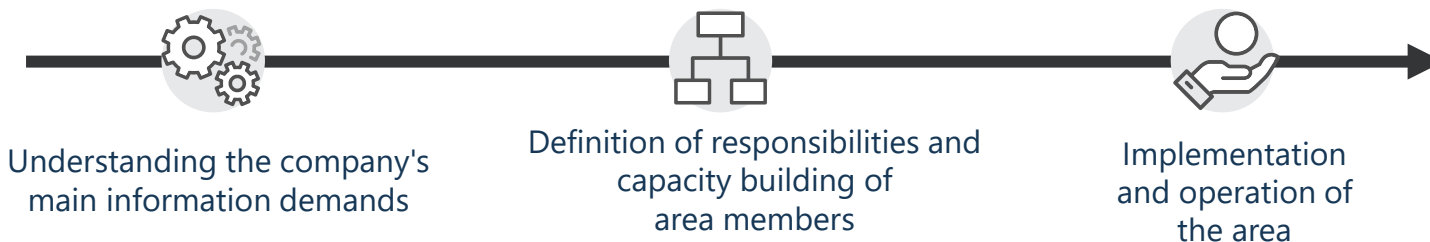


Source: Gartner (October 2017)

## Challenge

Create a commercial Intelligence area within IT that is able to quickly and effectively, meet the information and analysis needs of business managers and the board. This area aims to automate and optimize commercial processes, reducing the level of human intervention to increase the speed and accuracy of commercial actions.

## Development



## Outcomes

- Creating official reports;
- Quick responses to analyzes requested by decision makers;
- Automation of processes and decisions;
- Greater efficiency in the purchase and allocation of products in stores;
- Greater agility in the identification and correction of inconsistencies in data, systems and operational inefficiencies.

# Achieving excellence in IT project reporting

**Industry:** Cans and lids  
**Size:** Large  
**Board Served:** IT



## Challenge

Assist the PMO (Project Management Office) in the development of materials for management, planning and quality assurance in IT deliveries. As examples, we can mention the contract report, sent weekly to the board, which allows the monitoring of pending actions and contract status; the PMO framework, for better planning and visibility of its activities by IT; and the portfolio of ongoing IT projects, which allows monitoring the schedule and costs of programs from the IT areas.

## Development



Meetings to define and understand the materials to be prepared.

Preparation of materials and monitoring of results.

Continuous improvements in order to improve existing materials and identify the importance of developing new ones.

## Outcomes

- Better control and planning of activities performed by TI;
- Ensuring strategic alignment between IT and the business;
- Assistance in risk identification and decision making;
- Increase in IT maturity level.